

# FIRST FIVE YEARS 2013 2018



EKOenergy





## VISIBLE ECOLABEL p. 9

Consumers of EKOenergy can use the ecolabel on websites, buildings and even on products. Our team helps in CSR communication.

# A strong voice for energy consumers



## CLIMATE PROJECTS p. 8

Through the certification of renewable energy, we raise more funds each year for new renewable energy projects in developing countries.

In February 2013, environmental organisations from 16 European countries launched **the first international ecolabel for electricity**. The aim was simple and straightforward: creating a recognisable tool to promote sustainable renewable electricity globally.

We're working in many areas, from energy tracking to nature conservation, but one of our most visible and widely appreciated aspects is our Climate Fund. Thanks to the contributions from EKOenergy consumers, **we are able to tackle energy poverty with solar installations**.



## GLOBAL REACH p. 5

Our sustainability criteria work over national borders. EKOenergy is available for households in 11 countries and for companies worldwide.

Immediately after the launch, we reached out to energy consumers and sellers in ten EU countries, set up campaigns and signed the first licence agreements. In 2015, we noticed interest from stakeholders outside of Europe too, and took the decision to develop partnerships in Asia, Africa and beyond. **Today, we successfully reach out to energy consumers and sellers in more than 40 countries worldwide.**

Moreover, for EKOenergy this is only the beginning of the adventure. Driven by our early successes, as well as the global rush for renewable energy, EKOenergy is taking off.

We thank those who have supported us in our first five years: partners, users and members. Our growing, **non-profit network of environmental organisations and volunteers** is the key to our rapid growth.



## NETWORK p. 10

EKOenergy is a non-profit initiative created by environmental NGOs. Our partners and volunteers help us daily in our work, and our members act as decisionmakers.

Although individual efforts by different consumers are often seen as drops in the ocean, the importance of front-runners should not be underestimated. Our ecolabel provides consumers, organisations and climate campaigns with concrete instruments for action.

Now let's focus on the next five years!

Steven Vanholme  
Programme Manager



# ABOUT US

EKOenergy is the [international ecolabel for energy](#). The non-profit label helps large and small energy consumers choose an environmentally friendly electricity product: renewable sources with strict sustainability criteria.

## CRITERIA

	EKOenergy	Other renewable	Grid mix
New renewable energy production via our <a href="#">Climate Fund</a>	✓	?	-
Only the most climate friendly bioenergy	✓	?	-
Wind power outside bird and nature areas	✓	?	-
Hydropower takes into account migratory fish	✓	?	-
River restoration projects via our <a href="#">Environmental Fund</a>			
Renewable energy tracked by GOs, RECs, I-RECs	✓	✓	-
<a href="#">Solar, wind, hydro, bioenergy, geothermal</a>	✓	✓	?
Fossil fuels, nuclear, possibly renewables	-	-	✓

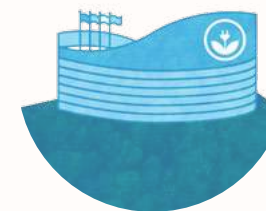
## IN A NUTSHELL



EKOenergy is a non-profit initiative from environmental organisations. It is [supported by a growing network of over 40 NGOs from over 30 countries](#). In 2016–2017 the label received awards in France, Switzerland and Germany for climate action.



EKOenergy labelled electricity costs on average 1–2% more than non-renewable options and is thus [a cost-efficient CSR action](#), both to reduce your carbon footprint and to impact positively on our planet's biodiversity.



We encourage EKOenergy users to be proud of their choice and to use the label visibly. The positive environmental impact is multiplied if [users communicate and inspire others to follow their example](#). These can be households, companies or public organisations.

