

Consumers driving the energy transition

21 and 22 March 2017

NH Collection Hotel Krasnapolsky

Amsterdam, the Netherlands

www.recmarket.eu



21 and 22 March Amsterdam, the Netherlands NH Collection Hotel Krasnapolsky www.recmarket.eu

CONSUMERS DRIVING THE ENERGY TRANSITION

Dear fellow renewable energy experts,

We see it every day in news articles and press releases: the energy transition is in full swing. At the same time we see electricity consumers becoming more involved than ever. Consumers are looking for renewable electricity, cheap electricity and electricity that is generated close to their homes and businesses. They are comparing and researching whether it makes more sense to generate electricity themselves or buy it from a supplier. What was unthinkable 15 years ago is now a reality – consumers are increasingly taking their right to choose individual electricity products into their own hands and their collective influence is shaping the system.

COP21 proved that consumers will be drivers of the energy transition. That was one of the first times when we saw governments and stakeholders really listen to consumers and what they were saying: give us more renewable energy and a more prominent role for consumers in the electricity market. This is what RECS International is all about: sharing this message and acknowledging that consumers want change. At the seventh annual RECS Market Meeting this is our primary focus, with consumers leading the change and driving the energy transition. Join us on 21 and 22 March 2017 in Amsterdam at the Grand Hotel Krasnapolsky and take part in the consumer-driven energy transition. I very much look forward to seeing you there.



Best regards,

Claes Hedenström, President of RECS International

WHAT IS IN IT FOR YOU?

The RECS Market Meeting is a unique occasion. It's the only European event that focuses on the demand side of the renewable electricity market. You will receive first-hand information about what energy end-consumers actually want. We will review what such requirements mean in terms of the market – prices and

volumes – and how this is likely to have an impact on regulations. In addition we will look at systems that are developing around the world to see where lessons can be learned and improvements made. This conference will bring you up-to-date with all of the latest developments in this active, fast-changing field.

RECS MARKET MEETING 2017 at a glance

MONDAY 20 MARCH 2017

14.00-16.30

Pre-conference workshops*

- Fast track towards the Guarantee of Origin market
- Renewable Energy Certificates Trade Agreements (RECTAs) and Corporate Power Purchase Agreements (CPPAs)

17.00-18.30

RECS General Meeting**

18.00-20.00

Pre-registration

20.00-22.00

Get together***

sponsored by Statkraft

TUESDAY 21 MARCH 2017

08.30 Registration desk opens
Networking coffee

10.00 Opening session
When corporates set targets

12.00 **Networking buffet lunch**

13.15 Parallel session 2a
Governing RECs: How standards are simplifying consumer choices

13.15 Parallel session 2b
Procurement of renewables and the link with Power Purchase Agreements

14.45 **Coffee break**

15.15 Parallel session 3a
From voluntary to national – how EU systems are integrated into law

15.15 Parallel session 3b
Setting standards for consumer claims

16.30 Session 4
European policy developments: the consumer in the driver's seat?

17.30 **End of sessions**

18.30 **City walk sightseeing**
sponsored by Statkraft

19.30 **Dinner party**
sponsored by Ecohz

WEDNESDAY 22 MARCH 2017

09.30 Parallel session 5a
Voluntary offsets and voluntary RECs

09.30 Parallel session 5b
Renewables market overview: Volumes and prices

10.30 **Coffee break**

11.00 Keynote session 6
What has COP21 delivered?

12.30 **Networking buffet lunch**

End

* separate registration required

** for RECS members only

*** register via www.recmarket.eu (a limited number of places are available)



Monday 20 March 2017 / Pre-conference workshops

14.00 – 16.30

PRE-CONFERENCE WORKSHOP 1

Fast track towards the Guarantee of Origin market

This workshop will help you build up expertise about the European renewable energy market. As well as the history of the Guarantee of Origin (GO), we will cover four other topics:

- residual mix calculations,
- national disclosure rules,
- consumer choice,
- main specifications of the EECS-GO Standard.

If you're not yet a market player or a knowledgeable consumer, this workshop is for you.

Target audience

All those interested in Europe's renewable electricity market. Past participants have included executives from companies wishing to purchase certificates directly and therefore intending to open accounts, as well as people from companies wishing to expand the sustainability options they offer their clients. Representatives of electricity utilities have also shown an interest in this workshop, as it will improve their understanding of the mechanisms behind the delivery of genuine 'green' electricity to their customers.

