

4CE

Consumer Choice and Carbon Consciousness for Electricity

Working with Disclosure

Consumer Views on Electricity Disclosure in Europe

Objectives

- **To determine what kind of information consumers want in making decisions on electricity supply, and to evaluate consumer response to alternative presentations of such information.**

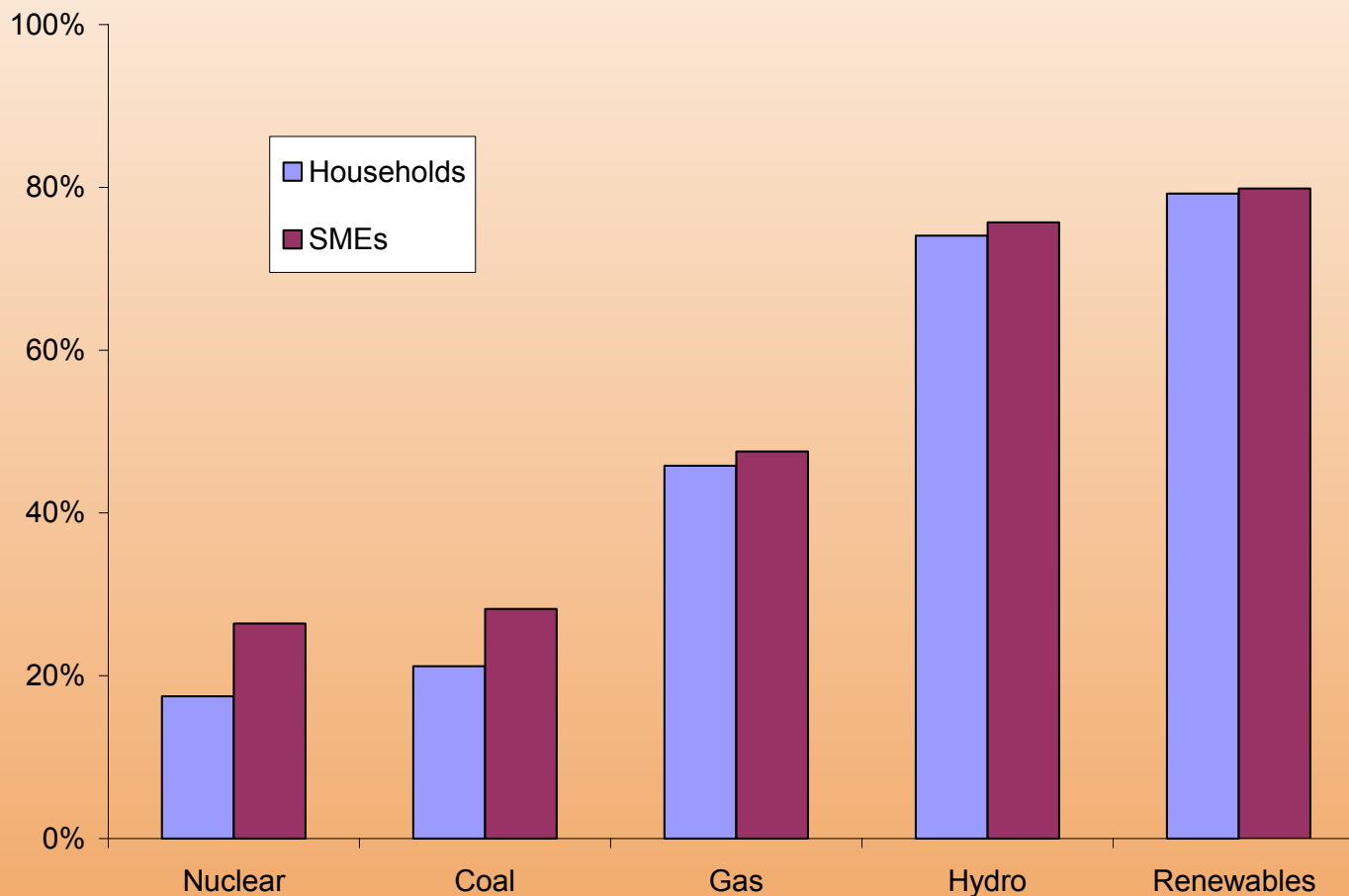
Phase 2 Reports



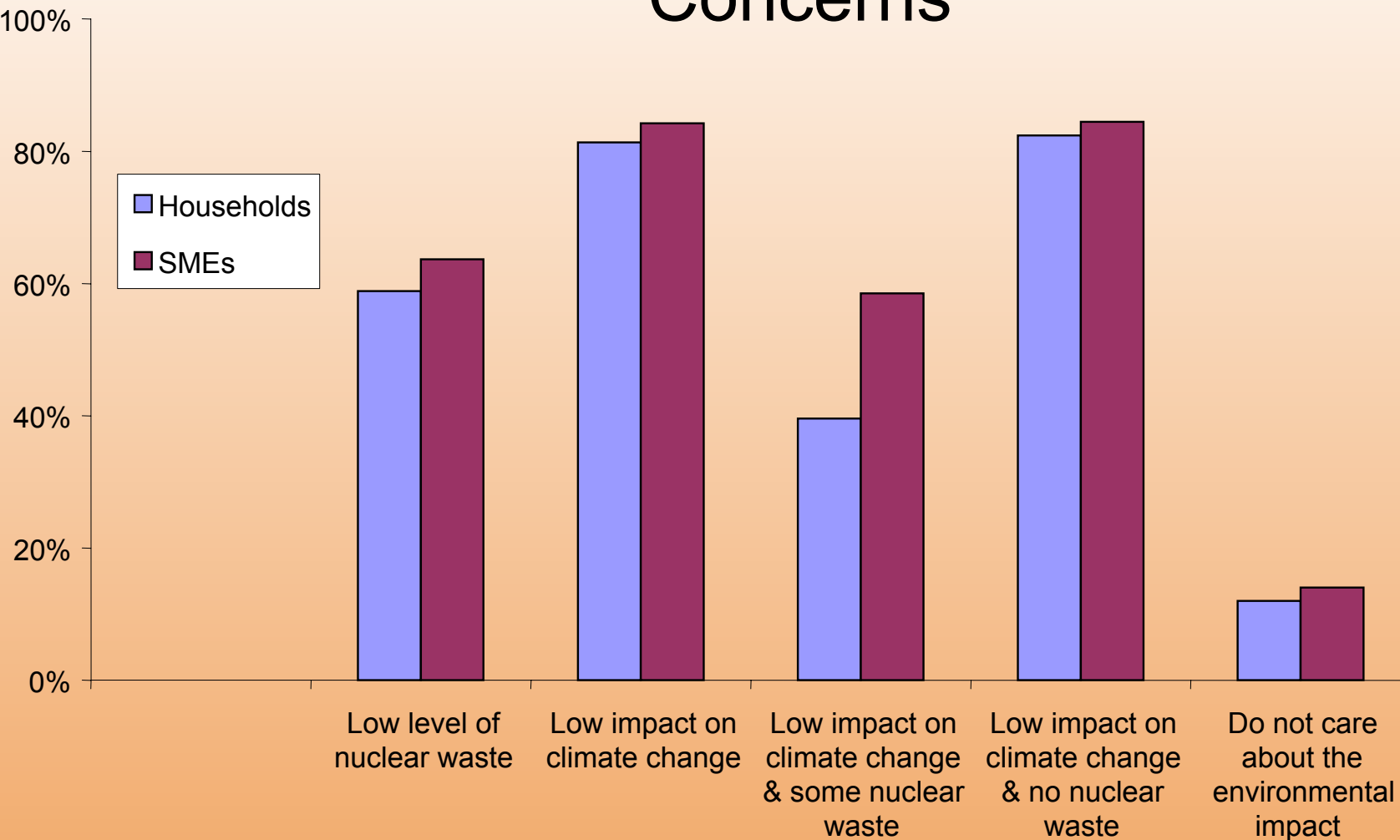
Consumer activity

Country	Liberalisation	Switchers
Austria	2001	0.5%
Germany	1998	4%
Sweden	1998	18%
UK	1999	38%

