



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, heat or cold that is sold/consumed 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 2,500,000 euros for new clean energy and biodiversity protection projects within the first 10 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 mention using the EKOenergy label as one way for consumers to take leadership in the transition to 100% renewable energy.

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?

The EKOenergy Secretariat doesn't sell energy or energy attribute certificates. EKOenergy-labelled energy is provided by authorised sellers and/or service providers. These are market players who have signed the EKOenergy Agreement and their EKOenergy sales are being audited annually.

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

The EKOenergy logo is owned by the Finnish Association for Nature Conservation. Our logo can only be used by the parties detailed in the following sections. If you have any doubts, contact EKOenergy's Secretariat.

Authorised EKOenergy sellers / service providers

Energy companies, energy service providers, PPA facilitators, installers of on-site renewable energy installations, and sustainability consultants who have signed the EKOenergy Agreement are authorised to offer EKOenergy. All authorised entities are listed on our website.

Please keep in mind that authorised EKOenergy sellers can also sell energy not related to EKOenergy.

Becoming an EKOenergy seller 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 EKOenergy Agreement, sellers can only use the logo for marketing the energy products that fulfil EKOenergy's criteria. Signing the EKOenergy Agreement doesn't mean the Secretariat endorses the company itself.

The EKOenergy name can be used by:

Authorised sellers / service providers

Consumers of EKOenergy-labelled energy

Others



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 it is necessary to inform the EKOenergy Secretariat before using our name and/or logo.

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



Consumers who have on-site installations can communicate about their use of EKOenergy-labelled energy as long as they fulfil the conditions detailed on our “On-site installations and PPAs” web page <https://www.ekoenergy.org/ecolabel/criteria/ppas-and-onsite-installations/>. If the consumers of an on-site installation do not work with an EKOenergy-authorized aggregator or service provider, they must have an EKOenergy-labelled electricity contract for the place where the renewable energy installation is located, whenever this is an option. Reach out to the EKOenergy Secretariat if in doubt.

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

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



Ekoenergy.ecolabel



Ekoenergy



EKOenergie



EKOenergy
ecolabel



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 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 misleading claims, it is recommended to inform EKOenergy's Secretariat about the promotional materials 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.

In all cases, the EKOenergy ecolabel can only be used when all EKOenergy criteria are fulfilled, and when at least one directly involved contract party (energy supplier, service provider, installation company, the consumer, etc.) has signed the EKOenergy Agreement.

2. Visual identity

2.1 EKOenergy name in different languages

The logo is available in many language versions. You can choose which language version you want to use, but remember to use the same version consistently throughout your texts.

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

EKOenergi:	Danish, Norwegian, Swedish.	EKOenerxía:	Galician.
EKOenergia:	Basque, Catalan, Estonian, Finnish, Italian, Hungarian, Polish, Portuguese, Slovak.	EKOorka:	Icelandic.
EKOenergía:	Spanish.	ЭКОэнергія:	Belarusian.
EKOenergie:	Czech, Dutch, German, Luxembourgish, Romanian.	ЭКОэнергия:	Russian.
EKOénergie:	French.	ЕКОенергия:	Bulgarian.
EKOenerji:	Azeri, Turkish.	ЕКОенергија:	Macedonian, Serbian.
EKOenergija:	Bosnian, Croatian, Lithuanian, Slovenian.	ЕКОенергія:	Ukrainian.
EKOenergija:	Latvian.	ΕΚΟενέργεια:	Greek.
EKOenergija:	Albanian.	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 logo with the name, or without
(See *Section 3.2* and *3.3*):



Grey logo for black and white documents:



Do not crop the logo more than necessary:



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



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



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.

Assembled using



EKOenergy

Сделано с



ЭКОэнергия

Produit avec



EKOénergie



使用获得
EKOenergy
标签认可的绿电制造

Made with



EKOenergy



From time to time, the EKOenergy Secretariat uses a stylised version of the logo, with animals and plants (pictured on the left). To build on the visibility of the established EKOenergy logo, we encourage consumers to stick to the recognised, standard logo in their communications.

However, promotional materials introducing EKOenergy can include the stylised logo, given that the standard logo is also present.

The EKOenergy Secretariat sometimes 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.



Promotional materials prepared by authorised EKOenergy sellers or other parties, and used to introduce EKOenergy, may use these versions of the logo too. However, it is always necessary to get approval from the Secretariat before doing so.



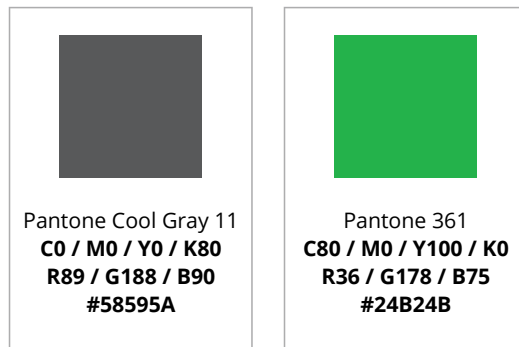
There is a separate logo available for communication about EKOenergy-labelled gas and heat, where the plug is replaced with a flame (see picture on the left). This logo is similarly protected and the same guidelines apply for its use.

