

naturemade naturemade
basic ! star !

naturemade Swiss quality label - a top global brand

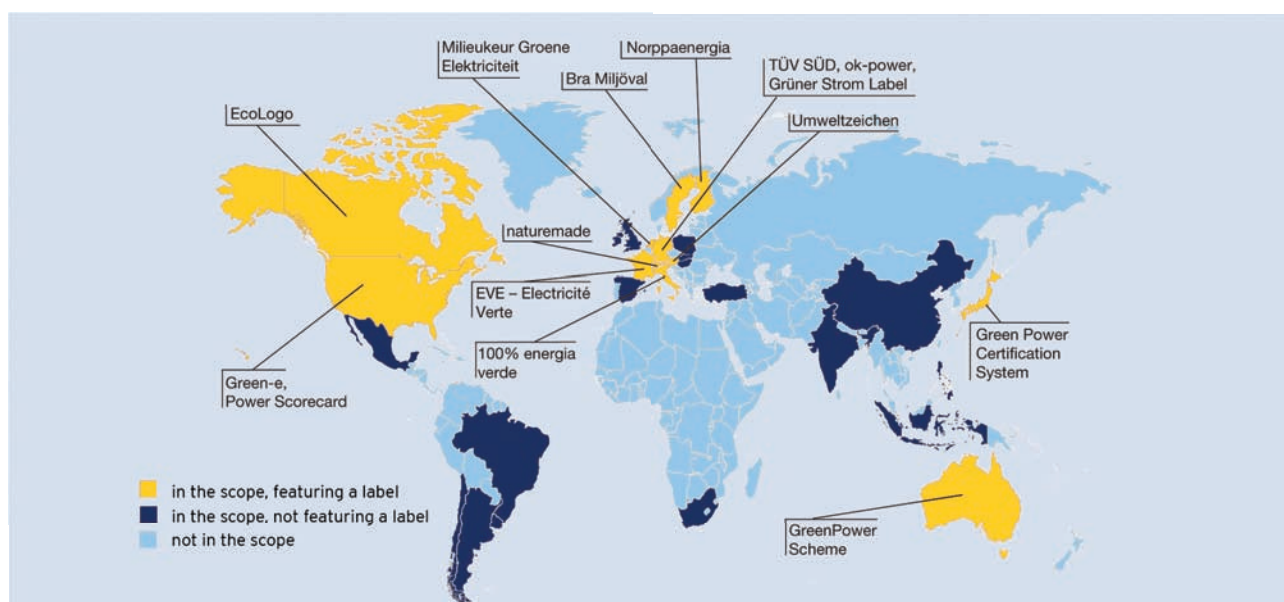
Green Electricity - Making a Difference





Energy from renewable sources accounts for an increasingly large proportion of our energy supplies and is actively desired by consumers. In Switzerland, for example, around 35 percent of the electricity produced comes from renewable energy sources, mainly hydroelectric power plants. The production of energy from renewables is largely CO₂-free but not always ecologically sustainable. Here, energy labels play an important role. With suitable

criteria and sufficient transparency, they can help to make the energy market more ecological and more sustainable. This would also be welcomed by energy consumers: apart from the quality, they would like a reassurance that the ecological added value is reserved for them. This is guaranteed by the *naturemade* label.



World map indicating countries surveyed and origins of included labels (Source: "Green Electricity" study, PricewaterhouseCoopers, 2009)

Enormous differences in the quality of labels

A broadly based study by PricewaterhouseCoopers (PwC) looked at electricity labels worldwide, among them *naturemade basic* and *star*. The study compared requirements in a number of areas, including ecological, social, organizational and professional factors, as well as energy accounting and transparency. Although existing legal, cultural and economic conditions were also considered in the study, the labels evaluated differed massively in quality terms. Only half of the labels examined employed independent auditors or were regularly recertified. The ways in which the issue of sustainability were treated also differed significantly.

The various requirements of the labels and a partially lack of transparency have to date made direct comparisons rather difficult.



