

EKOenergy brand book



a guide for communication using the EKOenergy logo



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1. The EKOenergy ecolabel

1.1 What is EKOenergy?

EKOenergy is a nonprofit ecolabel for renewable energy, used by consumers worldwide. Renewable electricity, gas and heat or cold that is sold with the EKOenergy label:

- **Is reliably tracked to make sure double counting is avoided.**
EKOenergy-labelled energy fulfils the requirements of international initiatives and standards for CSR and carbon reporting.
- **Fulfils additional sustainability criteria to ensure minimal impact on surrounding ecosystems.**
Important bird areas, migration routes of fish and environmentally protected areas are taken into account.
- **Contributes to projects that combat energy poverty.**
For each MWh of EKOenergy sales, 0.10 € goes to clean energy projects that address the UN's Sustainable Development Goals in developing countries.

The EKOenergy ecolabel has raised over 1,300,000 euros for new clean energy and biodiversity protection projects within the first 5 years of its launch.

“Ecolabels are a way for companies to do more with their purchases. **The GHG Protocol Scope 2 Guidance** mentions the EKOenergy label as an option, as it is a mark of quality which comes on top of tracking certificates. Electricity sold with the EKOenergy label fulfils strict environmental criteria and raises funds for new renewable energy projects. Involvement, transparency, and ‘deeds not words’ are important principles of EKOenergy’s work.”

CDP Accounting of Scope 2 emissions: Technical Note for reporting to CDP Climate Change and Supply Chain programs in 2017 p. 15-16

https://www.ekoenergy.org/wp-content/uploads/CDP-Accounting-of-Scope-2-Emissions_2017.pdf

International standards such as the Greenhouse Gas Protocol and organisations such as CDP and the RE100 explicitly encourage consumers to take leadership and mention the EKOenergy label as one of the ways to do so.

For more information, see:

<https://www.ekoenergy.org/ecolabel/>

For our vision, mission and goals, see:

<https://www.ekoenergy.org/about-us/our-vision-and-mission/>

1.2 Who can use the EKOenergy label?

EKOenergy's licensed sellers

The EKOenergy Secretariat doesn't sell energy or energy attribute certificates. EKOenergy-labelled energy is sold by EKOenergy's licensed sellers and used by energy consumers.

Consumers of EKOenergy-labelled energy

Others

The ecolabel can be promoted by other parties to share information about our work and inform consumers about its availability.

The EKOenergy logo is owned by the Finnish Association for Nature Conservation on behalf of the EKOenergy Network. Our logo can only be used by the parties listed hereafter. If you have any doubt, contact EKOenergy's Secretariat.

EKOenergy's licensed sellers

EKOenergy-labelled energy can be sold by EKOenergy's licensed sellers, as listed on our website. Please keep in mind that any licensed EKOenergy seller can also sell other energy not related to EKOenergy.

Energy companies, energy service providers, PPA facilitators and sustainability consultants that have signed our licence agreement can make EKOenergy sales.



Becoming an EKOenergy licensee doesn't mean the company's portfolio is completely EKOenergy approved, unless a company chooses to offer only EKOenergy-labelled energy. As specified in the licence agreement, licensees can only use the logo for marketing the energy products that fulfil EKOenergy's criteria. Signing the licence agreement doesn't mean the Secretariat endorses the company.

Consumers of EKOenergy-labelled energy

Consumers of EKOenergy-labelled energy are encouraged to use the logo and name to announce their choice, see *Section 3.1*. Please note that informing the EKOenergy Secretariat beforehand is necessary under all circumstances.

Prosumers who have on-site installations can claim using EKOenergy-labelled energy as long as they fulfil the conditions mentioned on our “On-site installations and PPAs” web page:

<https://www.ekoenergy.org/ecolabel/criteria/ppas-and-onsite-installations/>

There is no extra cost involved, but the EKOenergy Secretariat should be informed before the consumer uses the EKOenergy logo, via: **info@ekoenergy.org**



If the consumer doesn't work with an EKOenergy-licensed aggregator or service provider, the consumer must have an EKOenergy-labelled electricity contract for the place where the renewable energy installation is located, whenever this is an option. Refer to the “On-site installations and PPAs” web page, and reach out to the EKOenergy Secretariat in case of any doubt.

