



The Consumer Voice in Europe

Giving consumers the possibility to make informed choices

CEER EUSEW workshop,
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- ❑ Bureau européen des Unions de Consommateurs
- ❑ Established in 1962 by 6 consumer organisations
- ❑ 41 member organisations
- ❑ 31 European countries



Sveriges Konsumenter



verbraucherzentrale
Bundesverband



TEST achats
Expert - Indépendant - Proche de



ALTROCON
Il tuo punto di forza



FORBRUGER RÅDET



Support consumers' choice for “green energy”

- > invest in self-generation
and become a “prosumer”



- > purchase “green electricity”
from a supplier



Consumers' interest in “green electricity”

Consumers ...



want to **verify the origin** when comparing offers.

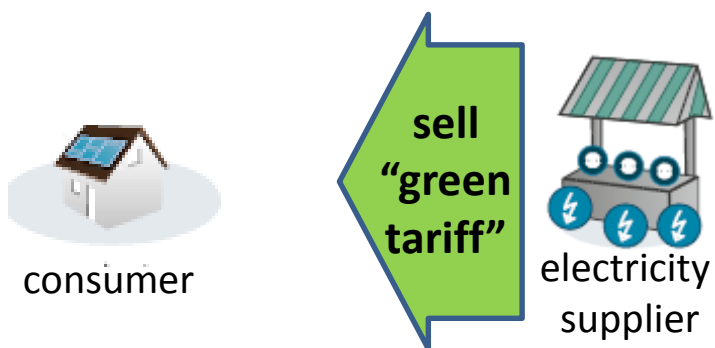


show willingness to pay more for a **100% renewable** offer.

