

Clean Energy Network for Europe (CLEAN-E)

Overall goal of the project

- CLEAN-E is a project focussing on the voluntary green power market.
- CLEAN-E aims at strengthening and harmonising green power labelling activities across Europe.

Geographical coverage

Target regions are France, Spain, Italy, Austria, Sweden.

The outcome of the project is applicable to all Member States.

Project consortium

Oeko-Institut (DE, CO), IFZ (AT), IT Power (UK), eERG (IT), WWF EPO (BE), WWF/Adena (ES), CLER (FR), WWF Italy (IT), SSNC (SE), ÖÖI (AT), Ecofys (NL), EAWAG + VUE (CH, both subcontractors)

Duration: 01/2005-12/2006

Scope of the Project

- With the liberalisation of electricity markets in several Member States a voluntary market for green power has emerged (in addition to the artificial green power market stimulated by public support).
- Voluntary green power markets are premium markets in which credibility and consumer confidence are key issues.
- Consumers face a considerable challenge in distinguishing between the different green products offered on the market.
- Quality labels which
 - define a minimum standard for green electricity products,
 - reflect (at least to a certain extent) consumers perceptions (e.g. of what is considered “green”), and
 - ensure independent verification of the green product claimsassist consumers in verifying the ecological performance of green electricity offerings.

Main Project Activities and Key Deliverables

- Preparatory steps for the development of new labelling schemes (FR, ES, AT) and improved labels (SE, IT) including broad stakeholder involvement;
Reference: Eugene Standard (www.eugenestandard.org)
- Development of guidelines for ecological minimum standards for hydropower and biomass as well as underlying audit routines; application of these criteria in pilot cases.
- Development of the methodical background and guidelines how to integrate measures in the field of demand side energy efficiency and RES-H/C in the scope of green power labelling schemes.
- Development of guidelines how to coordinate green power labels with new policies such as Guarantees of Origin and Electricity Disclosure.
- Organisation of three workshops promoting green power to business customers and public bodies.
- A range of dissemination activities such as a monthly newsletter.

Lessons Learnt

- In most European countries the voluntary green power market is still a niche market. In this regard it must be emphasised that voluntary demand shall not substitute but rather complement public support efforts for renewables!
- Good communication is a key element for labelling. Only those labels which manage to get a clear message across that aligns to what consumers expect from the green power market will become successful.
- In addition to sound auditing procedures environmental criteria including *eligibility* and *additionality* requirements are the core of a green power label. Labelling organisations should lie a great emphasis on the development of this specific elements.
- The launch of a new label should be supported by as many stakeholders as possible; thus the respective process should involve all relevant stakeholder groups from the very beginning.
- At the supply side a handful of progressive suppliers should be willing to take the risk of launching a green product and to undergo the labelling process. Labelling organisations as well as the pioneer suppliers should aim at triggering demand for labelled green power right from the start.

Contact

Project website: www.eugenestandard.org/clean-e/

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