There is no obligation to use this logo, the general EKOenergy logo can be used if all conditions mentioned above are fulfilled. However, in some situations, this logo with the flame can be a better alternative, especially when the EKOenergy-labelled energy doesn't include electricity.

The use of the logo shouldn't be misleading (see *Section 3.2*).

You may find some examples in which the use of our logo is not 100% in line with our current brand book. Those photos and visuals date back to earlier years, EKOenergy users and sellers should take the most updated version of our brand book into account. About using the EKOenergy logo, see *Section 3.2* and *Section 3.3*.

It is advised to get EKOenergy's approval for texts on product packaging, press releases, and other communication. Please contact us before communicating with the EKOenergy logo.



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?

We can all set an inspiring example for our employees, peers, and others. Positive and regular communication about the use of renewable energy is one of the ways to spread awareness and speed up the transition to a 100% renewable world.

Using EKOenergy's logo on products, websites, offices, and buildings can encourage others to switch to sustainable renewable energy.

- 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 organisations.
- 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

The EKOenergy logo refers to energy consumption only. Our label can't be used to make any other claims about the company, product or building that uses EKOenergy. Clear communication is key for all stakeholders. Texts should be checked with EKOenergy beforehand and all stakeholders are responsible for making sure that their claims regarding EKOenergy use or sales are not misleading.

EKOenergy sellers need to make a clear distinction between what they offer as EKOenergy-labelled and other products that are not.

EKOenergy users need to specify clearly what part of their energy consumption has the EKOenergy label.



For EKOenergy sellers (authorised sellers and authorised service providers):

- Clients should get transparent information about the product or service they're buying. This includes information about **changes in their tariff or the end date of the EKOenergy supply**.
- We encourage you to use EKOenergy's name on your website and communication materials. However, make sure to include how your (potential) clients can get EKOenergy-labelled energy from you. This is **to avoid the misunderstanding that all products or services they buy from you are automatically EKOenergy-labelled**. I.e mentioning a contact person who makes EKOenergy deals, writing "Ask to get an EKOenergy deal from us", etc.
- Avoid the use of visual media that does not give **an accurate picture of the EKOenergy that has been sold** (e.g. no wind turbines if the sold EKOenergy is hydroelectricity).
- If you use images of power plants in your communication, it is important to **choose images that are accurately representative** (an image of a naturally flowing river does not give an accurate idea of the environmental impacts of hydropower).



For EKOenergy users (energy consumers such as corporate buyers):



- To avoid misunderstandings about the scope of your EKOenergy consumption, communication regarding EKOenergy use must give **clear information about which activities consume EKOenergy-labelled energy**. Avoid adding the logo to a product if it's not possible to separate the activities of the production process that are powered by EKOenergy and those that aren't.
- Don't use the EKOenergy logo in such a way that it creates the impression that other aspects or elements of production are automatically eco-friendly, or are of lesser importance.
- Don't use expressions such as "100% EKOenergy" if you only use EKOenergy-labelled electricity and continue to use gas or heat that is not 100% EKOenergy. In such cases, **communication should be specific and transparent**.

Examples: *"Our offices are powered with EKOenergy-labelled electricity", "All electricity from our on-site installation is EKOenergy-labelled", "Sterilised with EKOenergy-labelled renewable heat", "Packaging made with 100% EKOenergy", "Bottled in a facility using EKOenergy-labelled electricity", etc.*

"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. Marketers may reduce the risk that consumers will be misled as to the type of renewable energy by including that information in the claim. 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 (2021), p.32

<https://iccwbo.org/publication/icc-framework-for-responsible-environmental-marketing-communications-2/>

- If not all information can be added where you put the EKOenergy logo, such as product packaging on which space for information is limited, your clients and other stakeholders should be able to find the correct and precise information on your website.
- Please note that most authorised 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. 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 energy contract or a separate proof provided by your supplier.
- If you use visual representations of a power plant, only use images in which the power plant cannot be identified, 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 the additional benefits** EKOenergy use brings. Such as:



- the fact that it is sustainable renewable energy,
- it is endorsed by environmental NGOs,
- it is recommended by CDP and Greenhouse Gas Protocol Scope 2 Guidance
- it makes additional positive impact through the renewable energy projects EKOenergy finances in developing countries to fight energy poverty
- it addresses several of the UN's Sustainable Development Goals, as mentioned in a UN DESA publication
- through your choice of EKOenergy, you support EKOenergy's activities to promote the energy transition worldwide



- The reduction of your carbon footprint (i.e. the greenhouse gas emissions) 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/>
- Keep us informed, **we are eager to spread the good news!** Remember to tag EKOenergy accounts on social media when you share about your energy choice (see page 4). We are happy to highlight and share your EKOenergy-related posts. You can link our website [ekoenergy.org](https://www.ekoenergy.org) or send us an email: info@ekoenergy.org

3.3 Examples of using the EKOenergy name and logo

Consumers and sellers of EKOenergy-labelled energy are encouraged to communicate using our logo and mention the positive impacts. For reasons to use the logo, see *Section 1.1* of this brand book. Refer to *Section 1.2* for details on who can use the logo. Points to take into account are listed under *Section 3.2*.