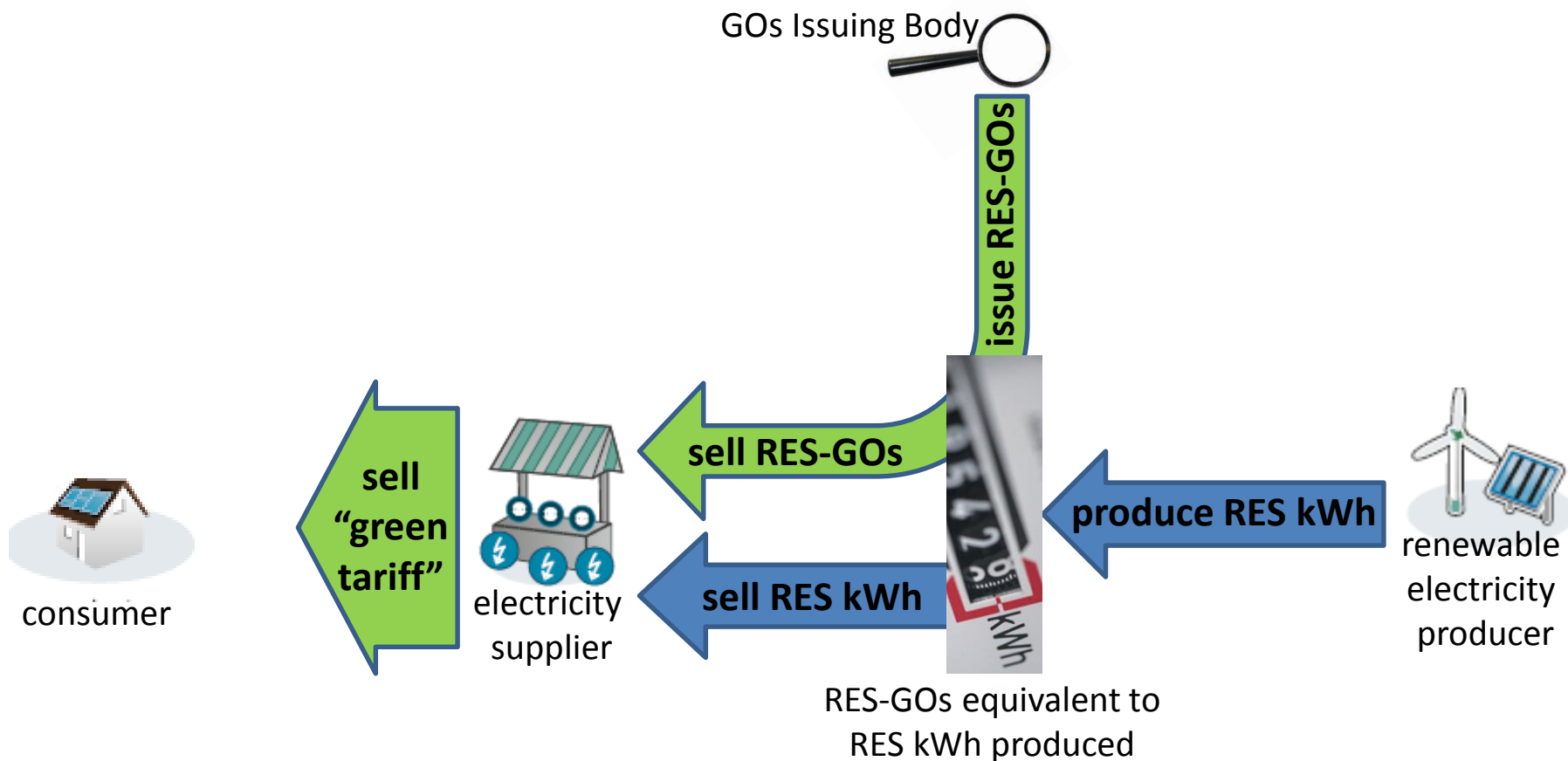


expect to create **additional benefits** that would not have occurred without their choice.

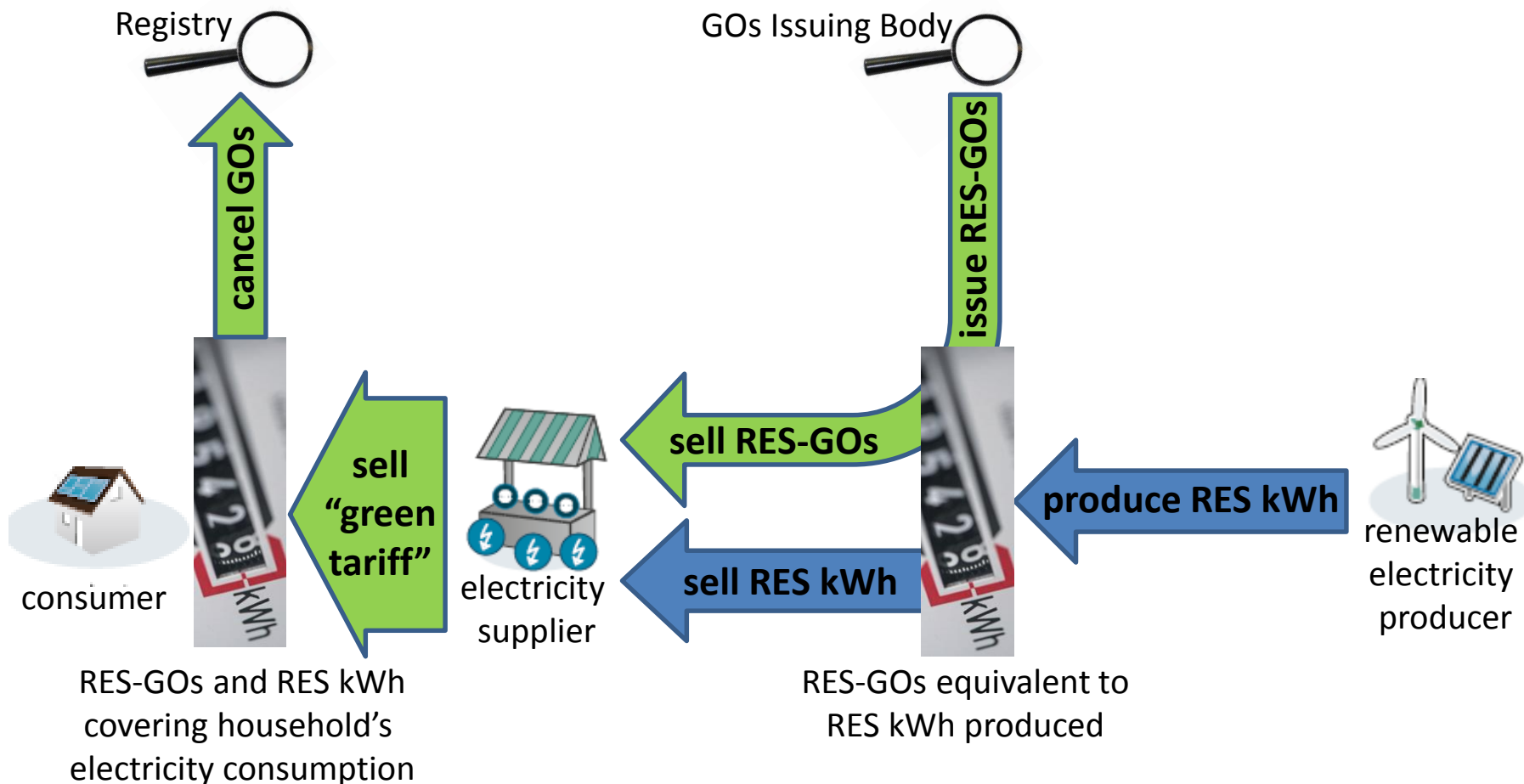
Do consumers get what they want?



