



Sustainability in the Dutch Power Sector

Fact Sheet Series

Demand-side Initiatives

Joseph Wilde-Ramsing, Tim Steinweg, Maaïke Kokke

Demand-side initiatives

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.

This thematic fact sheet provides an overview of the ten companies' performance on demand-side initiatives.

2 Demand-side initiatives in the Netherlands

Demand-side initiatives are efforts made by the energy companies to help consumers become more sustainable in their energy consumption, primarily by reducing their overall energy use. Demand-side initiatives undertaken by power companies active in the Dutch market include:

- ❑ Energy Label advice: Personal advice about Energy Labels, principally Energy Performance Advice (EPA).
- ❑ Energy Label assignment: Granting of Energy Labels by officially acknowledged advisors.
- ❑ Energy reduction tips on website: General energy reduction tips shown on the website of the energy company.
- ❑ Personal energy advice: Energy advice that applies to the specific situation of the individual client, such as energy tests, personal assistance, etc.
- ❑ Offering energy efficient products: The sale of energy efficient products like low-energy light bulbs or high efficiency boilers.
- ❑ Financial incentives for energy efficiency: Favourable conditions that take effect when clients buy energy efficient products, or when they cut back on power consumption.
- ❑ Awareness raising: Methods that help clients become more aware of their power consumption.
- ❑ Stimulating individual renewable energy production: Support and financial benefits for clients that produce their own energy by means of, for example, solar panels, solar boilers or wind turbines.
- ❑ Offering individual renewable energy products: The sale of products with which clients can generate their own energy, such as solar panels, solar boilers or wind turbines.

- Environmental subsidy advice: Providing advice to clients on available environmental subsidies related to energy.

Table 1 provides an overview of which power companies offer which demand-side initiatives in the Netherlands. Please note that it is possible that several demand-side initiatives of a company fall into a single category.

Table 1: Demand-side initiatives of the various power companies in the Netherlands, 2007

Demand-side initiative	Delta	Electrabel	Eneco	E.ON	Essent	Green choice	Nuon	Oxxio	RWE	Windunie
Energy Label advice			X	X	X	X	X ¹		X	
Energy Label assignment	X		X	X	X		X		X	
Energy reduction tips on website	X	X	X	X		X	X		X	
Personal energy advice	X ²		X ³			X ⁴	X ⁵	X ⁶		X ⁷
Offering energy efficient products			X ⁸		X ⁹		X ¹⁰	X ¹¹		
Financial incentives for energy efficiency					X ¹²		X ¹³	X ¹⁴		
Awareness raising	X ¹⁵	X ¹⁶	X ¹⁷		X ¹⁸		X ¹⁹	X ²⁰		
Stimulating individual renewable energy production	X ²¹		X ²²		X ²³	X ²⁴	X ²⁵			
Offering individual renewable energy products	X ²⁶		X ²⁷		X ²⁸	X ²⁹	X ³⁰			
Environmental subsidy advice	X ³¹	X ³²								
Compensation measures					X ³³	X ³⁴				

Based on: company sources, news reports

The table indicates that Nuon offers the most diverse demand-side initiatives in the Netherlands. Eneco, Essent and Delta also have a varied range of demand side initiatives, of which Eneco clearly offers the most possibilities to clients (see endnotes).

Greenchoice, which supplies 100% renewable energy to its clients, also undertakes a wide range of demand-side initiatives to help clients become even more sustainable when it comes to energy use. Oxxio focuses primarily on advising and stimulating its clients to consume less energy, while Electrabel offers advice, tips and measures to monitor energy consumption.

E.ON and RWE undertake relatively few demand-side initiatives in the Netherlands, but do offer Energy Label advice and assignment, and some energy reduction tips on their websites. Windunie offers the least demand-side initiatives, but since this company supplies 100% renewable energy, its clients do not need much help to become more sustainable in their energy consumption.

