Dear colleagues and energy experts,

The voluntary market for renewable electricity is demand-driven, like any other market. It is consumers who turn on the light and thus purchase electricity and it is consumers who must decide whether to purchase renewable energy. Consumers are increasingly aware of the fact that different types of energy sources are used to produce the electricity they use and they understand that these different energy sources have different impacts on the environment. What is increasingly changing is the growing number of consumers who are willing to make a committed choice for one type of energy source over another. From a market point of view such choices should not be questioned: the consumer is always right!

Which is where the RECS Market Meeting comes in. At this conference we will cover all aspects of the demand-driven renewable electricity market. We believe it is unique because it focuses on consumer choice and we are happy to see all of the stakeholders who are getting involved.

We look forward to meeting you in Düsseldorf and hearing your contribution to the discussion. Whether you supply, purchase, advise on or regulate renewable electricity in Europe – or anywhere else in the world – you are welcome to take part in these discussions by joining us on 18 and 19 March 2014 in Germany.

Best regards,

Claes Hedenström, President of RECS International
**Target audience**

This workshop is intended for those who are interested in – or have recently become involved in – the renewable electricity market. They include representatives of companies that wish to purchase certificates directly on the market and therefore intend to open their own accounts as well as suppliers interested in how to guarantee delivery of genuine green electricity to their consumers. This is just a first step, but it will enable you to fully understand the topics at the heart of the RECS Market Meeting 2014.

With contributions from:
- Chris Pooley, Business Consultant, Ramboll
- Louis von Moos, Managing Director, Verein ECS Schweiz
- Markus Klimeščefškij, Chairman Internal Affairs Working Group, AIB
- Simona Petroncini, Senior Adviser, BKK Produksjon
- Dominik Seebach, Senior Researcher, Öko Institut
- Stefan Niesler, Sales Trader, NValue

**European Eco-labels for Electricity**

At the RECS Market Meeting consumers are our main focus. We observe suppliers being very creative and differentiating their electricity products. At the same time we see environmental organisations responding to this by publishing criteria for sustainability and additionality. There are all kinds of electricity products on the market from a wide variety of companies. Some of these products are endorsed by environmental NGOs and some are not. But how well are the opinions of consumers reflected in this and how well are they informed about this wide range of electricity products? This pre-conference workshop will focus on one central question: what do consumers actually need and how can a label help meet their needs?

We will start the workshop with an overview of the main elements of existing labels: what are the ideas behind the label, what sort of criteria are used, which developments do we see? Having the overview of the existing labels, representatives of consumer organisations and those with a NGO background will be asked to elaborate on consumer needs: what is it that consumers want and how does a label help them? In the second half of the pre-conference there will be a panel discussion, structured according to a number of themes reflecting the use of labels and the future of labels in the European electricity market.

**Target audience**

This workshop is especially intended for people working on labels for renewable electricity. This includes those who are creating the labels and formulating the criteria for the labels as well as those who are bringing the labelled electricity products to the market. For example Stadtwerke, electricity supply companies and NGOs. This workshop is certainly also interesting for consumer organisations.

With contributions from:
- Michael Weber, Head of Intermediary Services, GreenStream Netwerk
- Peter van der Wilt, Expert Energy, Consumentenbond Netherlands
- Udo Sieverding, Energy Expert, Verbraucherzentrale Germany
- Steven Vanholme, Project Coordinator, Ekoenergy
- Paula Auer, Industry Service, TÜV SÜD
- Veit Burger, Wissenschaftler, Öko Institut*

For the complete workshop programmes, please go to [www.recsmarket.eu](http://www.recsmarket.eu). If you wish to attend an English or German-language pre-conference workshop, please register soon at www.recsmarket.eu. A maximum of 30 people may register. The fee for these workshops is €325, excluding VAT. The pre-conference workshop on European eco-labels for electricity is however, free of charge.
Opening Session
The voluntary market as a policy instrument
The RECS Market Meeting is all about solutions. The market for renewable electricity makes it possible to increase consumer choice, competition and cost efficiency. This is done by allowing consumers to choose specific electricity products. Market mechanisms are the basis for informing consumers and guiding them towards renewable sources of energy (where the wind blows the hardest and the sun shines the brightest). We know however, that providing consumer choice may not be sufficient to meet the strict renewable goals the EU has set for individual member states. When this is the case, renewables require financial support. But this financial support must not ignore the market by stimulating renewable energy production; what is required is to stimulate the consumption of renewable electricity. By providing support for consumption of renewables we put production units under pressure to remain market-based, increase their efficiency and thus reduce the price of new renewable energy in a technology-neutral and cross-border manner.

