

RECS  
MARKET  
MEETING  
2011

RECS MARKET MEETING 2011

RENEWABLE ENERGY –

THE POWER OF TRANSPARENCY

30 AND 31 MARCH 2011

RENAISSANCE BRUSSELS HOTEL

[WWW.RECSMARKET.EU](http://WWW.RECSMARKET.EU)

## The RECS Market meeting is unique because:

1. The demand for renewable electricity is growing and this meeting is the only event that can provide you with an explanation of how and why this is happening.
2. The voluntary market for renewable electricity is based on the Guarantee of Origin (GO) and this is the only conference dealing with developments related to the GO.
3. You will hear how to use the GO for carbon accounting and how to reduce your carbon footprint in the most effective and cheapest way.
4. The use of the GO to convey information on the sustainability of energy sources will be explained and further explored.
5. The target compliance market, which represents the future of renewable energy, will be discussed with the key policy makers in Europe.

## What's in it for you?

- You will gain valuable insights into the market for renewable electricity in Europe as well as in the USA. How does it work, who produces renewable electricity, who offers products?
- You will also get clear insights into the demand side: who is purchasing renewable electricity, how and why?
- You can take part in discussions about the regulatory, political and economic challenges: how can we transform the current national support systems into a single, pan-European, market-based system.
- You will receive first-hand information about recent developments in the market for renewable electricity and be able to exchange views with key players in the business, political and scientific community.

## Who will be there?

- The major market players in the energy chain from producers to wholesalers, suppliers and consumers, all of whom use the GO.
- International experts: researchers, academics and consultants who calculate carbon footprints and advise on sustainability and additionality.
- The policy makers, legislators and politicians who are responsible for implementing the RES Directive and drawing up national regulations on the use of the GO.

THE MARKET MEETING  
IS ORGANIZED UNDER  
THE AUSPICES OF  
RECS INTERNATIONAL





# WHAT ARE WE AIMING TO ACHIEVE TOGETHER?

Dear colleagues and energy experts,

It's a great pleasure to invite you to the RECS Market Meeting 2011.

RECS International was established in 2003 and, over the past seven years, we've been working hard to establish a pan-European market for renewable electricity. As a result, the Guarantee of Origin (GO), which is intended for the voluntary market only, is now widely used and well regulated by the RES Directive. At the same time governments are being encouraged to cooperate by streamlining their national support systems

The voluntary market is now mature, with a total volume of 238 TWh cancelled in 2010. There are interesting developments, especially on the demand side. More and more large energy consumers have discovered the value of renewable electricity. Carbon accounting has, in fact, become one of the main reasons for consumers to purchase renewable electricity.

Even though the GO is widely used within the voluntary market, cross-border trade does not count towards national targets. This is why cooperation mechanisms have been introduced. RECS International supports the idea of cooperation, but we would like to see the current instruments strengthened and used more systematically by Member States.

We believe that the **RECS Market Meeting** is a unique occasion. The Market Meeting is the only conference capable of giving you a full picture of the existing market for renewable electricity in Europe. An integral part of the RECS Market Meeting is the RECS Policy Forum in the afternoon of 31 March. This forum aims at setting up a dialogue with governments about the long term future of the renewable electricity market. RECS Market Meeting participants can attend the RECS Policy Forum free of charge.

We look forward to seeing you in Brussels.

Best regards,



Claes Hedenström  
President of RECS International



RECS International promotes a renewable electricity market backed up by a widely accepted, harmonised European information system. The voluntary market for renewable electricity is now strong, mature and pan-European. Financial support for renewable energy, however, is still nationally based and Member States have only recently started cooperating, taking the first steps towards a truly European approach to stimulating renewable energy. The **RECS Market Meeting**, with the RECS Policy Forum in the afternoon of the second day, will keep you up to speed on all the intricacies of the current situation and there will be ample opportunity to discuss new developments.

# RECS MARKET MEETING 2011

## RENEWABLE ENERGY –

## THE POWER OF TRANSPARENCY

### 30.03.2011 BRUSSELS



DAY 1

#### 09.30-09.40 Welcome

**Marly Theunisse** – Project Manager,  
RECS International, the Netherlands

#### 09.40-11.00 Session 1

##### **RECS Market Meeting: setting the scene**

We present a full overview of the renewable energy market – and in particular the market for the Guarantee of Origin (GO).

