



# Disclosure in the Netherlands

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# Structure

- Goal
- Political Background
- Setting
- Study results
- Way ahead



# Goal of electricity labelling

- Market transparency
- Consumer rights
- Liberty of choice
- Education/Information



# Political Background

- Initiative bill by MP
- Studies conducted by Ministry on:
  - Consumer behaviour
  - Technical and economical aspects
- Discussion with relevant market parties



# Setting

- Dutch Market:
  - 1 million households chose green;
  - large import;
- Developments:
  - NGO-push\*
  - Commercial initiatives
- Current EU discussions



# SKM System Design





# SKM criteria of system design

- Reliability of the system
- Not rigid
  - Practical
  - Expansion of the system
  - Regulatory perspective
  - Balanced in terms of costs and benefits



# Labelling in practice lessons learned

- Back side more complicated
- Front side follows back side
- Basic, uniform verification system at least in a regional trading area
- Consider the amount of information a consumer can handle





# SKM Conclusions

- Certificate based \*
- Product based
- Ex-ante information for consumers
- Preferably EU-wide:
  - Start simple
  - Possibilities to expand
  - Only one “GO”



# Way ahead?

- Consensus on labelling in EU perspective
- Implementation of the Directive:
  - Basics of system design (the back side)
  - A uniform European label:
    - Consensus on basic categories on label
    - Reference value for final customers  
Label