With contributions from:

Steven Vanholme, Program Manager, EKOenergy

Louis von Moos, Managing Director, Association ECS Switzerland

Ivan Debay, CEO, Origo

Hanne Lerche Raadal, PhD, Senior Research Scientist, Østfoldforskning

14.00 – 16.30

PRE-CONFERENCE WORKSHOP 2

Renewable Energy Certificates Trade Agreements (RECTAs) and Corporate Power Purchase Agreements (CPPAs)

This workshop discusses recent developments in drafting and negotiating agreements for the sale of renewable source electricity, renewable energy certificates and associated renewable benefits.

Based on a number of case studies and through an interactive approach participants will gain first hand knowledge in the following areas:

- Historical developments of renewable energy purchase agreements and regulatory frameworks for mandatory and voluntary renewable energy certificates
- Renewable energy certificates in the context of book & claim systems and mass balance systems used in the trading of other environmentally friendly products (biogas, biofuel, organic and fairtrade softs)
- Corporate reporting standards driving renewable energy purchase
- Emission reduction certificates or renewable energy certificates - pros and cons using renewable energy certificates and corporate PPAs for carbon off-setting instead of emission reduction certificates
- Renewable energy certificates and tracking standards (EECS, IREC Standard, Green-E)
- Renewable energy certificate trading agreements - case study - drafting common amendments to RECS International and EFET documentation
- Corporate PPAs - main structures (e.g. physical, sleeved, virtual, synthetic) and their drivers
- Corporate PPAs - case study - key contractual provisions for corporate PPAs
- Outlook renewable energy trading and cross-border participation under premium support systems
- Recent experience on UK FIT levelisation trading
- Claiming renewable energy consumption for customer products and affinity - how to avoid risks of misrepresentation and liability

Target Audience

Energy traders, in-house counsel, corporate environmental compliance experts, corporate energy procurement experts, renewable energy producers interested in corporate PPA support, funders.

An introduction into the relevant tracking systems, national legal frameworks and purchase and trade agreements will be given to enable participants with limited knowledge of this sector to participate.

With contributions from:

Andreas Gunst, Partner, DLA Piper

Natasha Luther-Jones, Partner, DLA Piper



GO TO WWW.RECMARKET.EU
FOR PROGRAMME UPDATES

For the complete workshop programmes, go to www.recmarket.eu. If you wish to attend one of the workshops, please register soon as a maximum of 30 people may register.

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Tuesday 21 March 2017

10.00 – 12.00 OPENING SESSION

When corporates set targets

Targets are nothing new for governments. The 2020 targets, for example, are fundamental to European energy policy and a frequent discussion topic among stakeholders. Targets aren't new for corporate companies either, which regularly present financial targets for the coming quarter or year. What is new, however, is that now corporates are setting these targets for their environmental impact. Often focussing on the long-term, these targets may be looking ahead 5, 10 and sometimes even 20 years. The scope of the targets may vary: from onsite recycling, to the use of chemicals and emissions. One thing is clear, In setting these targets, corporates are becoming increasingly aware of the fact that renewable electricity is a solution that is cost-effective and can help achieve a reduction in their total emissions. Targets set by corporate companies are ambitious but realistic. With organizations like CDP, RE100 and the Science Based Targets

initiative supporting their efforts, corporates are looking towards setting both financial and environmental targets in the future.

We start the conference by looking at these targets, how they are set, and how they are met.

With contributions from:

Jared Braslawsky, Secretary General, RECS International

Sam Kimmins, Head of Corporate Campaign, RE100

Tom Lindberg, Managing Director, ECOHZ

Alberto Carrillo Pineda, Head of Climate and Business Engagement, WWF International

Marty Sedler, Director Global Utilities and Infrastructure, Intel Corporations

12.00 – 13.15 NETWORKING BUFFET LUNCH

13.15 – 14.45 PARALLEL SESSION 2A

Governing RECs: How standards are simplifying consumer choice

In the late 1990s we saw the first initiatives to implement consumer choice in the electricity industry. These were small, local initiatives and there were lots of kinks in the cables along the way. But as the systems gained popularity, so too did stakeholders' interest and they began to push for improvements. Consequently electricity end-users became better protected. Local systems eventually became included in national legislation: in Europe as the Guarantee of Origin (GO) system and in the US as state and national Renewable Energy Certificates (RECs) programs.