We distinguish three main areas of interest:

- 1) Consumer commitment and possible claims
- 2) The use of the GO
- 3) The GO system

The focus of the opening session and of the conference will be on the demand side. What information should a consumer receive from a supplier about the origin of electricity? Ultimately, a mature renewable electricity market can only be built on the power of transparency.

Moderator: **Peter Niermeijer**, Secretary General,  
RECS International, The Netherlands

##### **From GO to consumer commitment**

- The GO as the basis of a pan-European market for renewable energy
- The GO as a tool for disclosure about renewable electricity products
- Valid consumer claims after cancelling GOs

**Claes Hedenström**, President RECS International  
and Senior Advisor Vattenfall, Sweden

##### **Consumer rights**

- The legal requirements for suppliers to inform consumers
  - The role of the GO in tracking electricity
  - Possible improvements to legislation
- Kyriako Gialoglou**, Policy Officer, DG Sanco, Belgium

##### **Consumption of renewable electricity reduces carbon footprint**

- Climate change is a key aspect of corporate social responsibility
  - Large (corporate) energy consumers are taking the lead
  - The GO is the perfect instrument for tracking electricity
- Speaker to be announced

#### 11.00-11.30 Coffee break

#### 11.30-13.00 Session 2

##### **Corporate Social Responsibility – Carbon accounting**

##### **Renewable electricity procurement and claimed benefits**

Renewable energy is undoubtedly closely connected to climate change and carbon emissions. What carbon claims can a consumer make after consuming renewable electricity, and how does this work in practice? The GO is the perfect tool for tracking electricity back to its source and in this session you will get insight into how such tracking enables you to make valid carbon claims.

Moderator: **Niels van der Linden**, Senior Originator,  
Statkraft and Vice President of RECS International,  
the Netherlands

##### **Purchasing renewable energy for large consumers: DONG Climate partnership**

- What is the relevance of the carbon footprint?
- What are the main challenges and how can we tackle them?

**Christian Schmidt-Berthelsen** – Manager Strategic Partnerships, DONG Energy, Denmark

##### **Case study**

- How is KPN measuring and influencing Carbon Footprint?
- What is the driver for KPN to purchase renewable electricity?
- How to purchase on the market – best quality and best price and what are the main challenges?

**Marga Blom** – Manager Energy Management Group,  
KPN, the Netherlands

### Carbon footprint: the rules of the game

- What are the rules for calculating carbon footprints?
- What is the role of World Resources Institute
- What developments are anticipated in the Greenhouse Gas Protocol?

**Stephen Russell** – Senior Associate, WRI -GHG Protocol, USA

### 13.00-14.00 Lunch

### 14.00-14.45 Session 2 – continued

#### Corporate Social Responsibility – sustainability and additionality

Not all renewable energy is sustainable. But how are consumers informed about this issue? Large-scale renewable energy requires a commitment from (large) consumers. What claims can be made regarding the sustainable character of renewable electricity and its added value? The GO is the perfect instrument for transferring the information about sustainability from producer to consumer. In this session you will be informed about the type of information that is currently provided as well as future expectations.

#### Green-E: Renewable electricity and carbon accounting in the USA

- The Green-E renewable electricity market
  - CO<sub>2</sub> allowances as added value when purchasing Green-E renewable electricity
- Center for Resource Solutions, USA

#### The European approach to certified electricity

- How to handle additionality
- How to handle sustainability criteria

**Jean-Philippe Denruyter**, Manager Global Renewable Energy Policy, WWF International, Belgium

### 14.45-15.30 Session 3

In this session the speakers of session 2 will engage in an interactive discussion based on a number of challenging statements

### 15.30-16.00 Coffee break

### 16.00-17.30 Session 4

#### The GO as the backbone of the renewable electricity market

Electricity cannot be tracked through the grid and certification of the source of the electricity is therefore necessary. GO provide the perfect tracking system for electricity, and are given legal force by the RES Directive.

This session explores the current developments in GOs implemented by the European Energy Certificate System; the relationship between these and other tracking systems; and further improvements which may be advisable in the context of GO implementation and usage.

**Moderator: Gineke van Dijk**, Chair of the AIB Board and Manager, CertiQ, The Netherlands

#### Current developments in the European Energy Certificate System

- The fundamental revision of the EECS Rules, which is currently being introduced by the Association of Issuing Bodies (AIB)
- Introducing the GO for all electricity sources
- Relationship between EECS and the new CEN standard for Guarantees of Origin for electricity

**Pierre-Yves Cornélis**, Commission Wallonne pour l'Energie, CWaPE, Belgium

#### Excluding double counting of GO in relation to disclosure

- GO and other tracking mechanisms
- Calculation of the fuel mix of an exporting country
- Necessary steps for ensuring the uniqueness of a GO

**Christof Timpe**, RE-DISS Project Coordinator, Germany

#### Improving the backbone

- What has happened in the last 5 years?
- What is lacking in the current system?
- What improvements are needed?

