

The Eugene Standard Green Energy to Trust

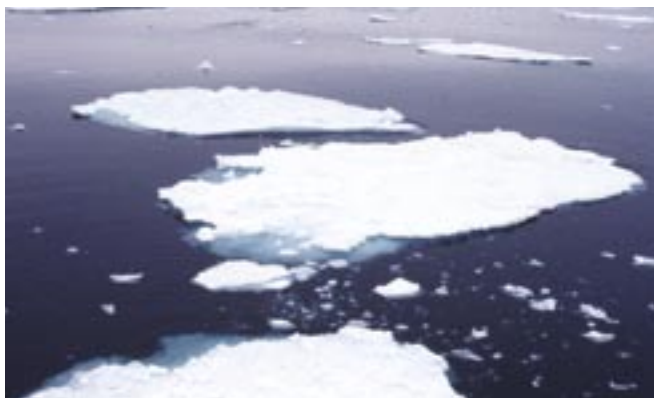


Energy suppliers, consumers, NGOs and governmental agencies all have good reason to trust green energy, **the Eugene Standard**

www.eugenestandard.org

Green energy: threats and opportunities

When you buy green energy you want to stimulate environmental improvements. The Eugene Standard helps you to do so.



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Switching to green energy is a new simple and flexible way to mitigate corporate risks related to conventional energy use and to demonstrate your environmental commitment to your stakeholders. But at present, many of the products that are being marketed as being “green” in reality provide no additional benefits to the environment or the community.

Many consumers expect that their decision to switch to green energy will help green up our energy supply. In effect, the procurement of a green tariff should provide a voluntary support mechanism for reducing the environmental impacts of energy production. However, if the green energy comes from an existing plant, such as a large hydropower facility built fifty years ago, then a green tariff does nothing to promote environmental improvements.

Customers would not be happy to pay for electricity generated from projects that have had or are still receiving public funding, since they have effectively already funded such projects through their taxes. In effect, governments are increasingly imposing measures that compel energy companies to provide a certain percentage of their supplies from renewable and clean energy sources.

If the introduction of the green energy product only assists the company in meeting its existing obligation, then there is no increased use of renewable energy over and above the existing requirements. To put it differently, the share of renewable energy will not be higher than it would have been without the voluntary green energy market.

Corporate consumers need to make sure that the opportunity offered by the liberalisation of energy markets is not endangered by the threat of misleading practices leading to non-additional, non-credible “green” tariffs. Otherwise their choice is risky and could even damage their reputation. By following the Eugene Standard, and its accredited labels, you have an assured and trusted means of stimulating the development of clean and renewable energy and contributing to sustainable development.

“The Eugene Standard can be very useful for green power suppliers to acquire new markets and satisfy customers’ demand as the Eugene Standard guarantees that a labelled green power tariff is additional and contributes to further uptake of renewable energy.”

Jürgen Trittin, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

The Eugene Standard: making a difference

The Eugene Standard provides a trusted and credible tool to make a difference through green energy procurement.



The market for green energy is a relatively complex one given that electricity is not a traditional product delivered to the door from a specific source. Renewable power, along with electricity from other sources, is pooled into the national grid that then supplies everybody via local electricity networks. Working out exactly what you are buying is not straightforward. There are more risks than certainties.

The Eugene Standard, and its accredited labels, provides energy suppliers, consumers, NGOs and governments with a simple yet effective sets of criteria by which to judge the environmental quality of 'green energy'. All parties can be sure that an accurate, thorough assessment of the environmental impact of the power supply has been made. In order to meet the Eugene Standard, green energy suppliers must answer three questions:

- **Is green energy only coming from technologies that clearly reduce the environmental impacts of energy generation?**
- **Does the product contributes to the introduction of new green energy capacity, over and above what is mandated by governmental requirements?**
- **Is the green energy supply independently verified, and the related information disclosed to the consumer?**

Is your green energy really green?

Stimulating genuinely sustainable energy is needed to reduce the environmental impacts of energy production and tackle climate change. The Eugene Standard promotes technologies and practices that are supported by all stakeholders due their undisputed benefits. The Eugene Standard supports the following energy technologies: solar, wind, geothermal, green biomass, low impact hydropower and supply-side energy efficiency.

Is it really additional?

Additionality is the key issue in the voluntary green energy market. Many of the green tariffs that are marketed as being "green" actually provide no additional benefits above those already required by existing legislation promoting renewable energy, such a guaranteed prices for renewables or obligations placed on energy suppliers. The Eugene Standard offers a simple but effective additionality test which can be adapted to national rules and markets. It has been developed in co-operation with experts from energy suppliers and traders.

The Eugene Standard: harmonizing by consensus

The Eugene Standard is endorsed by all major stakeholders interested in the green energy market's efficiency and integrity.



The Eugene Standard is the product of several years of work and consultation among the major stakeholders in the green energy market. Parties that are interested in the environmental integrity and efficiency of green tariffs endorse the Eugene Standard. That's why you can trust it.