We intend to begin the conference with a broad overview of European policies. High-level speakers will join us and discuss the future of European support systems, but we will also hear from a well-known market player who is not waiting for these changes to be implemented before taking action. Join us and see what the current state of play is.

Moderator: Claes Hedenström, President, RECS International

09:30 Opening and welcome
Peter Niermeijer, Secretary General, RECS International

09:35 The European goals post-2020
• The direction the EU is expected to take post-2020 and what is being done to increase cost efficiency
• Is there support for voluntary markets and a clear understanding of their monetary value?
DG Energy, European Commission*

09:55 Will future support systems for RES benefit from consumer choice?
• How to stimulate cost efficiency for new RES power
• An electricity industry perspective
Thomas Barth, CEO, E.ON Energie AG, Eurelectric’s Issue Manager Market Integration of RES

10:15 Consumer choice and action
• Why Google is going renewable and how
• What is the Swedish-Finnish energy project
• How Google sees the future of consumer choice
Francois Sterin, Senior Manager, Global Infrastructure, Google France

10:35 Discussion

11:00 Coffee break

Session 2
Standardising GO Markets
It took many years, but policy-makers, GO resellers and consumers are now demanding more than simple national or regional electricity products. They want a universally recognized and easily traded GO that has the same significance for users and the same characteristics. This means that it is not only certificates that need standardisation but also disclosure rules. To meet this growing demand EU member states have been moving quickly. New countries are joining the Association of Issuing Bodies’ EECS standard and disclosure standardisation across Europe is being discussed at the highest levels. Join the expert speakers on this issue as they move beyond broad EU policy and learn how individual member states are taking standardisation into their own hands.

Moderator: Dirk van Evercooren, Chair Customer Empowerment Task Force, CEER

11:30 Standardising GOs: Growth in the European voluntary market
• What changed in 2013 and what can be expected in 2014 and 2015?
• What was the reason for the recent surge in membership?
• Is the AIB planning for the situation post-2020? How flexible is the AIB’s EECS standard? And what about non-renewable GOs?
Jan van der Lee, Interim President, AIB

11:50 Standardising GOs: Increasing GO standardisation and growth in France
• The transition from a voluntary RECS certificate to the standardised EECS-GO
Jean-Pierre Goux, Director of Strategy & Business Development, Powernext

12:10 Standardising disclosure
• Are member states working together to standardise disclosure rules?
• Which benefits does standardisation of disclosure bring?
• Are there links between standardisation of the GO and standardisation of disclosure?
Michael Lenzen, CertiQ

12:30 One year of full disclosure in Switzerland
• What changed in Switzerland as of 1 January 2013?
• Was implementation seamless? What could be done differently if disclosure were to be reintroduced?
• What are the results for 2013?
Lukas Groebke, Manager Renewable Affairs, Swissgrid

12:50 Discussion

13:00 Lunch
Session 3
How is Germany moving forward?

Europe’s largest electricity market is indeed moving forward. In 2013 the German government implemented the European Energy Certificate Standard (GO) across the country. Today, the EECS-GO registry held by the UBA is in full swing. We will ask our expert speakers what effect this will have on the German electricity market. Part of the answer will come from the Germany Stadtwerke. Stadtwerke are unique market players, often playing many roles: supplier, purchaser and consumer. Each of these Stadtwerke has unique sustainability goals and renewable energy demands, but many produce little electricity of their own. Will this relationship with producers and other electricity suppliers have as large an effect on Germany’s renewable future as some think? We will be joined by representatives of Stadtwerke – as well as by other stakeholders – to answer these questions and discuss the future of the German renewable energy and electricity market.

Moderator: Willemien van den Hoogen, Head of Renewables Trading, Statkraft Markets

14:00 The GO system as the backbone for the German RES market
• The use of the GO for renewable electricity
• Consumer protection safeguarded, now and in the future
Manuela Weis, Scientific Employee, Umweltbundesamt (UBA) Germany

14:20 The new registry and how Stadtwerke are adjusting to it
• What is the new registry and how do we use it?
• What works well and what could be improved?
Hans Martin Struck, Portfolio Manager, RheinEnergie Trading

14:40 The electricity products of Stadtwerke
• Marketing to consumers
Kai Wachholder, Manager Sales and Marketing, Städtische Werke Kassel

15:00 The role of labels in the German renewable energy market
• What is the added value of labels in the Germany?
• What developments can be seen?
Michael Weber, Head of Intermediary Services, GreenStream Netwerk