- ¹ Nuon EnergieAdvies. Nuon website, Producten en diensten, Bespaarproducten, Advies bij besparen, "EnergieAdvies aan huis", no date, <http://www.nuon.nl/producten-en-diensten/bespaarproducten/advies-bij-besparen/energieadvies/index.jsp> (29-07-08).
- ² Delta website, Thuis, Energiebesparing, "Doe de energietest!", no date, <http://www.delta.nl/web/show/id=46378> (29-07-08) & Delta website, Thuis, Energiebesparing, "Doe de energietest uitgebreid", no date, <http://www.delta.nl/web/show/id=46434> (29-07-08).
- ³ Eneco Besparingsrapport, Eneco Besparingsconsult, Eneco WKK-Exploitatieadvies, Energiewijzer, CO2 doorlichting bedrijf
- ⁴ Wonen ++ Greenchoice website, Energie besparen, "Wonen ++", no date, <http://www.greenchoice.nl/EnergieBesparen/Wonen++.aspx> (29-07-08).
- ⁵ Nuon Isolatie, Nuon Verbruikstest, Nuon Verspillingstest, Nuon BespaarDirect.
- ⁶ Oxxio BespaarAssistent.
- ⁷ Guarantee of origin Windunie website, Klant worden, "Oorsprong", no date, <http://www.windunie.nl/oorsprong.aspx> (29-07-08).
- ⁸ Telmi EnergieTegoed. Eneco website, Producten en tarieven, "Slimme energiemeter", no date, http://prive.eneco.nl/producten_en_tarieven/producten/telmi_nieuwsbrief.asp (29-07-08).
- ⁹ High efficiency boiler. Essent website, Thuis, Producten, CV en warm water, CV ketels, "Essent keurselectie", no date, http://www.essent.nl/content/thuis/producten/CV_en_warm_water/cv_ketel_kopen_huren_leasen/keurselectie.jsp (29-07-08).
- ¹⁰ Isolation, high efficiency boilers, products from the Energy shops and the online shop.
- ¹¹ Smart meter and saving products Oxxio website, Producten en tarieven, "Slimme meter/ bespaarproducten", no date, <http://www.oxio.nl/Oxxio-Thuis/Producten-Tarieven> (29-07-08).
- ¹² CV Zomer Actie At this moment clients can receive EUR 125 trade-in discount when they replace their boiler for a high efficiency boiler. In addition, Essent offers its clients this summer a 'saving package' when they choose a boiler maintenance contract. The saving package contains products that help clients to lower their energy consumption, like a low-energy light bulb, a weather strip, etc.
- ¹³ Nuon BespaarDirect: Energy efficient product that have no purchase price, but will be deducted in the energy bill.
- ¹⁴ Oxxio BespaarBonus. The 'BespaarBonus' stimulates clients to consume energy in a responsible and sustainable way. Clients that use 10% less energy in three years (with the help of a Smart meter) receive EUR 300.
- ¹⁵ Delta Bespaar Direct. Delta website, Thuis, Energiebesparing, "Delta Bespaar Direct", no date, <http://www.delta.nl/web/show/id=76978> (29-07-08).
- ¹⁶ Energy Kronos, FactuurScan. Electrabel website, Zakelijk, Midzakelijk/Multisides/Grootzakelijk, Advies, "Verbruiksmonitoring", no date, <http://www.electrabel.nl/Zakelijk/Midzakelijk/Advies/Verbruiksmonitoring.aspx> (29-07-08).
- ¹⁷ Eneco Energiemananger, Telmi EnergieBalans.
- ¹⁸ Prepaid energie via EnergieBewust. Essent website, Thuis, Producten, Elektriciteit, "Energiebewust", no date, <http://www.essent.nl/content/thuis/producten/elektriciteit/energiebewust/index.jsp> (29-07-08).
- ¹⁹ Nuon EnergieBesparen. Nuon website, Thuis, Producten en diensten, bespaarproducten, Wat kunt u doen?, "Inzicht in uw verbruik", no date, <http://www.nuon.nl/producten-en-diensten/bespaarproducten/watkuntudoen/inzicht-in-uw-verbruik.jsp>.
- ²⁰ Oxxio BespaarBonus.
- ²¹ Support for clients that want to buy solar panels or boilers, by means of advice, installation etc. Delta website, Thuis, Producten, "Zonnepanelen/ zonneboilers", no date, <http://www.delta.nl/web/show/id=109558> (29-07-08).
- ²² Terugleververgoeding. Eneco website, Producten en tarieven, Producten, Zonnepanelen, "Terugleververgoeding", no date, http://prive.eneco.nl/producten_en_tarieven/producten/zonnepanelen_terugleververgoeding.asp (29-07-08).
- ²³ Terugleververgoeding. Essent website, Thuis, Producten, "Teruglevering", no date, <http://www.essent.nl/content/thuis/producten/elektriciteit/teruglevering/index.jsp> (29-07-08).
- ²⁴ Greenchoice website, "Energie opwekken", no date, www.greenchoice.nl (29-07-08).
- ²⁵ Terugleververgoeding. Nuon website, Thuis, Producten en diensten, bespaarproducten, Wat kunt u doen?, Zonnepanelen, "Prijs, betaling en besparing", no date, <http://www.nuon.nl/producten-en-diensten/bespaarproducten/watkuntudoen/zonnepanelen/prijs-subsidie-en-besparing.jsp> (29-07-08).
- ²⁶ Solar panels and solar boilers.
- ²⁷ Solar power, HRe Ketel.
- ²⁸ Solar panels and boilers.
- ²⁹ Solar panels, solar boilers and wind turbines.
- ³⁰ Solar panels.
- ³¹ Delta website, Thuis, Producten, Zonnepanelen, "Subsidieregeling zonnepanelen", <http://www.delta.nl/web/show/id=107247>.
- ³² Electrabel website, Zakelijk, Midzakelijk/Multisides/Grootzakelijk, Advies, "Milieuvergunningen en subsidies", no date, <http://www.electrabel.nl/Zakelijk/Midzakelijk/Advies/Milieuvergunningen-en-subsidies.aspx> (29-07-08).
- ³³ Groen voor gas. Essent website, Thuis, Producten, Gas, "Groen voor gas", no date, http://www.essent.nl/content/thuis/producten/overzicht_gas/groen_gas/index.jsp (29-07-08).
- ³⁴ 'Bosspaarplan' forest compensation and compensation by means of investments in sustainable energy supply in developing countries. Greenchoice website, Energiebronnen, "CO2 compensatie", no date, <http://www.greenchoice.nl/Energiebronnen/CO2-Compensatie.aspx> (29-07-08).