Whenever possible, please add a link to our website on your web pages or other online publications, as it contributes to the momentum and helps with our visibility immensely: www.ekoenergy.org

When mentioning EKOenergy on social media, we suggest you tag EKOenergy's social media accounts:



Ekoenergy.ecolabel



Ekoenergy



EKOenergie



EKOenergy



EKOenergy_



EKOenergy-ecolabel

#MadeWithEKOenergy

#TogetherWeAreUnstoppable

#PoweredByEKOenergy

Others

The EKOenergy label can be promoted by other parties such as individuals and organizations campaigning against climate change and for 100% renewables, in conjunction with promoting EKOenergy-labelled renewable energy. If you are not an energy company, energy service provider or a sustainability consultant, you can use the EKOenergy name and logo in the context of sharing information about the EKOenergy ecolabel.

As a rule of thumb, you should avoid creating the impression that you are using or offering EKOenergy-labelled energy if you are not. To avoid confusion and mistakes, it is recommended to inform EKOenergy's Secretariat of the texts beforehand.



1.3 EKOenergy for all energy sourcing methods

The EKOenergy ecolabel can be combined with all types of renewable electricity sourcing. This includes Power Purchase Agreements (PPAs) and on-site installations, among others.

PPAs can have the EKOenergy ecolabel when EKOenergy's criteria are fulfilled, and with at least one directly involved contract party (energy supplier, service provider, installation company, the consumer, etc.) being an EKOenergy licensee.

In order to claim using EKOenergy-labelled energy from on-site installations, prosumers, or an aggregator that represents consumers, should contact the EKOenergy Secretariat directly.

2. Visual identity

2.1 EKOenergy name in different languages

Remember to use the same language version consistently throughout your texts.

Contact us for different language versions and formats of the EKOenergy logo:
info@ekoenergy.org.

EKOenergi: Danish, Norwegian, Swedish.	EKOenerji: Azeri, Turkish.
EKOenergía: Spanish.	EKOenergy: English.
EKOenergia: Basque, Catalan, Estonian, Finnish, Italian, Hungarian, Polish, Portuguese, Slovak.	EKOenerxía: Galician.
EKOenergie: Czech, Dutch, German, Luxembourgish, Romanian.	EKOorka: Icelandic.
EKOénergie: French.	EKOενέργεια: Greek.
EKOenergija: Bosnian, Croatian, Lithuanian, Slovenian.	EKOенергија: Macedonian, Serbian.
EKOenergija: Latvian.	EKOенергия: Bulgarian.
EKOenergija: Albanian.	EKOенергія: Ukrainian.
	ЭКОэнергия: Russian.
	ЭКОэнергія: Belarusian.
	エコエナジー Japanese.
	إيكوطاقة Arabic.

2.2 Fonts to use

The logo text is in Avenir 95 Black. If you add any extra lines above or under the logo, either use Avenir 95 Black or a similar font such as Didot, Minion Pro or Century Schoolbook.

It is possible to translate the text under the logo. Contact the EKOenergy Secretariat if you would like to suggest another text.



2.3 EKOenergy's logo

You can use the name and the logo, or just the logo:



When overlapping an image or on a different coloured background, we suggest you use the logo in white:



Grey logo for black and white documents:



You are also allowed to use other colours if they fit better on a certain background.

Please note that variations and special uses of the EKOenergy logo must be approved by the Secretariat.

Do not crop the logo more than necessary:



Assembled using



EKOenergy

Сделано с



ЭКОЭнергия

Produit avec



EKOénergie

The logo needs "space to breathe", do not crop too closely:



使用获得
EKOenergy
标签认可的绿电制造

Made with



EKOenergy



The EKOenergy Secretariat uses a stylized version of the logo from time to time. To build on the visibility of the established EKOenergy logo, we encourage consumers to stick to the recognised, standard logo in their communications.

