

CLAIMS RELATED TO THE PROVISION OF GREEN ENERGY TO END USERS

The Independent Complaints Council of the Advertising Standards Authority has adjudicated on advertising related to the provision of renewable energy to end users.

SSE Airtricity 100% Green Electricity	Energia 100% Renewable Electricity	Flogas 100% Green Energy	Energia Supplying 100% green electricity
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Energy Claims

Renewable energy is the term used to describe energy generated and/or obtained from renewable non-fossil energy sources.

The EU Renewables Directive and Irish legislation provide for the use of guarantees of origin (GOs) for fuel mix disclosure purposes to demonstrate to customers the share or quantity of energy from renewable sources in an electricity supplier's energy mix. Advertisers can claim that they provide renewable energy **to the grid** based on their fuel mix declaration.

Energy that is fed into the national grid/network can be obtained and/or generated from a variety of sources, including renewable and non-renewable sources. Once in the national grid/network, the energy is homogeneous, with no differentiation possible on the source of energy.

Advertisers should ensure that they do not imply or claim that the energy generated and/or obtained from renewable sources is delivered directly to their customers (end user).

If the main message in the marketing communication is renewable energy, then the claim to provide renewable energy to the grid/network should be in the main body copy and be of sufficient size and prominence to be easily understood. Care should be taken to avoid the claim being understood as one related to the delivery of energy to the end user.

Advertisers should ensure that they exercise care when making claims about renewably sourced energy, so they do not exaggerate the benefits from using that energy. Absolute claims should be approached with caution and should only be made where they can be substantiated.

Confidential Copy Advice **is available on a free and non-binding basis** from the Advertising Standards Authority copyadvice@adstandards.ie.

[1] A Guarantee of Origin is an electronic document that proves to a final customer that a quantity of electricity originated from a specific renewable energy source. The Guarantee of Origin tracks renewable energy production to the final customer, providing full transparency for these consumers. Each Guarantee of Origin - Represents 1 megawatt-hour of electricity produced; and Contains all relevant registration information related to the production device.