

Swiss Federal Institute
for Environmental Science
and Technology

Projekt Ökostrom, Jochen Markard

Fon +41-41-349 21 61, Fax +41-41-349 21 62

Email oekestrom@eawag.ch

Kastanienbaum, January, 18th 2000

Network of Green Power Experts, 6th issue

Dear Colleagues:

In the current issue of the Green Power Newsletter we like to pass in review the previous months of last year and to provide a short outlook on activities and events in 2001.

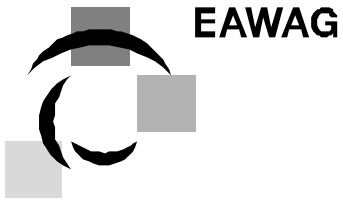
At the beginning of November, several power plants and Green Electricity products, which had been acknowledged the naturemade label during the pilot certification phase could be presented to the public. See also information at: www.oekestrom.eawag.ch/aktuell.html or www.naturemade.org. The EAWAG assessment procedure for Green Hydropower plants could be adapted according to the experiences of the pilot phase and is ready for adoption by naturemade now. Publication is foreseen in February and the printed report will be available in due course. For the particularities of small hydropower EAWAG (together with econcept, Zurich) prepared a report for a "lean" assessment procedure in order to keep certification as easy as possible. The report (in German) can be obtained via our office or the ministry of energy (BfE).

In Germany, the Öko-Institut also finalised its pilot program on eco-labeling and came up with the "okPower" label which is supported by WWF Germany and a consumer organisation. You will find more about okPower at www.oeko.de.

Having these advances in the development of national eco-labeling scheme, the process concerning European principles on Green Power is delayed due to the many activities of NGOs. The next meeting which was scheduled to take place this month in Madrid is now postponed to April. For further information you may contact Giulio Volpi (GVolpi@wwfepo.org).

In the last months EAWAG was also involved in a governmentally founded research project on disclosure standards. The new Swiss electricity market law has now passed legislation and is to be set into practice in mid-2001. The law includes the possibility to introduce a mandatory standard to declare energy carriers, its shares and origins of every electricity offering. The report (German) will be available on our homepage soon.

The issue of electricity disclosure will probably gain more importance in future as Austria will implement a declaration standard too and the EU directive COM 279 asks for the tracking of origin of electricity from renewables.



And what about the year 2001 perspective?

EAWAG will strengthen its research on customer preferences for Green Power products and is currently undertaking a series of focus groups to analyse preferences, attitudes and purchase behaviour especially with regard to hydropower. Moreover, EAWAG will provide consumer research in the case of electricity disclosure.

In June, there will be a major conference on Green Power marketing (some of you may have already received the preliminary announcement). More information is available at: www.greenpowermarketing.org

EAWAG will organise a pre-conference workshop on the issue of Green Hydropower on June, 27th which is a follow-up to the meeting we held two years ago in Zurich. Program and invitation will come soon.

Sending you our best wishes for 2001.

A handwritten signature in black ink, appearing to read "E. Sed", is located below the text.