15:20 Discussion

15:30 Coffee break

Session 4
International carbon accounting

More and more industry leaders are talking about standardising GOs in Europe – a subject that was discussed in Session 2 – but what use is such a standardised product if there is no demand for it? Historically renewable GOs were used as proof of renewable electricity consumption – with the implicit benefit of being emissions-free. The Greenhouse Gas Protocol (GHG-P), arguably the global leader in carbon accounting standards, decided to focus on defining how CO2 emissions should be calculated from all indirect uses of energy, including the use of electricity. While the standard being written by the Greenhouse Gas Protocol is not mandatory, many other reporting organizations, such as CDP, have stated they will also support the decisions made by GHG-P in their voluntary reporting standards. The final decisions of the GHG-P report will be known in February. The full potential effects of the report on the market for GOs is still unknown, but we do know that many stakeholders have been waiting anxiously for the results.

Moderator: Jared Braslawsky, Deputy Secretary General, RECS International

16:00 Accounting for carbon emissions from electricity consumption
• What does the new GHG Protocol Scope 2 Guidance document require of companies reporting emissions based on their electricity purchases?
• Reflections on leading discussions on Scope 2 internationally
• What else has changed in markets across the world in the last two years in the field of renewable energy accounting? What will probably change in future?
Mary Sotos, Greenhouse Gas Protocol

16:20 Turkish electricity consumers and their desire to use renewable energy
Kemal Demirkol, Managing Director, GTE Carbon

16:40 Carbon accounting in Asia, current developments and a new global standard
• What is the RECS International market initiative?
• Why was there a need for this development and how did it come about?
• Who can participate and what are the hopes for the future?
Jules Chuang, Managing Director, Mt. Stonegate Green Asset Management

17:00 Discussion

17:30 City Host reception
Reception offered to you by Statkraft

19:30 REXPERIENCE dinner party sponsored by ECOHZ
THE GROWING MARKET FOR GUARANTEES OF ORIGIN

WEDNESDAY 19 MARCH 2014

Session 5
Demand for renewable electricity: CSR in the transportation sector
Large companies are concerned about the environment and their Corporate Social Responsibility (CSR) reports reflect this concern. The use of renewable energy and greenhouse gas emissions play a huge role in these annual reports. By some estimates, European transportation-related emissions account for more than 30% of Europe’s total emissions (that’s over 3.5% of total global carbon emissions). Any action taken by the transportation industry to reduce these emissions is a welcome step towards a more sustainable future. While some of the EU transportation-related emissions come from liquid fuels, a growing proportion comes from electricity. We are seeing more energy-efficient transportation hubs, more trains running on green electricity and more passenger vehicles moving from remote fossil fuel-based power to locally produced electrical power. The speakers in session 5 are all experts in their field. They will talk about the ‘greening’ of the transportation industry sector and how this affects demand for renewable electricity.

Moderator: Daniël Rüfenacht, Vice President for Sustainability, SGS*

09:15 Energy & carbon Strategy at Schiphol Airport
• Energy at Schiphol
• The responsibilities of Schiphol
• Energy savings
• Energy production
• Compensation
Eric Velthuizen, Energy Purchase, Utility Services, Schiphol Group

09:35 Stationary and non-stationary energy consumption – why these are decoupled
• What is the energy profile of the largest infrastructure and railway operator in Europe?
• Why is there a distinction between stationary and non-stationary energy consumption sites?
• What is being done to reduce emissions and what role does being able to choose renewable energy play?
Deutsche Bahn Energie*

09:55 Sustainability and the future of the automobile industry
Speaker tba

10:15 Discussion

10:30 Break

Session 6
Markets and trade
There is a growing market for renewable electricity. More and more consumers are purchasing it, more traders are getting involved and every year new products are coming online. A GO in itself is not necessarily a product on the retail market. The GO is the basis for a product to which suppliers add extra value, creating a higher market value for renewable electricity. So, when we talk about markets, we must always be clear about which market we mean. In this session members of RECS International will discuss what they believe will shape the various markets going forward. Does the real future lie in the retail market or in the wholesale market? Is there a market structure that can meet the needs of these two seemingly different types of use of renewable electricity? Which price indexes are available and what kinds of improvements need to be made to increase the quality, responsiveness and reliability of the GO market in general? Will the GO ultimately be a commodity or a unique product? The answers to all of these questions may just depend upon who you ask...