These steps stimulated growth and use of the systems, and development has not stood still. Today national governments around the world are looking at ways in which attribute tracking systems can support the cost-efficient development of renewables and expand choice in the electricity market.

In this session, experts will review international examples of attribute tracking systems that are currently operating around the world.

With contributions from:

Peter Niermeijer, Chairman of the Board, International REC Standard

Ben Gerber, Executive Director, Midwest-Renewable Tracking System

Dirk van Evercooren, President, AIB

Fernando Lopes, Director, Instituto Totum

13.15 – 14.45 PARALLEL SESSION 2B

Procurement of renewables and the link with Power Purchase Agreements

Power Purchase Agreements (PPAs) are a procurement option that every medium and large end-user has considered. Even small offtake is now an option via the PPA. The movement towards this 'direct' procurement option is having a significant effect on the industry. Supply companies are signing deals with corporate end-users and so-called virtual PPAs are becoming one of the more popular procurement options for SMEs with high levels of demand.

PPAs provide significant financial and environmental benefits for clients but they are often quite complex endeavours that require long-term commitment and a degree of certainty. This session is devoted to the development and use of PPAs in Europe and around the world. The speakers have helped form, secure – or research – countless PPA agreements with individual end-users. They know that PPAs are not a hype, but rather a valuable procurement method that is turning the electricity industry on its head. Join them in the session and learn more about these valuable tools.

With contributions from:

Mariana Heinrich, Manager Climate & Energy, World Business Council for Sustainable Development

Phil Dominy, Assistant Director, Ernst & Young

Andrew Hedges, Senior Consultant, Norton Rose Fulbright

Marcel Galjee, Director Energy, AkzoNobel

14.45 – 15.15 COFFEE BREAK



15.15 – 16.15 PARALLEL SESSION 3A

From voluntary to national – how EU systems are integrated into law

The first attribute tracking systems were implemented in the US and in Europe. These systems have been developed over time, are well anchored in legislation, and all are natural monopolies. Just as there is only one physical network to deliver electricity to consumers, so too electricity tracking systems have developed as a single national system to deliver the attributes of that electricity to end-users. In the case of Europe an international standard was introduced, securing cross-border trade between countries in the EU, thus serving the internal market.

Since early 2016 the Renewable Energy Directive (RES Directive) has been up for review and its initial publication took place as part of the European Commission's Winter Package. The revisions show a strengthening of the role of the Guarantee of Origin system – and, more generally, the consumer driven market for renewable energy. The impact of the changes however will be far-reaching. Experts are reviewing what the possible revisions will mean for long-term agreements, sustainability strategies and Power Purchase Agreements (PPAs) that are already implemented or expected in the future.

In this session we will begin to unravel the changes and the potential impacts of the revision of the renewables directive. Join leading experts and discuss – from a policy and a market perspective – what effect these changes may have.

With contributions from:

Laura McIntyre, Analyst, Bloomberg New Energy Finance
Phil Moody, Secretary General, Association of Issuing Bodies (AIB)

15.15 – 16.15 PARALLEL SESSION 3B

Setting standards for consumer claims

The Green House Gas Protocol (GHGP) is seen by many stakeholders as the guiding document for reporting Scope 2 emissions and making renewable energy claims. The fact that the CDP (formerly Carbon Disclosure Project) and other organizations are following the GHGP Scope 2 guidance shows how important it is. This document took years to create and resulted in a number of leading principles, including those relating to carbon footprint dual-reporting, the reporting hierarchy and market boundaries. But questions remained following publication. How are market boundaries defined in practice? How to deal with voluntary renewables procurement in the absence of a clear reporting hierarchy? And how to work within the structures of an unreliable national system?

End-users are well served when the renewable procurement choices are all credible options. However, unfortunately, until the International REC Standard or other reliable national tracking systems are implemented globally, this is not likely to be the case. In the meantime, end-users should not have to question whether their choice of renewables is credible. For this reason stakeholders and market players are looking to consumer claim standards to play this role and guide consumers towards reliable and valuable purchase options for renewables in Europe and around the world.