EKOenergy users can showcase the EKOenergy logo on:

- Products (on the packaging, via a tag attached to the product, etc).
- Marketing and communication materials (such as newsletters, sustainability reports, websites, etc).
- Shops and offices (entrance of the office spaces, on info boards and screens, etc).
- Buildings and facilities (via stickers).

This is not a comprehensive list. You're welcome to contact the EKOenergy Secretariat to suggest other ways to use the logo than those listed here.



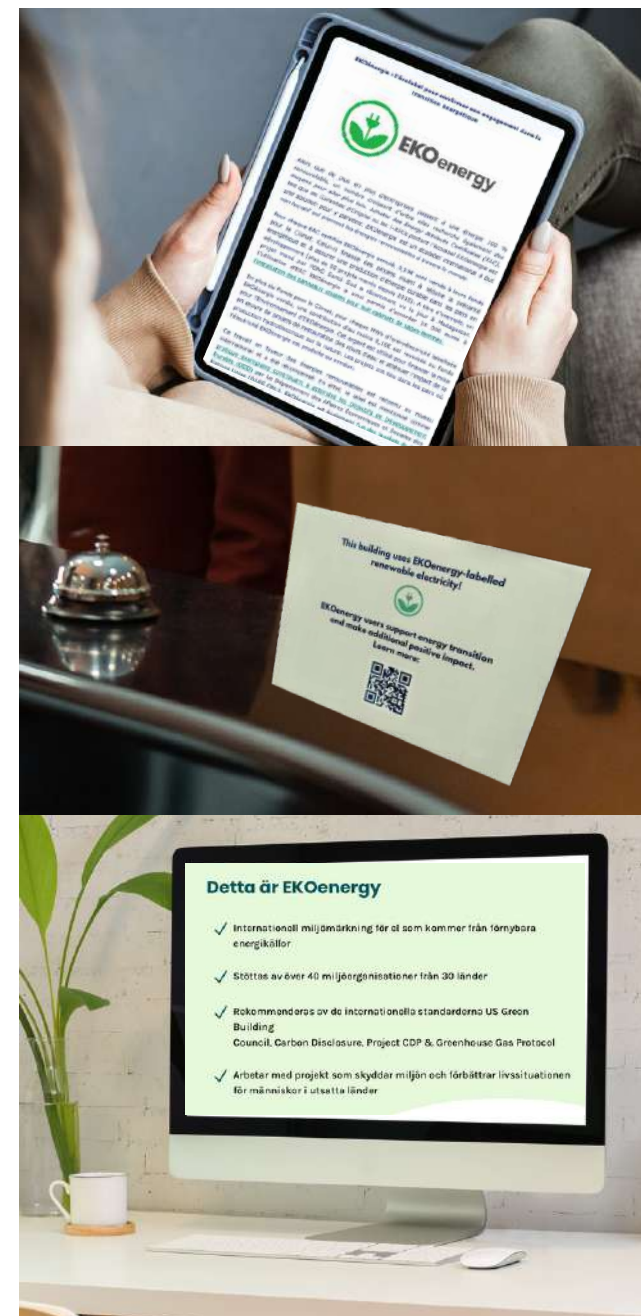
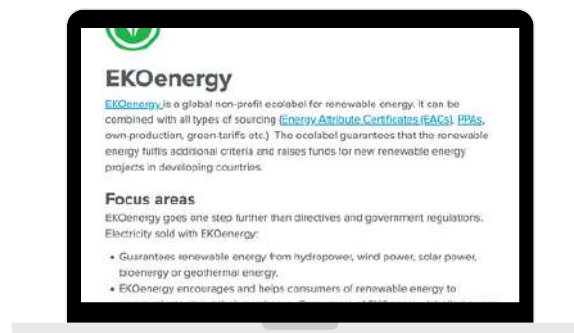
Feel free to contact us for text suggestions

Examples

"Our company uses only EKOenergy-labelled electricity to go the extra mile and make a difference. EKOenergy is an award-winning, global mark of quality for renewable energy. The EKOenergy label is internationally recognised as a tool to go the extra mile. Energy carrying the EKOenergy label is 100% renewable and also fulfils additional criteria to protect nature and biodiversity. By choosing the EKOenergy ecolabel, we contribute to financing renewable energy projects in developing countries and also EKOenergy, an initiative of environmental NGOs, promote the energy transition worldwide."

"Our offices are powered with EKOenergy-labelled electricity. EKOenergy is an internationally recognised, non-profit ecolabel for renewable energy. The ecolabel proves that our electricity comes from renewable energy installations that fulfil additional sustainability criteria."

"This building uses 100% renewable and EKOenergy-labelled electricity. EKOenergy consumers give additional support to the international energy transition."



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.

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 also choose EKOenergy-labelled gas, heat or cold if applicable.

EKOenergy's criteria



3.5 Web pages for reference

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

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