

# Renewable Electricity Standard for Europe

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RECS Forum

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# Background: EKOenergy

- Ecolabel owned and managed by Finnish Association for Nature Conservation
- Labelling renewable electricity plants, biodiversity based criteria
- Promotion campaigns for renewables (e.g. "socketstories" short film competition)
- 14 years of experience in Finland
- [www.ekoenergia.fi](http://www.ekoenergia.fi)



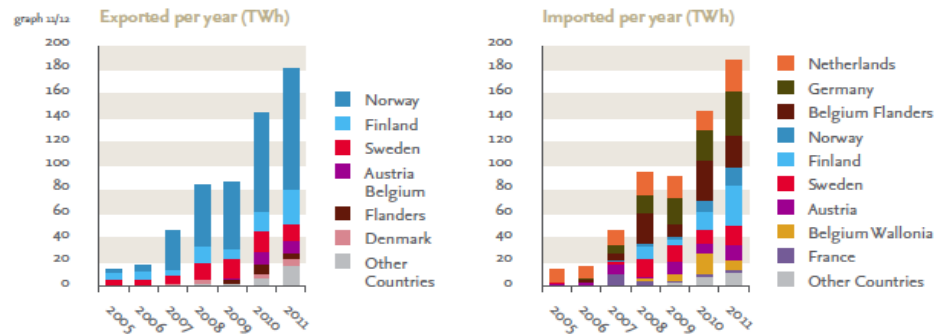
Lue lisää: [Ekoenergia.fi](http://Ekoenergia.fi)



Suomen luonnonsuojeluliiton  
ympäristömerkki sähkölle,  
lämmölle ja energiansäästölle.

# Adaptation + internationalization

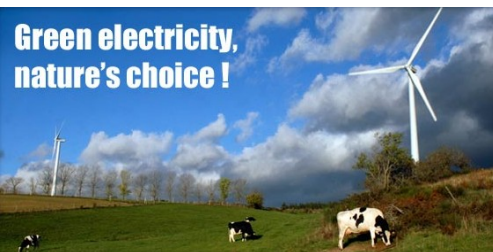
- Have been thinking in that direction for a few years already (name change from Norppa to EKOenergy)
- Market is internationalizing (import, international companies,...)



- Interested NGOs and companies abroad
- New legislation (art. 15 directive 2009/28)

# Lots of actors

- NGOs > rankings, campaigns, labels: Bra miljöver, 100%verde, OKPower
- Companies promoting their green products.
- Authorities: subsidies, campaigns...
- Consumer organizations
- Group purchases

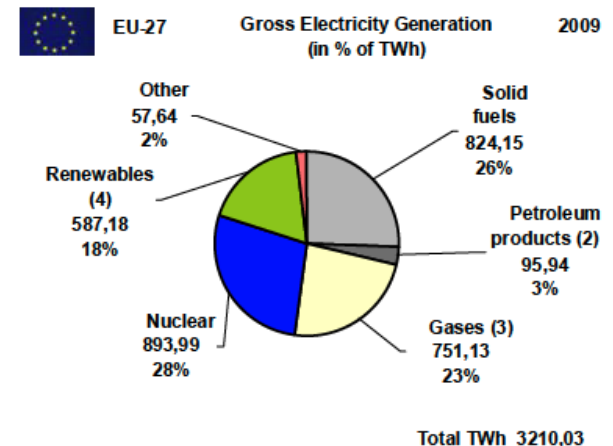


# Elements

- Environment friendly
- Biodiversity
- Additionality
- Price
- Place of production
- Guarantee - Attribution of claims...
- Investment policy of the company
- Ownership (e.g. cooperative structures)
- Carbon impact
- ...