Join us to discuss developments in consumer claim standards and third-party verification of claims.

With contributions from:

Alexandra Münzer, Managing Director, Greenfact
Owen Hewlett, Chief Technical Officer, The Gold Standard
Federico Dicredico, Emissions and Renewables, Amsterdam Capital Trading

16.30 – 17.30 SESSION 4

European policy developments: the consumer in the driver's seat?

From the start the electricity market was never considered to be a demand-driven market. It was not that long ago that electricity companies were monopolies, with market prices strongly regulated by governments. Because of this history national governments often try to induce change by influencing the production side, thus completely bypassing businesses and consumers. As end-users are becoming a driving force in the transition to new and renewable technologies, governments and other stakeholders are now increasingly looking at ways to use this driving force to change the way we produce and consume electricity.

We know that in Europe consumers have long had the freedom to choose their electricity supplier. But does the consumer have a choice in product they wish to consume? During this session we will learn what is being done at the European level to put the consumer in the driver's seat when it comes to energy policy.

With contributions from:

Claes Hedenström, President, RECS International
Torsten Amelung, Senior Vice-President Trading & Customers, Statkraft
Hans Grünfeld, Managing Director, Dutch Federation of Non-Domestic Energy and Water Consumers

18:30 CITY WALK SIGHTSEEING AMSTERDAM SPONSORED BY



19:30 DINNER PARTY SPONSORED BY



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Wednesday 22 March 2017

09.30 SESSION 5A

Voluntary offsets and voluntary RECs

As discussed in session 3B, the GHGP introduced a number of leading principles to the market for renewable electricity. A crucial aspect discussed by GHGP in their Scope 2 guidance document was the relationship between voluntary offsets and voluntary RECs. The way in which companies can report their carbon footprint and account for emission reductions – in a specific year or over time – helped clarify the boundaries between these two markets.

However other concerns remain. As more companies are reporting emissions in non-Annex 1 countries, the concern of attribute double counting is real; this is even a concern when no REC system is in place.

This session is a follow-up to the highly appreciated 2016 pre-conference session entitled 'Developments in voluntary offsets and tracking instruments.'

With contributions from:

Simon Henry, *International Carbon Reduction & Offset Alliance (ICROA) Programme Director, IETA/ICROA*

Aron Simon, *Senior Originator, Statkraft Markets*

Meinrad Burer, *Director, EcoAct*

09.30 SESSION 5B

Renewables market overview: Volumes and prices

This session has become a staple of the RECs Market Meeting. Volumes, prices, trades, demand and trends – everything the traders and originators among us need to prepare for the new year. In these markets we are used to double-digit growth. Every year we see increased demand, more complex product definitions and increased interest from stakeholders and policy makers. This should not be a surprise, as we are talking about renewable electricity, consumers and choice in the electricity market.

This year, however, we will take a broader look. Let's cover Europe, of course, but also look around the world at developments in REC markets and make predictions for the future.

With contributions from:

Roger Rütze, *Head of Sales Green Portfolio & Certification, Enovos*

William Dixon, *Portfolio Manager, Originator, Agder Energi*

Scott Eidson, *Vice President, 3Degrees*

10.30 COFFEE BREAK

11.00 SESSION 6

What has COP21 delivered?

COP21 isn't immediately reducing emissions and it alone is not going to be enough. But COP21 was a trigger and as such it was a success. For the first time it is not just governments that are committing themselves to action it was consumers as well.

The true success of COP21 was that a wide range of stakeholders, businesses and citizens made clear that they will take action. With or without national policy, they are moving forward. This is a big difference compared to the traditionally chosen paths in our industry. State-led renewables are a reality that is here to stay, but corporate-led and citizen-led renewables are a reality too!

This keynote session invites high-level speakers to discuss the successes of COP21. Are these already having an effect in the real world or is it all a hype?

