

WHAT CAN YOU COMMUNICATE AS AN EKOENERGY USER?



The EKOenergy ecolabel only covers the energy you consume. It only says about how a production or activities are powered.

The EKOenergy label is a proof that **energy** fulfils extra **sustainability criteria** in its **generation**, in addition to being **100% renewable**.

The EKOenergy label is a mark of quality recognised worldwide, managed and **endorsed** by **environmental NGOs**.

By choosing EKOenergy, you help finance new installations in developing countries. This increases the **positive impact** of your choice, contributing to **several SDGs**.

International standards and organisations such as the **Greenhouse Gas Protocol, LEED, CDP** and **RE100** highlight EKOenergy as a tool to make a concrete and positive impact.

You support EKOenergy's **advocacy work** to promote renewable energy in many countries.

You **commit** to the **energy transition**, setting an example and inspiring others to do the same.



You can **send us your communication** plans beforehand, we will be happy to help you. Tag us on social media!



Our logo is recognised and protected worldwide. It can only be used by **licensed EKOenergy sellers** and **consumers** of EKOenergy-labelled energy.

Do

Use EKOenergy's name and the logo only in connection to **activities powered by** and products **made with EKOenergy-labelled energy**. It can be used for **any sector!**

Specify **what part of your energy consumption** has the EKOenergy label. E.g. all electricity / all on-site production / the electricity used in offices / X % of the electricity/ the packaging of the product has been made/ ...

Communicate about **your contribution to the energy transition!** Using renewable energy is a powerful step you have taken!

Don't

EKOenergy is **not a label for companies nor for consumer goods** themselves. We only endorse the labelled energy you are using, not CSR policies or the brand.

EKOenergy is **not a label approving energy installations** themselves. EKOenergy's name can be used only when your supplier fulfils all requirements regarding EKOenergy sales.

Avoid linking EKOenergy's name to **carbon reduction claims** without supporting data. Don't make bold statements related to carbon only based on your EKOenergy use.