# Joining forces

- So what? Let a thousand flowers bloom
- But we thought: let's try to have some more coordination; make sure that we all pull in the same direction
- Let's tackle confusion and waste of resources
- Coalition of the willing



## **Objectives: focusing on what binds us**

- Avoiding double counting, clear numbers
- To help increase consumer understanding of their electricity consumption (which claims can be made?)
- Easy to understand and to manage
- More renewables; a positive contribution to the 2020 targets and beyond
- Taking into account biodiversity concerns
- Progressing together rather than excluding somebody till he reaches the desired level

# Contacts and consultations

- Consumer organizations, RECS International, NGOs...
  - RECS International became important partner/advisor during the start-up
- > Working title: Renewable Electricity Standard for Europe
- > It is a 'project'. An idea under construction. We are not afraid of trying new approaches



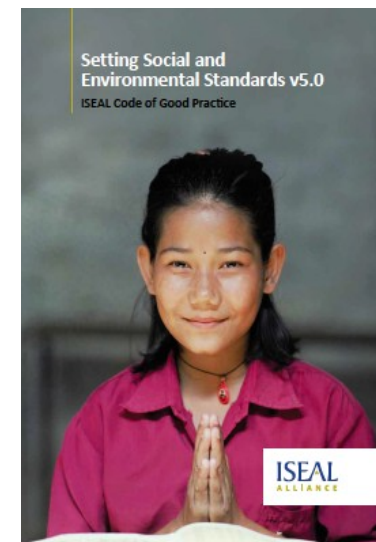
# Past activities

- Summer 2011: first meetings SLL - RECS > leading to a first draft
- September 15th: presentation of draft in Brussels. General ok but no commitments
- Fall 2011: In contact with over 200 stakeholders: consumer organizations, NGOs in other European countries, people from the electricity sector,...
- January 2012: Website
- March: RECS Market Meeting



# Upcoming

- Deciding about standard setting entity: new legal entity (Brussels based), or hosted by existing one?
  - Public consultation about conclusions of our preparatory work
  - Preparing for launch
- > 2013: ready for launch?



# About procedure

- Standard setting code of ISEAL
- Green-e procedure
- Procedure of still to contract hosting organizations
- Involvement of stakeholders according to a strict procedure
  
- Summer and spring: contacts + public consultation (launched by the RES-E coalition of the willing)

# RES-E Aspects

A standard for electricity provided to the end-consumer

- Tracking and avoidance of double counting
- Consumer info
- Additionality (what is the added value of the purchase?)
- Biodiversity ('sustainability')
- Auditing and verification

# Tracking and double counting

- Only GO will be allowed, or similar in non-EU countries
- Still a long way to go in many european countries: capacity building for NGOs, but also for the other stakeholders
- Making use of EPED



- Working together with consumer protection

# Consumer info

- What, where + what claims
- Giving people and organizations tools to like the electricity they like (or to avoid the electricity they like less)
- Avoid frustrations afterwards
- Again: working together with consumer protections organizations and agencies.



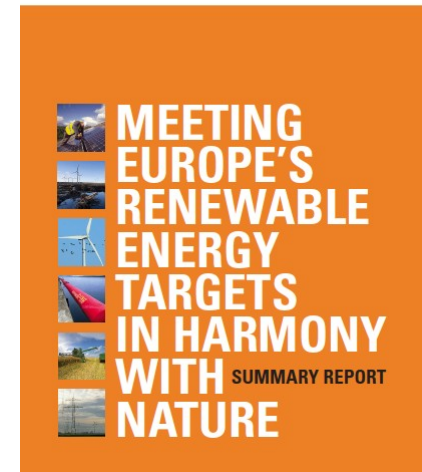
ELECTRICITÉ VERTE,  
pas si verte que ça!

# Additionality

- Hot issue in many countries + at European level
- What 'added value' does it have. In particular: what added value for climate change
- A lot of discussion
- 'Collectivization' of additionality discussion / a lot of smalls should have a bigger impact than one big
- We suggest: everybody contributes to a fund and with that fund we do something that would definitely not have happened without us.

# Biodiversity

- The other environmental challenge of the 21 century: The loss of biodiversity.
- Based on progressing and involvement.
- Excluding of highly controversial
- Some others contribute to a fund
- For some: pilot projects: bringing stakeholders together at local level (and only in if agreement can be reached)





# Auditing and verification

- Based on RECS Good Practice
- i.e. for suppliers, based on data that can be found on Guarantee of Origin

# Further information

- See start-up text + TOR which is now under redaction
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