



naturemade star
is the most rigorous
green power quality
seal in Europe.

Association for Environmentally Sound Energy (VUE)

Vision and strategy of the association

Our vision

We want to see **100% green energy** in Switzerland by 2050. This applies to both the energy production and the supply mix in Switzerland.

Our strategy

Market instruments and alignment with customers

- The VUE **provides orientation** through credible, evidence-based quality standards and relevant quality labels that are ahead of legal regulations. In so doing, it strives to support and change **consumers' awareness and choices**.
- The VUE's Swiss quality label naturemade stands for the **certification** of renewable and eco-energy on the national and international level.
- The VUE enjoys the **broad support** of energy producers and suppliers, environmental and consumer organisations, large consumers, science, administrations at federal, cantonal and municipal level, and politicians.

Gradual greening of the energy system

- naturemade-certified energy **protects the climate and nature** - eco-energy corresponds to naturemade star quality.
- The Association and its members make a substantial contribution to the **increased development** of new renewable energies and a **more ecological production of energy** of naturemade star quality.
- The naturemade supply mix follows a **pathway** towards achieving the VUE's vision.
- **Energy efficiency** and the careful management of **reusable materials** in general form important components of the greening of the energy system. The VUE offers suitable tools and standards for doing so.

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The VUE is partner of