Category	Criteria	naturemade		Grüner Strom Label (DE)	ok-power (DE)	TÜV SÜD EE01 (DE)	TÜV SÜD EE02 (DE)	TÜV SÜD Generation EE+ (DE)	TÜV SÜD Generation EE (DE)	EVE - Electricité Verte (FR)	Umweltzeichen (AT)	100% energia verde (IT)	Milieukeur Groene Elektriciteit (NL)	Bra Miljöval (SE)
		basic	star											
Ecological criteria	Hydroelectricity: minimum flow regulations	none	high	none	medium	none	none	none	none	none	medium	none	none	medium
	Hydroelectricity: hydro peaking	none	high	none	medium	none	none	none	none	none	medium	none	none	none
	Hydroelectricity: reservoir management	none	high	none	none	none	none	none	none	none	medium	none	none	none
	Hydroelectricity: power plant design	none	high	none	medium	none	none	none	none	none	low	none	none	none
	Hydroelectricity: ecological improvement fund	none	high	none	medium	none	none	none	none	none	low	none	none	none
	Hydroelectricity: equal treatment of all sizes of power plants	none	high	none	none	none	none	none	none	none	none	none	none	medium
	Electricity from wind	medium	high	none	medium	medium	medium	medium	medium	low	medium	none	none	medium
	Electricity from photovoltaics	medium	medium	none	low	none	none	none	none	none	none	none	none	medium
	Production durable d'électricité à partir de la biomasse	medium	high	medium	medium	none	none	none	none	none	none	none	none	low
	Electricity from biomass	low	high	low	low	none	none	none	none	none	low	none	none	low
	Electricity from geothermal energy and tidal power plants	none	none	none	none	none	none	none	none	none	low	none	none	none
	Electricity from waste	medium	none	none	none	none	medium	medium	medium	medium	none	none	none	low
	Exclusion of non-renewable electricity	medium	high	medium	medium	none	medium	medium	medium	medium	medium	medium	medium	medium
	Quality of renewables support scheme	medium	high	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium
Balancing	Declaration of origin	medium	high	low	medium	medium	medium	medium	medium	medium	low	medium	medium	medium
	Avoidance of double counting	medium	high	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium
	Regulation for deficit in supply	medium	medium	none	low	medium	medium	medium	medium	low	medium	none	low	medium
	Only net energy permitted	medium	high	none	medium	medium	medium	medium	medium	medium	low	none	none	medium
	LCA verification	none	high	none	none	none	none	none	none	none	low	none	low	medium
Transparency	Availability of information on electricity quality	low	low	low	medium	medium	medium	medium	medium	medium	medium	medium	medium	low
	Communication and availability of criteria	medium	high	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium	medium
	Protection of consumer rights	medium	high	low	medium	medium	medium	medium	medium	low	medium	medium	medium	medium



Overview of the standards applied to the labels evaluated (European labels only). (Source: "Green Electricity" study, PricewaterhouseCoopers, 2009)

Additional information:

- Geothermal electricity production cannot be certified with naturemade in view of a lack of demand to date.
- Electricity generated from waste products can only be certified with naturemade basic but not with naturemade star.

Sustainable hydroelectricity: guaranteed only by the *naturemade* label

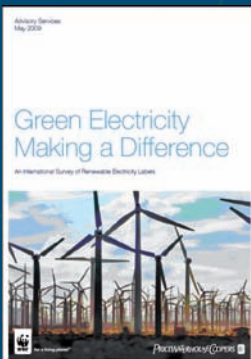
Water is the world's single most important renewable source of electrical energy and accounts for 80 percent of its electricity production from renewables. At the same time, it is an essential element for all forms of life and has to serve many different interests. Local and regional hydroelectricity production may have a negative impact on the ecology by hindering fish migration or destroying their spawning grounds. Rivers and waterways, therefore, are in particular need of protection. Although all the labels examined certify hydroelectric power, the standards they apply to ecological electricity production are very patchy, except in the case of *naturemade star*. The latter's assessments of the ecological use of hydroelectric power is based on scientific foundations, which are drawn up by Eawag (the Swiss Federal Institute of Technology's Water Research Department) and upheld by environmental organizations. Protection of the complex ecosystem is scrupulously inspected and documented at every certified plant. From an ecological point of view, *naturemade star* satisfies

the highest possible requirements.

***naturemade*: a sound choice**

Worldwide, only a fifth of our electricity consumption is generated from renewable energies. If we are to protect the climate and pass a functioning ecosystem on to subsequent generations, this proportion must increase. Certification with the *naturemade* label would guarantee this. The purchase of *naturemade basic* products helps protect the climate and at the same time promotes the generation of electricity from new, renewable energy sources (the sun, wind and biomass) due to every kilowatt-hour of *naturemade basic* electricity contains five percent *naturemade star* electricity, more than half of which comes from new renewables. By purchasing *naturemade star* electricity you are directly helping to make hydroelectric power more ecological and encouraging the further development of new renewables.

What is your choice?



See for yourself:

The PwC study in its entirety can be downloaded at this :

<http://www.naturemade.ch> -> english -> label -> "Green Electricity - Making a Difference"

naturemade



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