## ENDORSEMENTS

*"EKOenergy represents the [best available option](#) for the sustainable and additional consumption of renewable electricity within Europe."*

### LEED

green building certification

*"Ecolabels are a way for companies to do more with their purchases. EKOenergy, mentioned by the GHG Protocol Scope 2 Guidance, is such an option: it is [a mark of quality](#) which comes on top of tracking certificates."*

### CDP

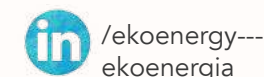
formerly  
Carbon Disclosure Project

*"A growing number of hotels in Europe have already switched to EKOenergy and include the EKOenergy logo in their communication with their guests. Follow their lead and [go the extra mile](#)."*

### Green Key

certification for the  
hospitality industry

## FOLLOW US



Or get in touch: [info@ekoenergy.org](mailto:info@ekoenergy.org)  
[www.ekoenergy.org](http://www.ekoenergy.org)

# STEADY GROWTH

Since our launch in 2013, EKOenergy has grown at an amazing speed and on many fronts. Every success helps us to reach larger stakeholders and increases our role in fighting climate change.

## 2013



- Sustainability criteria for electricity approved by member NGOs
- Several national eco-labels in Europe join the first international ecolabel for energy
- First certifications in Northern Europe

## 2014



- First contact with large international consumers and energy companies in Eastern Europe
- LEED Europe recommends EKOenergy
- Involvement in the development of the Greenhouse Gas Protocol Scope 2 Guidance

## 2015



- Launch of EKOenergy labelled electricity in Spain and France
- First Asian and African environmental NGOs join the network
- First EKOenergy approved transaction in China
- HSY is the first large consumer to communicate about their switch

## 2016



- A growing number of companies switch to EKOenergy in Europe and communicate about it
- Campaigns target ecological buildings, hotels and breweries
- Joint campaign with Protect Our Winters Finland, starring Olympic medalist Enni Rukajärvi
- EU Freshabit Life IP project, focusing on the impact of hydro-power on nature

## 2017



- Three cities switch to EKOenergy in Finland and Germany
- Nine Climate Fund and five River Restoration projects funded by EKOenergy users
- Criteria for renewable gas and preparation of criteria for heat
- Campaigns target hotels and chocolate producers
- First EKOenergy certifications in America and Africa
- One of our employees stays two months in China
- Among others, Groupe Rocher switches to EKOenergy in France, L'Oréal in Russia, VMware in Europe and SAP worldwide



# GLOBAL REACH

EKOenergy is expanding every year. Our internationalisation is driven by a growing public interest in renewables. Although Europe remains our stronghold, we are increasingly active around the world, especially in Asia.

## NORTH AMERICA

EKOenergy is available in North America and we maintain close contact with American renewable energy NGOs and think tanks.

## LATIN AMERICA

Solar projects in Peru and Nicaragua. Reaching out to Latin American environmental NGOs and CSR experts. First sales in Central America in 2017.

## AFRICA

Solar projects in Cameroon, Guinea, Madagascar, Senegal, South Africa, Sudan, Tanzania and Togo. First EKOenergy certification in South Africa.

## WESTERN EUROPE

EKOenergy available in most Western European countries for households, companies and municipalities. Here we have our most active campaigns.

## NORTHERN EUROPE

The ecolabel was launched in Finland, where we have ten sellers today. We work with our partners in Scandinavia, Estonia and Latvia.