With contributions from:

Jared Braslawsky, *Secretary General, RECS International*

Renat Heuberger, *CEO, South Pole Group*

Nigel Topping, *CEO, We Mean Business*

More speakers tba

12.30 NETWORKING BUFFET LUNCH

End of RECs Market Meeting 2017



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PLATINUM SPONSOR OF THE RECs MARKET MEETING 2017



ECOHz offers global renewable energy solutions to businesses, organisations and electricity providers – providing renewable electricity, from a wide range of sources, regions and qualities. Renewable electricity is documented by Guarantees of Origin in Europe, RECs in North America and International RECs (I-RECs) in a growing number of countries in Asia, Latin America and Africa. ECOHz also provides an innovative additionality solution – GO² – combining renewable energy purchases with the financing and building of new renewable power generation. Companies choosing documented renewable energy can reduce their carbon footprint and improve their sustainability ratings. ECOHz is among the leading independent suppliers in Europe, and has offices in Norway and Switzerland. ECOHz endeavours to play an active role in the current energy transition through its vision of “changing energy behaviour”. Visit www.ecohz.com

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Statkraft is a leading company in hydropower internationally and Europe's largest generator of renewable energy. The Group produces hydropower, wind power, gas-fired power and district heating and is a global player in energy market operations. Statkraft's Global Environmental Markets team, based in Amsterdam, has been active in different renewable and carbon certificate markets since 2001. Statkraft has a strong track record in trading compliance and voluntary instruments, developing innovative OTC products and participating in the international offset and attribute tracking schemes. Visit www.statkraft.com

MEETING SPONSORS OF THE RECs MARKET MEETING 2017



Agder Energi is located in the southernmost region of Norway (Agder). The company is owned by Norwegian public institutions and operates 48 hydroelectric plants with an average annual power generation of about 7.8 TWh. Installed capacity, encompassing both run of the river and reservoir facilities throughout the major waterways of Agder, exceeds 1700 MW. We are currently building and projecting several hundred GWh of new hydro power and onshore wind production. Agder Energi supplies renewable source wholesale products and Guarantees of Origin to a wide range of European markets. Visit www.ae.no/renewables



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Luxembourg's main energy supplier is Enovos, which also operates in Germany, Belgium and France. Its mission is to provide electricity, natural gas and renewable energies to a wide range of customers including industrial clients, SMEs and private households. Enovos is actively engaged in the domains of eco-mobility, energy efficiency, smart applications, distributed energy services and renewable services.



Greenfact is an intelligence web-platform and analytical tool for the renewable energy market with a unique focus on Guarantees of Origin. Greenfact combines 7 years of experience in the GOs market with the latest developments and updates on the whole sector. The platform offers access to GO price data and statistics, GO price forecasts, political and legal updates and reviews, as well as facts and figures for all the EU/EEA countries, making Greenfact your go-to platform for all things renewable. For more information, visit us at www.greenfact.com or follow us on Twitter.



South Pole Group (SPG) is a leading provider of global sustainability solutions that help public and private actors develop climate proven policies and strategies. South Pole Group creates value for its clients by facilitating investments in renewable energy projects and providing companies with tailored, high-quality Renewable Energy Certificates and Guarantees of Origin to prove their renewable energy consumption and commitment to changing energy behavior. With a local presence in 16 offices across the globe, South Pole Group's team consists of over 150 passionate climate professionals. For more information, visit www.thesouthpolegroup.com or follow the company @southpolegroup.

Registration

You can register online at www.recmarket.eu

Fees for attending the RECs Market Meeting on 21 and 22 March 2017:

RECS-I members

early bird registration (by 6 February 2017)*	€850
normal registration (by 6 March 2017)*	€950
late registration (after 6 March 2017)*	€1,050

Non RECS-I members

early bird registration (by 6 February 2017)*	€1,150
normal registration (by 6 March 2017)*	€1,275
late registration (after 6 March 2017)*	€1,375

- If three or more people (from the same company) register for the conference at the same time, the total discount will be 15%. Please note that this discount does not apply to the pre-conference workshops.
- The fee for the pre-conference workshops on 20 March 2017 is €325,-*

* All rates are exclusive of 21% VAT.

Cancellation policy: go to www.recmarket.eu. RECS International may (at its sole discretion) change the format, speakers, participants, content, venue location and programme or any other aspect of the RECs Market Meeting at any time and for any reason, whether or not due to Force Majeure, in each case without liability.