Concerns about electricity

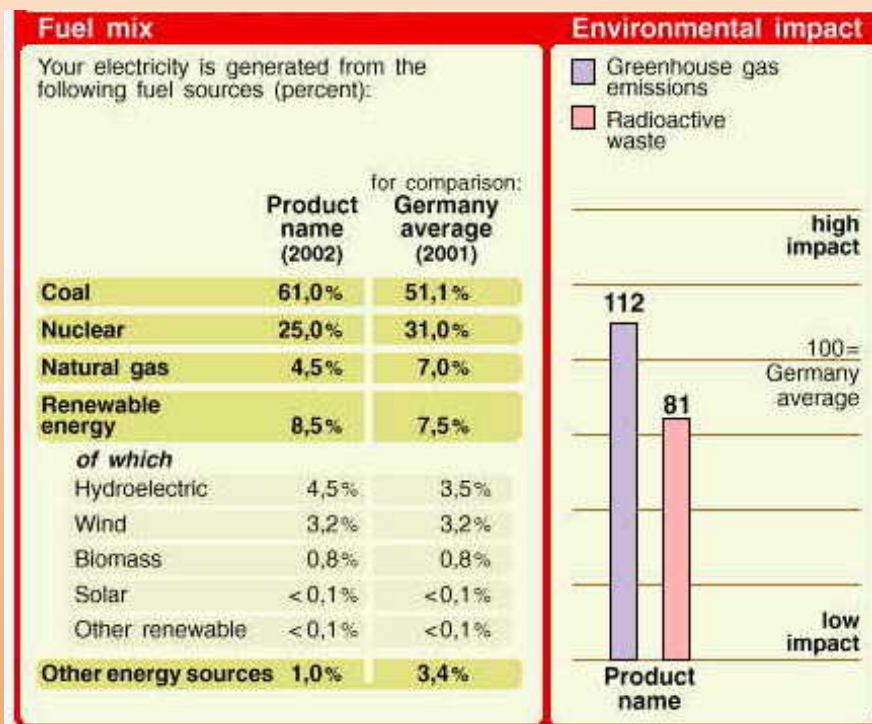


Concerns



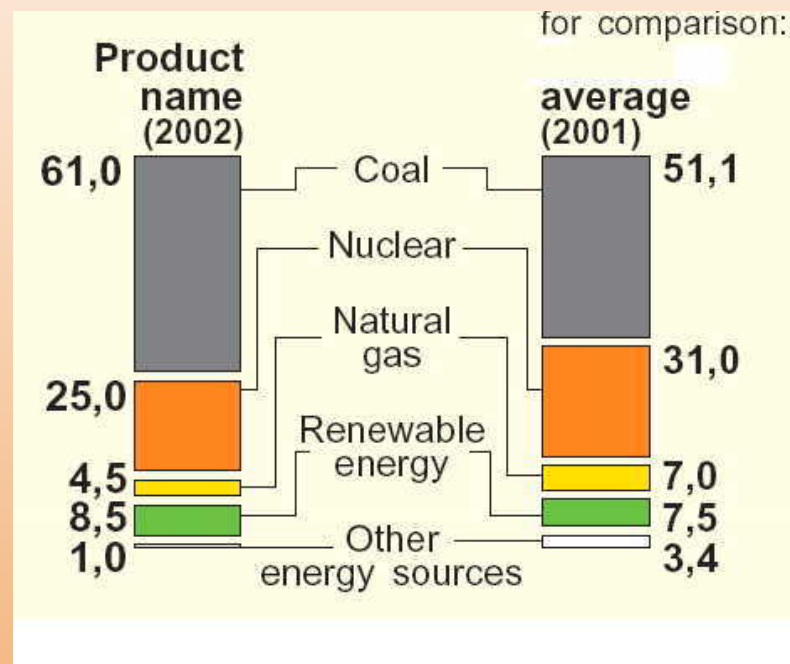
Information desired

- Fuel mix and environmental impact information



Information desired

- Percentage of fuels
- Renewable energy specified
- Graphic display
- Comparison
- Country of origin and share of imported electricity



Information cont.

- **Environmental impact information**
 - CO2 and Nuclear waste relevant
 - Straight forward presentation
- **Supporting information**

Important qualities

- **Easy to understand**
- **Comparability/Standardisation**
- **Attractive**
- **Reliable information**

Communication

- **With the bill**
- **Annual basis**
- **A tool in becoming a more active consumer**
- **Public environmental education**

Large Industry views

- **Electricity procurement units**
- **Price, administrative procedures (billing and monitoring), reliable supplier that fulfils obligations, information on primary energy mix and environmental impact**
- **Standardised information system could simplify process when getting offers from suppliers**

Conclusions

- **Electricity consumers in Europe are positive to disclosure of information on fuels used and the environmental impacts resulting from electricity generation**
- **Strong consumer interest in considering environmental and other attributes in electricity consumption decisions**
- **Electricity disclosure labelling can give people and businesses the opportunity to exercise their choice and influence future energy generation.**

What might a label look like?