



Environmental
Change Institute
UNIVERSITY OF OXFORD

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PRESS RELEASE

NEW SURVEY RESULTS:

CONSUMERS WANT ENVIRONMENTAL IMPACT INFORMATION WITH THEIR ELECTRICITY BILLS

A recent survey conducted by the Altener funded 4CE project has found that “ 80% of domestic consumers want to see environmental impact information with their electricity bills”.

The labelling provision of the proposed European Directive on liberalised electricity markets, drafted before the results of the survey, does not currently oblige electricity suppliers to make the environmental information available with the bill, but only on a web site.

“This amendment is critically important“ according to Dr Boardman of Oxford University’s Environmental Change Unit. “The telephone survey found that only 39% of domestic customers and 48% of Small and Medium Enterprises say they would visit such a web site, so this crucial information would not even reach half the population!”

Notes to Editors

1. Contact is Jane Palmer at the Environmental Change Institute, Oxford University on +44 1865 281936, jane.palmer@eci.ox.ac.uk

2. Further details of the project and a detailed briefing on this issue are available at www.electricitylabels.com
3. The telephone survey consisted of interviews with 2000 domestic customers and 1000 Small and Medium Enterprises (SMEs) interviews across 10 European countries: Austria, France, Germany, Greece, Hungary, Italy, Poland, Spain, Sweden & the UK in February 2003.
4. 4CE (Consumer Choice and Carbon Consciousness for Electricity) is an Altener funded project which is working towards the development of an electricity disclosure label for the European liberalised electricity market, with the aim of providing final consumers with information on their supply mix and its environmental implications. The multi-disciplinary, multi-cultural project team is made up of a consortium of six organisations: from Austria, Germany, Hungary, Sweden and the UK:

Environmental Change Institute (ECI), University of Oxford, UK

Central European University (CEU), Hungary

Energieverwertungsagentur (EVA), Austria

IT Power, UK

Oeko Institut, Germany

Stockholm Environment Institute (SEI), Sweden