



# Sustainability in the Dutch Power Sector

**Fact Sheet Series**

**Greenchoice**

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## Greenchoice

### 1 Introduction

This series of fact sheets is designed to investigate the Dutch power sector and raise public awareness about the sustainability of power companies operating in the Netherlands. The series consists of ten company fact sheets and four thematic fact sheets, for a total of 14. The ten company fact sheets focus on ten of the Netherlands' leading power companies: DELTA, Electrabel, Eneco, E.ON, Essent, Greenchoice, Nuon, Oxxio, RWE, and Windunie. For each company, the fact sheet will contain information on four measures of sustainability: the company's current fuel mix for installed electricity generation capacity in Europe, current fuel mix of electricity supplied in the Netherlands, investments in new generating capacity in Europe, and initiatives to encourage consumers to become more sustainable in their energy use by conserving energy and reducing overall use (demand-side initiatives) in the Netherlands. The thematic fact sheets focus on these same four areas and compare the ten companies' performance in each area. Information for the fact sheets has been gathered from news articles and databases; company sources such as websites, annual reports and CSR reports; and personal interviews with the companies. All of the companies were given and used the opportunity to review a draft of their fact sheet, provide comments, and correct any factual errors. Funding for the fact sheets was provided by Greenpeace. All fact sheets in this series are available on the SOMO website at [www.somo.nl](http://www.somo.nl).

### 2 Basic company information

Greenchoice is a Dutch supplier of renewable energy and gas and is a non-listed private company, based in Rotterdam.<sup>1</sup> The company was established in 2001 when the Dutch energy market was liberalised. Greenchoice supplies renewable energy and gas to household consumers and small businesses and currently services approximately 200,000 customers. In 2006, Greenchoice and Eneco initiated a joint venture called Greenlab. As part of this joint venture, Eneco took a strategic 30% stake in Greenchoice in early 2007.<sup>2</sup>

### 3 Installed capacity for electricity generation in Europe

Greenchoice is primarily a supplier of electricity, and its long-term strategy is to continue purchasing enough electricity generated at small-scale renewable units to supply its customers. The company has not traditionally generated any electricity itself. However, Greenchoice has recently purchased a 20% stake in a small-scale hydro plant in Germany.<sup>3</sup> In addition, the company has formed Greenlab, a joint venture with Eneco. Greenlab's purpose is to stimulate innovations for, and focus on the market of "small scale and decentralized renewable energy solutions".<sup>4</sup>

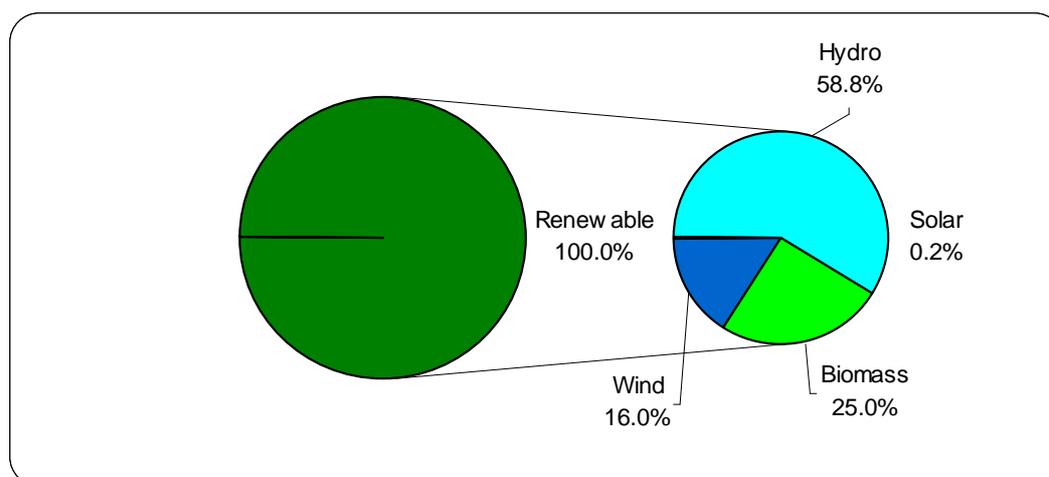
### 4 Electricity supplied in the Netherlands

Greenchoice is the only supply company in the Netherlands that supplies electricity generated solely from renewable sources. Figure 1 shows the fuel mix of the energy supplied by Greenchoice. The biomass used in the supply is generated from starch and wood products, as well as natural fertilizers,

corn and grass.<sup>5</sup> Most of this bioenergy is sourced from farms and cooperatives, as well as university institutions.<sup>6</sup>