However, promotion materials explaining what EKOenergy is can include the stylized logo with animals and plants, given that the standard logo is also present.

Promotion materials prepared by our licensed sellers or other parties, and used to introduce EKOenergy, may use these versions of the standard logo including the word "ecolabel" - however, contacting the Secretariat and having approval for the final text is necessary.



The EKOenergy Secretariat also uses logos that include the word "ecolabel". This is to make it clear that EKOenergy is a third-party quality label, and that the logo represents the EKOenergy ecolabel, not an energy sector company.



2.4 Official colours

Black, white, green and grey are the official colours used for the EKOenergy logo. The specified colour codes for the green and grey are on the left.

You are allowed to use other colours to fit your design for better harmony.

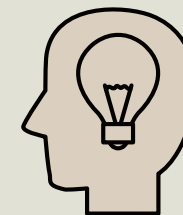
3. EKOenergy in your communication

3.1 Why use the EKOenergy logo for communication?

Energy consumers can play a major role in encouraging others to commit to renewables.

Using EKOenergy's logo on products, websites, offices and buildings can inspire others. This helps to speed up the transition to a 100% renewable world.

- The EKOenergy logo is easily recognisable.
- Using the logo of a nonprofit, impartial environmental initiative shows that your energy choice is approved by civil society organizations.
- Using the logo shows that you are using renewable energy from the most eco-friendly installations.
- The EKOenergy logo is protected in different continents.



3.2 Points to take into account when communicating

- Communication regarding EKOenergy use must give clear information about which activities consume EKOenergy-labelled energy, in order to avoid the misunderstanding that EKOenergy use covers a broader scale of energy consumption than it actually does. This is especially important if EKOenergy-labelled renewables are not used in all activities or premises of the consumer.
- Avoid the use of visual media that do not give an accurate picture of the EKOenergy that has been sold or bought (e.g. no wind turbines if the EKOenergy consumption comes from hydroelectricity).

- It is important to choose images that are representative. For example, an image of a naturally flowing river does not give an accurate idea of the environmental impacts of hydropower. If a consumer chooses to use images, we recommend that the images show the exact conditions of the hydropower facilities where the electricity is generated.
- If you use visual representations of a power plant, only use images where the power plant is not identifiable, unless you are absolutely sure it is a picture of the power plant where your energy comes from.
- In your communications regarding EKOenergy, please focus on your consumption of EKOenergy and other additional benefits of using EKOenergy in order to avoid any misinformation regarding your emissions. The carbon footprint of a specific product should not be the main focus of your communication unless your consumption of EKOenergy is part of a wider carbon reduction plan assisted by carbon accounting consultants. To see how EKOenergy-labelled electricity can reduce the carbon footprint of your business, please check the Greenhouse Gas Protocol Scope 2 Guidance. For more information about the benefits of using EKOenergy, refer to: <https://www.ekoenergy.org/buying-ekoenergy/large-consumers/>
- If you use the EKOenergy logo, be prepared to prove that you are really consuming EKOenergy-labelled energy. You can do this by showing your electricity contract or a separate proof provided by your supplier.



“Claims about use of renewable energy or power should be substantiated through contracts with electrical utilities, renewable energy certificates (RECs) or similar mechanisms. No express or implied claim that a product was manufactured or service provided with renewable energy should be made unless 100% of the energy used to produce the product or offer the service can be traced to renewable energy sources; otherwise qualifiers should be used. Unqualified claims about “hosting” a renewable energy facility may be viewed as deceptive if the energy is sold to other users.”