## EASTERN EUROPE & RUSSIA

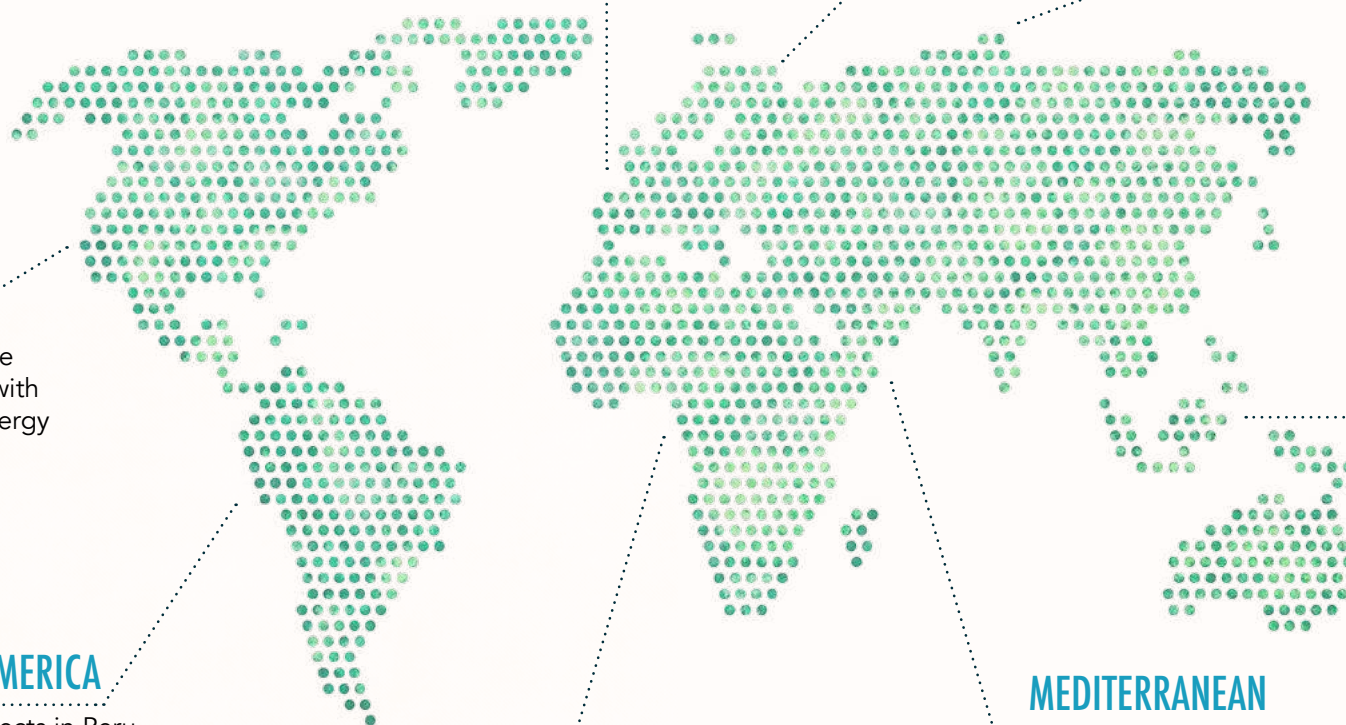
Eastern Europe is one of our target areas. We want to make it easier for consumers to switch away from coal. Through our "EKOenergy for Russia" project we are in contact with Russian authorities, consumers and energy companies.

## EAST ASIA

First green energy transaction in China approved by EKOenergy in 2015. Exchange project with Chongqing Renewable Energy Society and visits to stakeholders in 7 Chinese cities in 2017.

## MEDITERRANEAN & MIDDLE EAST

"EKOenergy for Turkey" project in 2016 to establish contacts with stakeholders. Solar project in Palestine. EKOenergy's launch in the Arab world in process.





# ADVOCACY

Our goal is a strong and universal protection of nature and climate, as well as the restoration of damaged habitats. A rapid transition to 100% renewable and sustainable energy is crucial in order to reach that goal.

## DEVELOPING THE MARKET STRUCTURE FOR RENEWABLES

In many parts of the world, the role of consumers on the energy market is still very limited. We actively participate in the development of tools to increase consumer choice.

We supported market-based solutions in the discussions about the [Greenhouse Gas Protocol Scope 2 Guidance](#).

We are experts in energy attribute certificates such as the European [Guarantees of Origin](#). We were one of the first to endorse [I-REC](#), the international standard for renewable energy certificates.



## ADVOCATING A 100% RENEWABLE WORLD

We reach out to other standards, such as LEED, Green Key and the European Ecolabel to include 100% renewable and sustainable energy in their own texts.

We are members of the [Global 100% RE Campaign](#) and [IRENA's Coalition for Action](#).

We are actively involved in national and international campaigns for 100% renewable, such as the one in Finland in 2016, targeting politicians from all political groups. In these campaigns, we focus on the feasibility and availability of international sustainability criteria for energy.



# BIODIVERSITY

One distinctive characteristic of EKOenergy is that we take into account biodiversity as well as climate. EKOenergy labelled energy comes from carefully selected renewable energy installations with the lowest possible impact on biodiversity. We also raise funds for nature conservation.