Venue

The RECs Market Meeting 2017 will be held at

**NH GRAND HOTEL KRASNAPOLSKY
DAM 9
1012 JS AMSTERDAM
THE NETHERLANDS
T +31 (0)20 544 91 11**

Hotel room reservation

RECS International has negotiated special room rates for the duration of the meeting. If you wish to take advantage of these rates, please book your room at the Grand Hotel Krasnapolsky via our website. Go to www.recmarket.eu/venue and click on the link to make your reservation.

**RECS
INTERNATIONAL**

RECS International is an organisation that strives to create an open, pan-European renewable energy market, facilitated by commonly accepted and harmonized tracking systems.

Our mission is:

- To stimulate renewable energy demand across Europe by adopting harmonized standards & principles for a transparent transfer of information to end-users, and
- To encourage the further generation of emerging renewable energy technologies by increasing competition and cost-efficiency through the expansion of cross-border trade and international cooperation mechanisms.

Contact: secretariat@reco.org | +31 26 820 03 96 | www.reco.org

SUPPORTING ASSOCIATIONS



The AIB guarantees the origin of European energy by using and promoting the European Energy Certificate System - EECs – which ensures the reliable operation of international certificate schemes – and operates the inter-registry communications Hub. The AIB's members are Europe's energy certificate system administrators, the competent bodies for guarantees of origin – usually transmission system operators, electricity regulators and energy market operators, or the service organisations that administer energy certificate systems on their behalf. Visit www.aib-net.org



The European Federation of Energy Traders (EFET) promotes competition, transparency and open access in the European energy sector. We build trust in power and gas markets across Europe, so that they may underpin a sustainable and secure energy supply and a competitive economy. We do this by:

- Working to improve the functionality and design of European gas, electricity and associated markets for the benefit of the overall economy, society and especially end consumers.
- Developing and maintaining standard wholesale supply contracts and standardising related transaction and business processes.
- Facilitating debate amongst TSOs, regulators, policy makers, traders and others in the value chain about the future of the European energy market.

We represent more than 100 member companies, active in over 27 European countries. Visit www.efet.org



Green-e is a global certification standard and program for renewable energy buyers and sellers. A service of U.S.-based NGO, Center for Resource Solutions, the Green-e Energy Framework and Regional Standards, developed through an independent stakeholder process, drive the growth of new wind, solar, geothermal and other zero- or low-emission resources in the voluntary market. Green-e certified renewable electricity products provide added value when complimented by government recognition and tracking-system registration. Buyer protections include risk abatement, verification of ownership and marketing claims, and local regulatory compliance. Many members of the RE100 and BRC choose Green-e certified products. Find out more at www.green-e.org



**THE INTERNATIONAL
REC STANDARD**

The International REC Standard is a non-profit organization that has been tasked with providing robust attribute tracking systems around the world. This standard requires local stakeholders and government authorities, wherever possible, to facilitate national implementation in adherence with local or national regulations. Based upon the I-REC Standard codes and associated documents – the blueprints for the attribute tracking system – I-REC independent issuers are able to implement robust and transparent attribute tracking systems, ensuring the highest quality systems and adherence to best practices for the avoidance of double counting, double certificate issuance and double attribute claiming. The I-REC Standard governing board regulates the use of the I-REC code and associated documents. Visit www.irecstandard.org

RE 100

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IN PARTNERSHIP WITH CDP

RE100 is a global, collaborative initiative of influential businesses committed to 100% renewable electricity, working to massively increase demand for – and delivery of – renewable energy. This will accelerate the transformation of the global energy market and aid the transition to a low carbon economy. RE100 shares the compelling business case for renewables and showcases business action, while working with others to address barriers and develop transparent reporting mechanisms. RE100 members have operations around the world and span a wide range of sectors from telecommunications and financial services to vehicle and cement manufacturing. RE100 is brought to you by The Climate Group in partnership with CDP, as part of the We Mean Business coalition. Visit www.RE100.org



VEMW (Vereniging voor Energie, Milieu en Water), is the knowledge center and interest group for non-domestic energy and water consumers in The Netherlands. Representing a diversified group of over 400 organizations from industry, commercial services, transport and healthcare sector and government, VEMW's mission is to create optimal conditions for the consumption of energy and water. In addition to lobbying, our activities include an annual energy procurement cost benchmark, various electronic and printed newsletters, an energy introductory course and meetings and seminars for members. www.vemw.nl

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