The ICC Framework for Responsible Environmental Marketing Communications (2019), p.29

<https://iccwbo.org/content/uploads/sites/3/2019/08/icc-framework-for-responsible-environmental-marketing-communications-2019.pdf>

- Please note that most licensed EKOenergy sellers only sell a part of their volumes with our ecolabel. You need to make sure that you have a contract for EKOenergy-labelled energy before you start using our logo in your communication.
- Keep us informed, we are eager to spread the good news! You can tag us on social media, link our website ekoenergy.org or send us an email: info@ekoenergy.org

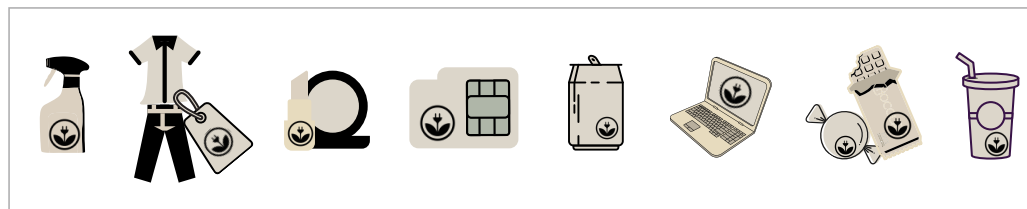
3.3 Use of the EKOenergy logo

<p>Examples of where you can use the EKOenergy logo:</p>	<ul style="list-style-type: none"> • Products • Your website • Marketing and communication materials • Shops and offices • Buildings and facilities
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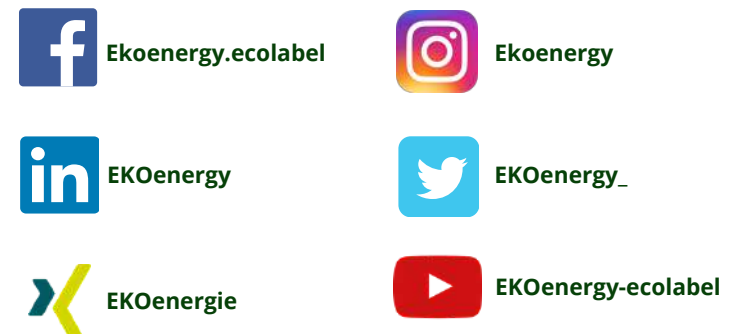
It is possible to use the EKOenergy logo on the packaging of products or via a tag attached to the product. As an EKOenergy user, you are also encouraged to mention and detail the benefits of using EKOenergy-labelled energy on your sustainability reports and other related publications.

EKOenergy consumers are also welcome to communicate about their EKOenergy-labelled energy choice on their social media channels.

You are welcome to contact the EKOenergy Secretariat to suggest other ways to use the logo than those listed here.



For reasons to use the logo, see *Section 1.2* of this brand book. Refer to *Section 1.3* for details on who can use the logo.



3.4 Electricity vs energy

In addition to renewable electricity, the EKOenergy label is also available for renewable gas, heat and cold. For more information, see: <https://www.ekoenergy.org/ecolabel/criteria>

In your communications, it is important to specify “renewable electricity” if you only use EKOenergy-labelled electricity. This is to avoid misinformation if the other sources of energy you use are not EKOenergy-labelled renewables.

Often, for many companies, the first step is to start using 100% renewable electricity before switching to 100% renewable for other energy sources. We encourage the users of 100% EKOenergy-labelled electricity to choose EKOenergy-labelled gas, heat or cold if applicable.

EKOenergy's criteria



Electricity



Gas



Heat and cold



On-site installations

3.5 Reference web pages

EKOenergy's vision, mission and goals:

<https://www.ekoenergy.org/about-us/our-vision-and-mission/>

Our criteria in a nutshell:

<https://www.ekoenergy.org/ecolabel/>

EKOenergy for your company:

<https://www.ekoenergy.org/buying-ekoenergy/large-consumers/>

On-site installations and PPAs:

<https://www.ekoenergy.org/ecolabel/criteria/ppas-and-onsite-installations/>

Our logo in your communication:

<https://www.ekoenergy.org/extras/logo/>

Our results:

<https://www.ekoenergy.org/our-results/>



3.6 Contacts

Feel free to write to us in your language:
info@ekoenergy.org

EKOenergy
c/o Finnish Association for Nature Conservation
Itälahdenkatu 22 b, 00210 Helsinki, Finland
+358 50 5687385