The Eugene Standard is not a prototype, but it's already up and running in the energy market. It offers a common reference for green energy labelling organisations in Europe such as the OK power label in Germany, Naturemade Star label in Switzerland, Bra Miljoval label in Sweden and Norppa label in Finland. In other countries, stakeholders are using the Eugene Standard as the benchmark to assess the environmental credibility of green energy products.

The Eugene Standard is managed by a non-profit membership-based organisation, made up of the leading green energy labelling bodies and other stakeholders from across Europe. Eugene network activities include:

- Promoting best practices on green energy
- Adapting the Eugene Standard to changing markets
- Accrediting existing national labels
- Supporting further development of labelling initiatives
- Establishing a labelled green energy buyers group

All interested organisations can become a member, observer or supporter.

EUGENE STANDARD MILESTONES

- 2000 – **First workshop with national labelling bodies and experts**
- 2001 – **Development of first set of basic criteria green power labelling**
- 2002 – **Consultation around Europe and final adoption of the Eugene Standard**
- 2002 – **First Eugene Network Conference**
- 2003 – **Establishment of a non-profit association under Belgian law**
- 2004 – **First accreditation of national labels: OK power, Naturemade Star**

“The Eugene Standard seeks to establish the endorsement by key stakeholders of an internationally harmonised set of criteria for green power products. If done effectively, this will reduce transaction costs, boost consumers' confidence and deliver real environmental benefits.”

Oliver Stobbe, Head of Certification, Ecofys Germany

The Eugene Standard: adding value

The Eugene Standard adds value to green energy because its labelled products are premium quality.

By adopting the Eugene Standard, energy producers, suppliers, consumers, governmental agencies and NGOs will ensure that green energy products are good for the climate and for the environment.

The benefits are:

For energy suppliers

The Eugene Standard provides a standardised benchmark which suppliers can use to design their green energy offering in a way to reduce reputational risks and maximise consumer uptake. With an increasingly competitive market, consumers will favour quality products, with clear environmental benefits, which in turn are likely to command higher prices than non-labelled, non-additional ones.

For energy consumers

The Eugene Standard provides consumers with an assured and trusted means of checking the environmental claims of energy suppliers. The standard will help those companies that have publicly embraced corporate social responsibility to ensure that their actions match their words. Buying non-additional green energy will draw criticism from NGOs and governmental bodies scrutinising companies' environmental claims.

For governmental agencies

The Eugene Standard provides governmental agencies with a tool to ensure that voluntary demand helps to cost-effectively meet renewable energy and climate policy goals, and contributes to sustainable development. It will also provide a standard to increase market transparency and guarantee consumer protection.

Case Study 1

Energy supplier LichtBlick

LichtBlick, the Hamburg-based biggest independent green power supplier in Germany, offers green power certified under the OK power label - the first accredited label to the Eugene Standard. LichtBlick sell about 350 million kilowatt-hours to more than 130,000 domestic customers across the country. Through the OK power label, LichtBlick consumers are reassured that their green power tariff is contributing to environmental improvements. For LichtBlick, independent labelling is a key to ensure consumers confidence and market growth.

Case Study 2

Energy consumer Swisscom

Swisscom, the Swiss telecom provider, has a strong corporate commitment to environmental protection. As an energy-intensive telecommunications company, Swisscom considers it as its duty to contribute to reducing the environmental impact of its power consumption. Along with an aggressive energy saving programme, the company has decided to procure green power of premium quality, certified under the Naturemade Star label, which has recently been accredited to the Eugene Standard. Between 2003-06, the company has committed to purchase about 7,000,000 kilowatt-hours per year of Naturemade Star green power.

“Our organisation sees it as its duty to contribute to environmentally friendly production of electricity. Therefore it is very important to buy green electricity that is certified by a high-quality label. This is the case of Naturemade Star, accredited to the Eugene Standard.”

Dr. A. Kuhn, Head of Corporate Responsibility, Swisscom, Switzerland

How can I follow the Eugene Standard?

The Eugene Standard has been developed to provide a best practice benchmark for green energy products.

For energy suppliers

To make sure that the green energy tariff you supply to your customers is of premium quality, check it against the set of criteria laid down by the Eugene Standard. They are available from www.eugenestandard.org and from the websites of its national accredited labels.

For energy consumers

Check whether your supplier is certified by one of the labels accredited to the Eugene Standard, which should be indicated on your bill or their website. If your green energy tariff is not accredited, ask your supplier to follow the Eugene Standard and show compliance through an independent certification.

Take action now

It is not too late to ask for credible green energy products. Call your supplier and your auditor and tell them you want green energy that you and your stakeholders can trust.

The Eugene Standard

Turning threats into opportunities

Making a difference

Adding value

Harmonizing by consensus

FOR FURTHER INFORMATION PLEASE CONTACT

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The Eugene Network has received financial support from the European Commission, the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and WWF International.

If you are interested in financially supporting the activities of the Eugene Network, contact us.

“The Eugene Standard is an important international quality seal for green energy offerings. Adopting the Eugene Standard is an indication for governmental agencies and commercial consumers that when switching to green power they contribute to additional renewable energy generation and environmental improvements.” [Margot Wallström, EU Environment Commissioner](#)