**Hans Petter Kildal**, Managing Director, Fortum Markets, Norway

### 17.30-18.30 Networking reception

### 20.00-23.00 REXperience dinner

\*= invited

# RECS MARKET MEETING 2011

## RENEWABLE ENERGY –

## THE POWER OF TRANSPARENCY

### 31.03.2011 BRUSSELS



DAY 2

#### 09.00 Summary of the first day's discussion

**Claes Hedenström** – President RECS International and Senior Advisor Vattenfall, Sweden

#### 09.15-10.30 Session 5

##### The market for Guarantees of Origin

What does the market for renewable electricity look like? What volumes are traded and what prices are offered? But, even more important, who are the buyers and sellers? This session will put you in the picture.

##### Is an electronic marketplace possible?

- When can we expect an electronic marketplace?
- What is required, e.g. standard products, etc?
- What will a future electronic marketplace look like?

**Stefano Alaimo** – Chairman of the EuroPEX Working Group on Environmental Markets, Italy

##### Market infrastructure and volumes traded

- The role of central registries, the Hub and market places
- Volumes issued, traded and used
- The effects of new RES directive on market infrastructure and volumes

**Marko Lehtovaara**, CEO, Grexel Systems, Finland

#### 10.30-11.00 Coffee break

#### 11.00-12.30 Session 6

##### Towards 2014

This session will give you insight into international trade mechanisms. What future developments can be expected?

##### Lessons learned in the USA

- The interstate certificate market in the USA
- Green-E as a case in point

**Lenny Hochschild**, Managing Director, Evolution Markets Inc, USA

##### Cooperation between Member States

- The status of the National Renewable Energy Plans (NREAPs)
- What can be expected from Joint Projects?
- What can be expected from Joint Support Systems?

**Tom Howes**, Policy Officer, European Commission DG Energy, Belgium

##### Cooperation mechanisms and private sector involvement

- Role for market players regarding different cooperation mechanisms
- Reflection on CM design with private sector involvement: prepare for 2014 RES directive review.
- Assessment of ongoing co-operation platforms: options for Switzerland in the future EU RES markets

**Peter Houzer**, Environmental Markets Regulation, Alpiq, Switzerland

\*=invited

#### 12.30 End of RECS Market Meeting

**All delegates are invited for the RECS Policy Forum, including lunch**  
(see program on page 7)

For actual information on the program:  
please visit [www.recsmarket.eu](http://www.recsmarket.eu)

# RECS POLICY FORUM 2011

## MAKING RENEWABLE ENERGY AFFORDABLE

31.03.2011 BRUSSELS



**12.30-14.00 Lunch**

**Special lunch speaker**

### **14.00-17.00 The costs of RES and of introducing market based support systems**

In this forum we will address the main recommendations to Member States on the implementation of the Guarantee of Origin (GO) and the use of cooperation mechanisms. The 2009 RES Directive offers greater clarity on the use of the GO. So far, however, GOs have only be used for disclosure while in terms of achieving the 20/20/20 targets, one of the major barriers to using more renewable energy is costs. At the forum you will gain insight into the positions of policy makers on cooperation mechanisms now and in the future.

The Policy Forum will be an interactive event. RECS International will publish a position paper on how to create a pan-European market. Keynote speakers will be asked to respond to this paper and participants will be actively involved in the resulting discussions.

#### **Confirmed keynote speakers are:**

- Claude Turmes, Member European Parliament
- Paul van Son, Chairman of EFET and CEO Desertec Industrial Initiative
- Helge Sigurd Naes-Schmidt, Managing Economist, Copenhagen Economics
- Cecilia Hellner, Senior Advisor Market, ENTSO-E
- Claes Hedenström, President RECS International and Senior Advisor Vattenfall, Sweden

DG Energy, European Commission\*

BMU, German Ministry\*

EURELECTRIC\*

IFIEC\*

\*=invited

DAY 2

## Supporting Associations



The Association of Issuing Bodies (AIB) is the leading enabler of international energy certificate schemes.  
[www.aib-net.org](http://www.aib-net.org)



