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.

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.
### 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"