

# SELLING EKOENERGY



is easier than you may think!

Our label is for renewable megawatt-hours, regardless of the purchasing methods: green tariffs, PPAs, unbundled RECs, etc.

As an authorised seller, you can offer EKOenergy to clients who want to make a positive difference, even those who haven't explicitly asked for EKOenergy.

## Steps to sell renewable energy with the EKOenergy label:

### 1 Check if your installation fulfils EKOenergy's criteria

It's easy and straightforward. As an authorised seller, you can request access to our EKODirect database, or ask us information about the eligibility of installations via email. Contact us at [info@ekoenergy.org](mailto:info@ekoenergy.org).

### 2 Pricing is done on your side

The EKOenergy payment is always the same:  
**0.10€/MWh** to fund renewable energy projects  
in low- and middle-income countries  
**0.08€/MWh** for the many activities of our ecolabel  
+ **0.10€/MWh** for riverbed restoration (if hydropower)

#### No hidden fees or upfront costs

EKOenergy's payments are based on sold volumes: you don't need to take the capacity of the installation into account.

### 3 Offer EKOenergy to the client!

Mention EKOenergy on your website and in your communication to make clients aware of the opportunity to buy EKOenergy. Feel free to reach out to us for marketing materials, such as texts, photos, slides, etc.

EKOenergy's staff can tell you and your sales team more about EKOenergy's sales arguments. Don't hesitate to get in touch.



### 4 Report your sold EKOenergy volumes in the audit form annually

Once a year, in March, we will ask you to send us an overview of the sold EKOenergy volumes. You also need to send us the proofs of these volumes (e.g. redemption statements). EKOenergy sends you the invoice based on the declared and proven volumes.

# AFTER A CLIENT HAS CHOSEN EKOENERGY

## follow these steps



- ✓ Inform us after the deal. We will send you **the EKOenergy proof** to present to your client.
- ✓ Repeat that your client is free to use our logo. Detailed explanations about the use of the logo are available in the EKOenergy brand book.
- ✓ Report all volumes sold with the EKOenergy label once a year, in March, for the past year (unless agreed otherwise).



When promoting and communicating about EKOenergy, keep in mind:

### One label - Six goals:



### The EKOenergy label is:

**FOR** sold/consumed volumes only  
**FOR** additional positive impact  
**FOR** easy communication



**NOT FOR** production devices  
**NOT FOR** all generated volumes  
**NOT FOR** labelling a company



### Contact us for more information:

We're happy to explain the procedure again and again!

Feel free to reach out whenever you have questions or doubts or when you have staff changes.

[info@ekoenergy.org](mailto:info@ekoenergy.org)

[ekoenergy.org](https://ekoenergy.org)