The European Federation of Energy Traders (EFET) promotes and facilitates European energy trading in open, transparent and liquid wholesale markets, unhindered by national borders or other undue obstacles. EFET has more than 90 member companies, active in over 27 European countries.  
[www.efet.org](http://www.efet.org)



EURELECTRIC is the sector association which represents the common interests of the electricity industry at pan-European level, plus its affiliates and associates on several other continents. EURELECTRIC's mission is to contribute to the development and competitiveness of the electricity industry and to promote the role of electricity in the advancement of society.  
[www.eurelectric.org](http://www.eurelectric.org)



EuroPEX is a not-for-profit association of European power exchanges that represents the interests of the exchange based wholesale markets for electrical energy with regard to developments of the European regulatory framework for wholesale energy trading and provides a discussion platform on a European level.  
[www.europex.org](http://www.europex.org)

## Media partners



**MONTEL**





## Sponsors of the RECS Market Meeting

### Platinum Sponsor



Vattenfall is Europe's fifth largest generator of electricity and largest producer of heat. Consolidated sales in 2009 amounted to SEK 205,407 million. Vattenfall's main products are electricity, heat and gas. In electricity, Vattenfall works in all parts of the value chain: generation, transmission, distribution and sales. In heat, Vattenfall is active in production, distribution and sales. Vattenfall is also engaged in the production and sales of gas, energy trading and lignite mining. The Group has approximately 40,000 employees. For more information, please visit [www.vattenfall.com](http://www.vattenfall.com)

### Meeting Sponsors



#### **Alpiq: Swiss roots – Commitment throughout Europe**

Alpiq Holding Ltd is the leading Swiss energy trading company and energy services provider with European orientation. In 2009, more than 10.000 employees, active in 31 nations generated a consolidated annual turnover of around 15 billion Swiss francs. Alpiq is active in the fields of electricity generation and transmission, in energy sales and trading, as well as in energy services. Alpiq Trading operates on all the main European energy exchanges, trading platforms and gas hubs. Focussing on the most important markets, we manage generation from Alpiq's power stations, secure electricity procurement and reduce risk. Thanks to its long-standing tradition in hydropower production, Alpiq has made an important contribution to the development of renewable energy within the European Markets.

For more information, please visit our website:

[www.alpiq-trading.com](http://www.alpiq-trading.com)



ECOZH is a Norwegian based company, with offices in Oslo. ECOZH primary business is providing renewable energy with Guarantees of Origin to businesses and organizations across Europe. ECOZH is the leading independent provider in Europe. It has more than 30 TWh of renewable energy in its portfolio in 2010, and offers a wide range of qualities from hydro, wind, biomass and eco-labeled production. ECOZH currently has sourcing agreements with more than 25 power producers, and distribution partners in 12 European countries. For more information, please visit: [www.ecohz.com](http://www.ecohz.com)



Statkraft is Europe's leader in renewable energy. The group develops and generates hydropower, wind power, gas power and district heating, and is a major player on the European energy exchanges. Statkraft has more than 3.200 staff in more than 20 countries. For more information, please visit: [www.statkraft.com](http://www.statkraft.com)

# REGISTRATION

Online registration at  
[www.recsmarket.eu](http://www.recsmarket.eu)

## Costs for attending the Market Meeting on 30 & 31 March

RECS-I member early bird registration  
(before 21 January 2011)\* € 800

RECS-I member normal registration  
(after 21 January 2011)\* € 925

Non RECS-I member early bird registration  
(before 21 January 2011)\* € 1,100

Non RECS-I member normal registration  
(after 21 January 2011)\* € 1,250

\* Delegates attending the RECS Market Meeting will have access to the RECS Policy Forum free of charge

For more information about the RECS Market Meeting and RECS Policy Forum please contact RECS EVENTS at [secretariat@recs.org](mailto:secretariat@recs.org) or +31 26 3569424

# VENUE

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For more information on how to get to the Renaissance Brussels Hotel, go to:  
[www.marriott.com](http://www.marriott.com)

RECS Events has negotiated special room rates with the Renaissance Brussels Hotel during the RECS Market Meeting. Please fill out the hotel reservation form online at [www.recsmarket.eu](http://www.recsmarket.eu) and fax it to + 32 2 5052473 or email it to the Renaissance Hotel reservation department at: [brussels.reservation@marriott.com](mailto:brussels.reservation@marriott.com). If you want to secure a reservation at a discounted rate, please return the form before 11 February 2011.