## WILDLIFE

We primarily work with wind and solar installations outside of important bird areas.

In Europe, we additionally avoid installations located in Natura 2000 areas, which include habitats that are important for bats and other endangered species.



## RIVER ECOSYSTEMS

EKOenergy approved hydropower comes from installations that fulfil set sustainability criteria – minimal impact on river connectivity, for example.

Sellers of EKOenergy approved hydropower make contributions to our Environmental Fund, which funds several river restoration projects every year.



## TERRESTRIAL ECOSYSTEMS

We set strict rules for the use of bioenergy. We focus on the efficient use of residues and waste and do not allow agricultural crops for bioenergy.

For forestry products, we exclude roots and stumps, as well as large logs.





# CLIMATE PROJECTS

Through the sales of EKOenergy labelled electricity, we raise funds for renewable energy projects. The projects are implemented by trusted NGOs with a proven track-record of successful development aid projects. Through the projects, EKOenergy contributes to the implementation of several UN Sustainable Development Goals.



Globally, 1.2 billion people lack access to electricity and more than 2.7 billion are without clean cooking facilities. **Affordable and clean energy is clearly linked to the quality of education and possibilities to a life without poverty.**

Through the Climate Fund we support projects with a high replication potential. In Togo we helped to develop smart nano-grids, bringing affordable renewable energy to a growing number of villagers.



Climate Fund projects are often located **in distant regions far from large cities.** Energy sufficiency in these areas means better opportunities for those in the most vulnerable positions.

Many of the projects aim to **reduce the work load of women**, who often have to compromise their personal careers to support their families. Recently, the Fund has contributed to solar powered irrigation in Senegal and mills in Sudan, in close cooperation with local women.



For all the climate projects, **the goal is to strengthen the whole community.**

In Tajikistan, for example, we supported the launch of a "solar energy café". In the café, the villagers have access to the internet. The café also serves as a distribution point for solar lights. In South Africa, we supported projects in communities that are playing a crucial role in the protection of local nature areas.





# A VISIBLE LABEL

Visually appealing and internationally recognised, the ecolabel is a powerful communication tool for companies. By using the ecolabel you can demonstrate your commitment to renewable energy and encourage others to do likewise. There are a range of ways for EKOenergy supporters to use the ecolabel.

## PACKAGING

The EKOenergy-label can be found on an increasing number of household products, helping consumers to select environmentally conscious brands for everyday purchases.



## GLOBAL BUSINESSES

EKOenergy users can use the ecolabel online, in publications and on buildings. Taking on the ecolabel makes it easier to procure renewable energy and convey your commitment internationally.



## PUBLIC ORGANISATIONS

The Finnish cities of Lappeenranta and Imatra use EKOenergy and proudly communicate about it to their citizens and partners. In Germany, the city of Bielefeld has switched to EKOenergy.

## FOOD & BEVERAGES

The recognisable label helps in communication and EKOenergy's team provides support for campaigns. In 2016, a Finnish brewery switched to EKOenergy and started using the ecolabel. This inspired breweries in several other countries to follow the example.

## ATHLETES

Sports teams and celebrities have become increasingly important in advocating climate actions. In the recent years we have seen teams, Olympic medalists and actors tell about why they choose EKOenergy and challenge others to do the same.



# OUR NETWORK

We are a non-profit network that focuses on results and solutions rather than problems. In our activities, we rely on three groups: volunteers and trainees, our network's member organisations, and our large pool of partners.

## PARTNERS

We work in close cooperation with organisations such as CDP, CAN Europe, RECS International, Green Key, RE100 and many others. Some of our partners, such as Protect Our Winters Finland, use EKOenergy's international criteria for renewable energy in their own campaigns.

## MEMBERS

EKOenergy is a non-commercial tool for responsible energy consumers. Our members are non-profit environmental organisations. They approve the criteria of our ecolabel and help us spread the word.

## VOLUNTEERS

Volunteers and trainees, supported by our permanent staff, are at the core of our work. We have already welcomed volunteers and trainees from more than 30 countries. They provide crucial language skills for contacting stakeholders in a rapidly growing number of countries.

