



Green Electricity Claims

CEPS Energy Climate House – 31 May 2016

Georgios Kiriazis

DG Justice and Consumers
European Commission

Green Electricity (GE)

37-42 %

- Interested in switching to GE

52 %

- Able to find a GE offer

57 %

- Easy to get detailed information

64 %

- Information easy to understand

32 %

- **Contribution to supplier mix**

Environmental Claims for GE

Unfair Commercial Practices Directive - Guidance May 2016 (Chapter 5.1)

- Claim does not mislead (by action or omission);
- Claim substantiated by credible/reliable methodology;
- Information can enable objective comparisons:
 - Same method used for all products to be compared;
 - Method applied in a consistent manner;
 - Method that allows meaningful comparisons;