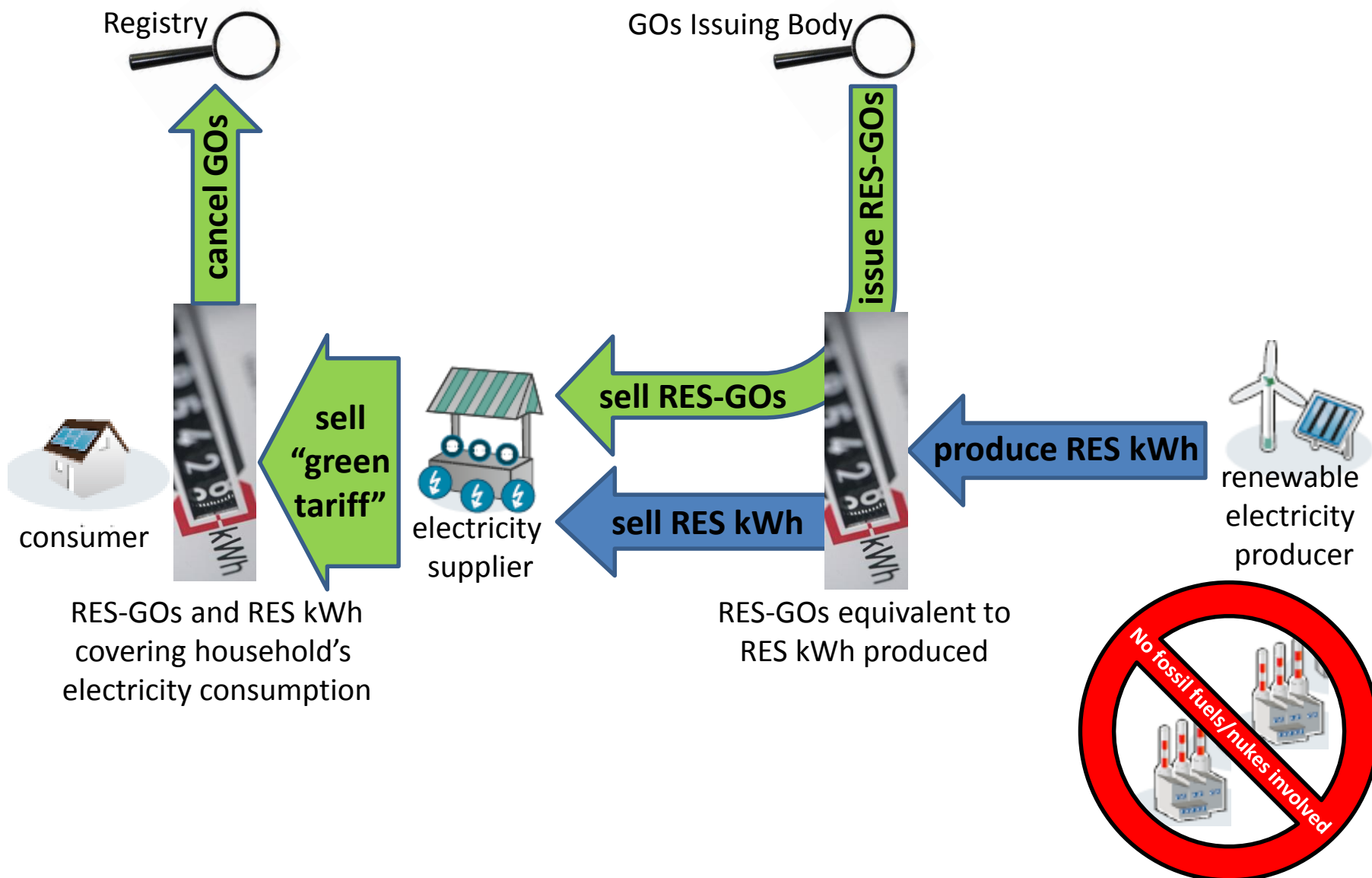
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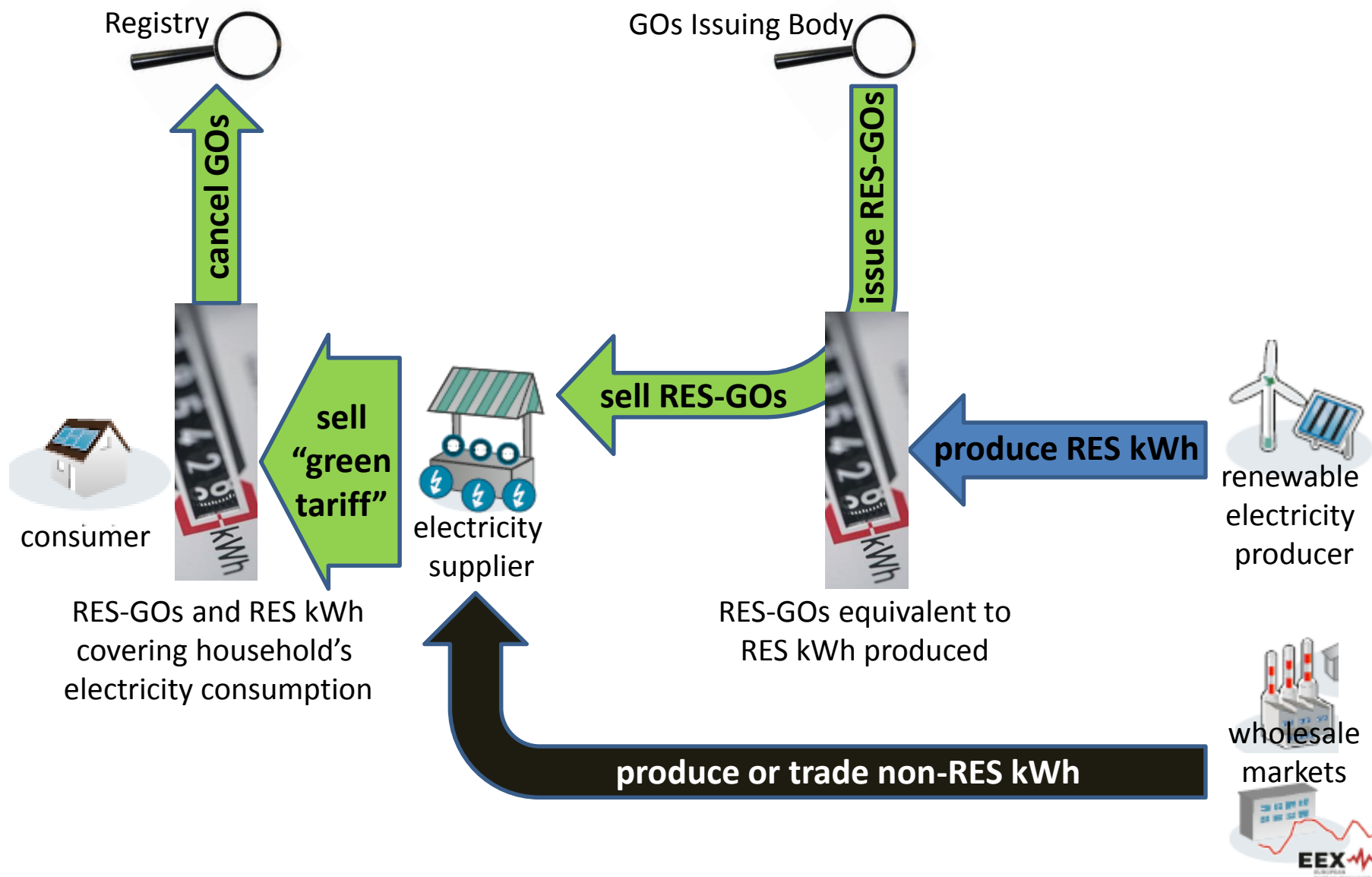
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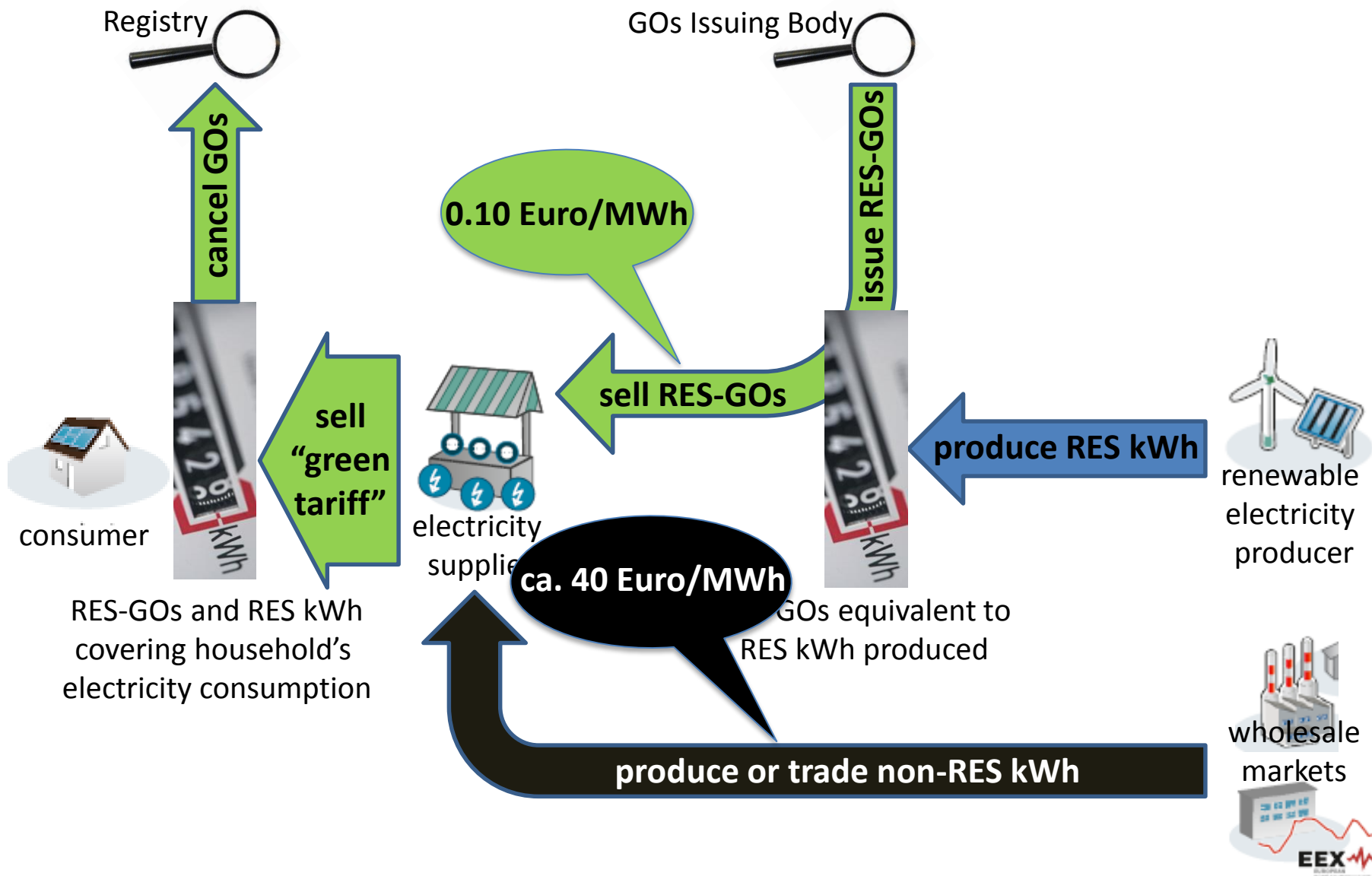
Do consumers get what they want?



Do consumers get what they want?



What are consumers paying for?



3 dos for “green tariffs”

Transparency

- Increase transparency of offers at all stages
- Consumers money should be spent for RES kWhs if they chose a “green tariff”

Mainstream GOs

- Full disclosure for a level-playing field

Additionality

- Criteria for measurable environmental benefits
- Track suppliers’ efforts for new RES capacities

Trustworthy and consumer-friendly “green tariffs”

How to implement additionality?

- EU/national regulators
- voluntary branch agreements
- private “green” electricity labels





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Thank you very much for your attention.

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