

CEER

**Council of European
Energy Regulators**



Workshop
Guaranteed Green
EUSEW2015

Fostering energy markets,
empowering **consumers**.

Dirk Van Evercooren
Brussels, 19 June 2015

Background and process

- **CEER WP 2013**

- ▶ Stakeholders expressed the need for CEER to work on **disclosure information**

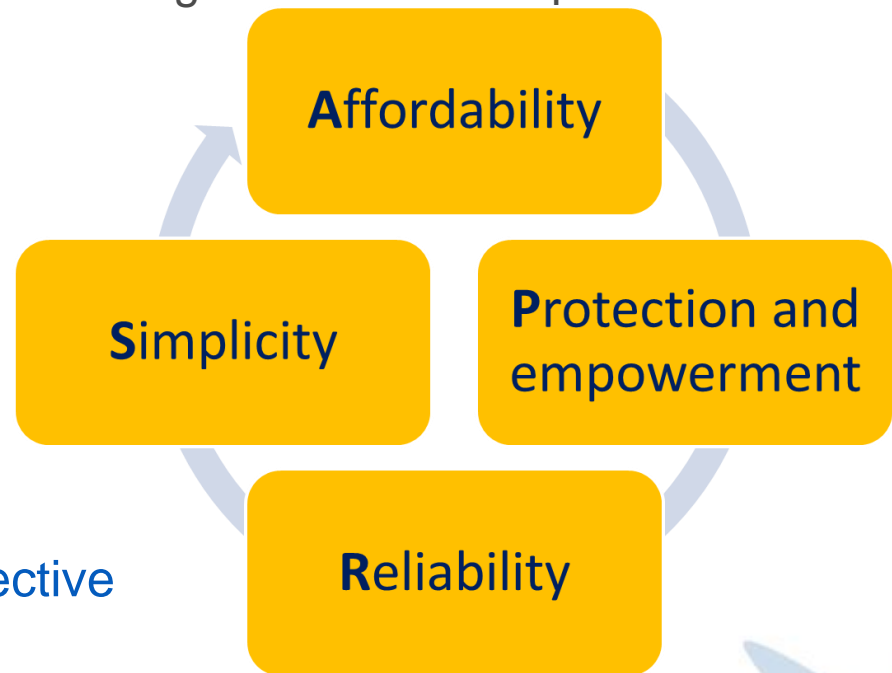
- **Process**

- ▶ In close cooperation with stakeholders:
 - Workshop
 - Public Consultation (PC)
 - Public Hearing (PH)
 - Advice published in March 2015



Why an Advice on Customer Information on sources of Electricity?

- CEER has been putting customers at the **center** of its work
- In 2012 CEER set out the “2020 Vision for Europe’s energy customers” together with BEUC
- Vision says that **RASP principles** should govern relationship between energy sector and customers:



- Advice from the **customer perspective**

Why an Advice on Customer Information on sources of Electricity?

- Customers are entitled to reliable and relevant information on the source of their electricity
 - ▶ Significant **growth** in renewables investment due to developments at policy level (20/20/20 goals, RES Directive, etc.)
 - ▶ Increasing **awareness** of households and industrial consumers about electricity from renewables sources (RES)
 - Price no longer the only driver for choice, also service and origin!
 - ▶ Increase of **green electricity** marketing
 - ▶ But... knowledge of customers is rather **low** on issues related to disclosure
- = Three categories of customers?
 - Non-engaged in green
 - **Neutrals**, can be convinced with clear trustworthy information
 - Already engaged in sustainable consumption patterns



Goals of the Advice

- ▶ To make electricity disclosure more transparent, resistant to fraud, **reliable** and consistent
- ▶ To enable customers to make a **well-informed choice** about their electricity supply
- ▶ With the aim of **empowering** electricity customers
- ▶ To enhances **competition** in the energy market by providing more reliable choices
- ▶ Electricity disclosure is essential for creating a voluntary **consumer-driven market** for renewables



Recommendations (1)

- Regulated Price Comparison Tools to provide customers with consistent information on origin of electricity offered
- Develop a harmonised format for information on the origin of electricity: minimum standard
- Two levels of information. Level 1 mandatory information, Level 2 additional information available on the GO (e.g. geographic origin (country), specific renewable energy source(s) and electricity production technology(ies), product mix)
- Either only the supplier mix should be disclosed, or both the supplier and the product mix should be disclosed to all customers of a supplier. Customers who signed a contract that guarantees electricity from a specific source may get confused when they only receive the supplier mix



Recommendations (2)

Further development, improvement and integration of existing disclosure systems is necessary, if customer trust is to be strengthened and the European Union's internal energy market further developed

- Where available, GOs should be used as the only instrument for tracking electricity from renewable sources within disclosure systems. The CEN/CENELEC and EECS standards should be used as a basis for further harmonisation of disclosure systems.
- Further harmonisation of disclosure systems at European level should make the systems more reliable and efficient.
- All electricity suppliers should be encouraged to use GOs to prove to consumers the renewable origin of the electricity supplied



Recommendations (3)

- Consider whether issuing of GOs should be extended to all sources of electricity. A single, coherent and properly-designed system addressing all electricity from all sources has the potential of reducing administrative burdens and costs. In order to avoid imposing an administrative burden and costs on electricity producers, it could, as a first step, be introduced on a voluntary basis.
- Further integration of electricity markets at European level should be accompanied by actively continuing the development of the European GO market, thus increasing price transparency and competition
- All electricity from renewable sources should be disclosed to the customer, irrespective of whether or not it has received support from a renewable investment or production support scheme



Recommendations (4)

- It would be recommendable that disclosure information is not influenced by renewable support schemes. As the GO is defined in the Directives as the only instrument for disclosure of electricity from renewable sources, it would be more consistent if all RES-GOs would be recognised for disclosure purposes, irrespective of whether the production was from supported or non-supported electricity plants
- Private “green electricity” quality labels should be encouraged to use RES-GOs as their unique tracking mechanism, in order to be reliable and trusted by electricity customers. Private label models can – under certain circumstances – be considered as creating added value for more demanding customers, if it can be guaranteed that additional impact is associated with the contract (such as direct investment of funds in new renewable generation capacity or reductions of CO₂ emissions)



Our speakers and program 10:00 – 11:25

- How Guarantees of Origin and disclosure information contributes to the Energy Union concept of a “Better Deal” for consumers
Ms Paula Abreu Marques, Head of Unit – “Renewables and CCS Policy“ DG ENER, European Commission
- Guaranteed Green - from certifying the source of energy through to trading in Europe
Mr Jan van der Lee, Association of Issuing Bodies (AIB)
- Staking NIKE’s company values and reputation on being sustainable
Mr Alex Polfliet, Zero Emission Solutions and consultant to NIKE
- Giving consumers the possibility to make informed choices between different electricity sources and suppliers
Mr Jörg Mühlenhoff, BEUC, the European Consumer Organisation