The hydroelectricity supplied by Greenchoice is generated both in run-of-the-river turbines and hydroelectric dams, but the company does not give any details on what percentage of its hydroelectricity comes from each generation method. Greenchoice has started a cooperation with the Hooydonkse Watermolen in a small-scale hydroelectric facility that Greenchoice claims is both environmentally and animal friendly.<sup>7</sup>

**Figure 1: Fuel mix of electricity supplied by Greenchoice, 2007**



Based on: Greenchoice

Table 1 shows the CO<sub>2</sub> emissions and radioactive waste production Greenchoice is accountable for based on the electricity it supplies. As the company only provides renewable electricity, it does not emit any CO<sub>2</sub>, nor does it produce any radioactive waste.

**Table 1: Emissions and waste resulting from Greenchoice's electricity supply, 2007**

Indicator	Amount
CO <sub>2</sub> (g/kWh)	0
Radioactive waste (µg/kWh)	0

Based on: Greenchoice Annual Report 2007

## 5 Announced investments in new generation capacity in Europe

Following its investment in a 20% stake in a small-scale hydroelectric facility in Germany, Greenchoice expects to further invest in similar electricity generation projects, but no details are available.<sup>8</sup>

## 6 Demand-side initiatives

Greenchoice offers a number of demand-side initiatives, including:

- Greenchoice offers the 'Bosspaarplan', through which customers can acquire pieces of the Amazon rainforest in Brazil in order to protect it from possible harm.<sup>9</sup>

- ❑ Greenchoice offers energy reduction tips through animations on its website.
- ❑ It has set up the website [www.energielabelvergelijken.nl](http://www.energielabelvergelijken.nl), where consumers can compare the costs of different certified energy label advisors.
- ❑ Greenchoice offers Wonen++, a program to assist customers in reducing their energy use through advise and financial incentives to install energy reduction tools, such as solar boilers and floor insulation.
- ❑ Greenchoice assists customers who want to install solar panels in their homes and offers financial incentives to those customers by providing discounts on additional solar energy used. It also offers costumers the opportunity to resell any additional electricity they generate.
- ❑ Greenchoice offers its customers the possibility to generate their own energy by putting a wind turbine on their own property.

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<sup>1</sup> Greenchoice website, [www.greenchoice.nl](http://www.greenchoice.nl) (21-08-08).

<sup>2</sup> "ENECO Energie en Greenchoice gaan samenwerken om meer groene energie te realiseren", Gezamenlijk persbericht ENECO Energie en Greenchoice, 06-11-06, [http://www.greenchoice.nl/Documents/Pers/20061106\\_Greenlab.pdf](http://www.greenchoice.nl/Documents/Pers/20061106_Greenlab.pdf) (25-07-08).

<sup>3</sup> M. Rexwinkel, Financial Director, Greenchoice, email to J. Wilde-Ramsing, 20-08-08.

<sup>4</sup> "ENECO Energie en Greenchoice gaan samenwerken om meer groene energie te realiseren", Gezamenlijk persbericht ENECO Energie en Greenchoice, 06-11-06, [http://www.greenchoice.nl/Documents/Pers/20061106\\_Greenlab.pdf](http://www.greenchoice.nl/Documents/Pers/20061106_Greenlab.pdf) (25-07-08).

<sup>5</sup> Greenchoice website, "Biomassa", no date, <http://www.greenchoice.nl/Energiebronnen/Biomassa.aspx> (25-07-08).

<sup>6</sup> "Biogasinstallatie Sterksel draait goed", Agrarisch Dagblad, 07 May 2008; "De Windvogel levert stroom aan Greenchoice", AD/Groene Hart, 20 September 2007 & "Bijna verdrievoudiging van energieproductie", Boerderij, October 16, 2007.

<sup>7</sup> "Nieuwe waterkrachtcentrale in de Dommel", Greenchoice press release, 02-10-06, [http://www.greenchoice.nl/Documents/Pers/20061002\\_waterkrachtcentrale.pdf](http://www.greenchoice.nl/Documents/Pers/20061002_waterkrachtcentrale.pdf) (26-07-08).

<sup>8</sup> M. Rexwinkel, Financial Director, Greenchoice, email to J. Wilde-Ramsing, 20-08-08.

<sup>9</sup> Greenchoice website, "Bosspaarplan", no date, <http://www.greenchoice.nl/Groene-Energie/BosSpaarplan.aspx>, (25-07-08).