Moderator: Alfredo Bütkofer, Head of Green Desk, Axpo Trading

11:00 Creating new renewable power from the sale of Guarantees of Origin
• ECOHZ has created a solution that allows businesses to contribute top-up financing to named renewable projects.
• This solution builds on the system of Guarantees of Origin, bundling renewable energy consumption with a contribution to new renewable energy production.
• This enables customers to ensure that they are consuming clean energy, while adding more capacity to renewable energy production.
Tom Lindberg, Managing Director, ECOHZ

11:20 Perspectives on the design of a functional (and growing) renewable electricity market
• What is a sustainable value chain and where must improvements be made to create easy, reliable flows of goods and services.
• Why has it been difficult for indexes to get started and what precisely do consumers and traders need?
• What will the future bring?
Alessandro Faccoli, Managing Director, NValue

11:40 Introducing GOs in the European commodity market
• Current characteristics of GO trading
• GO standardization versus variety of GO labels – will there ever be a transparent market price for GOs?
• EEX’ efforts to establish exchange-traded futures on GOs
• EEX’ perspective on the future development of the GO market
Tobias Paulun, Managing Director Exchange at EEX

12:00 Discussion

12:30 Lunch
End of RECS Market Meeting 2014

* Invited

GO TO WWW.RECSMARKET.EU FOR PROGRAMME UPDATES
Meeting sponsors of the RECS Market Meeting 2014

Axpo is a Swiss energy company with local roots and a European focus. Axpo is active in the production, distribution, sale of electricity and international energy trading. Axpo also offers innovative energy solutions to customers. Axpo trades in a wide range of commodities such as electricity, natural gas, oil, coal and biomass, CO2 certificates, white and green certificates for energy from renewable sources, plus standard (plain vanilla) products. Axpo also offers bespoke products with which it takes over and manages risks on behalf of customers. www.axpo.com

BKK Group is one of Norway’s leading power companies. Its core activities are production, sale and transmission of electric power. We represent 100 years of Norwegian hydro power competence within project planning, construction, operation and maintenance. BKK has 32 hydroelectric power plants in the Western part of Norway, with the annual production of 6.7 TWh. In close cooperation with researchers and local authorities BKK focus on all the environmental aspects in hydropower production and watercourse area. www.bkk.no

European Energy Exchange (EEX) develops, operates and connects secure, liquid and transparent markets for energy and related products. EEX runs Europe’s most liquid and international cleared power market and offers trading in natural gas, emission allowances, coal and guarantees of origin. Serving the European energy trading and utilities markets. EEX continuously broadens its product range to include further environmental products as well as new OTC clearing services offered by the clearing house European Commodity Clearing (ECC). www.eex.com

Nvalue is a green energy wholesaler active in the European Energy Market. Nvalue supplies Municipalities and Industrials clients with green power through certificates also coupled with electricity supplies. Nvalue Renewable energy certificates portfolio is characterized by renewable production located all over Europe, through partnerships agreements with small and medium renewable energy producers. Nvalue vision embraces a renewable energy market supporting the development of renewable electricity production and consumption on a voluntary base. www.nvalue.ch

With more than 60 TWh of renewable electricity, statkraft is Europe’s largest generator of renewable power. The company’s focus has traditionally been on the production and development of hydropower. In recent years wind power, gas power and district heating are completing the generation portfolio. Also, Statkraft focuses on power trading and origination activities. The company’s services regarding green certificates are highlighted in this RECS Market Meeting. The center of gravity of the trading activities is Düsseldorf, Germany, with more than 200 employees ready to provide you with Pure Energy. www.statkraft.com.

Supporting Associations

CDP, is an international not-for-profit organization providing the only global environmental disclosure system. CDP works with market forces, including 722 institutional investors with assets of US $87 trillion, to motivate companies to disclose their impacts on the environment and natural resources and take action to reduce them. CDP now holds the largest collection globally of primary climate change, water and forest risk commodities information. www.cdp.net or follow us @CDP to find out more.

EFET, The European Federation of Energy Traders 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 100 member companies, active in over 27 European countries. www.efet.org

EURELECTRIC The Union of the Electricity Industry - 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. We currently have over 30 full members which represent the electricity industry in 32 European countries. www.eurelectric.org.

EUROPEX is a not-for-profit Association of European Energy Exchanges representing the interests of exchange-based wholesale electricity, gas and environmental markets with regard to developments of the European regulatory framework for wholesale energy trading and provides a discussion platform at European level. www.europex.org

The Renewable Energy Markets Association is a non profit association dedicated to maintaining and growing strong markets for renewable energy in the United States. REMA represents organizations that sell, purchase, or promote renewable energy products. These products include Renewable Energy Certificates (RECs), retail green power programs, utility green pricing services, and on-site renewable energy solutions. www.renewablemarketers.org.

Meeting sponsor of the RECS Market Meeting 2014

TÜV SÜD is an internationally leading technical service organization with over 19,000 employees at more than 800 locations worldwide. With their core competencies of consulting, testing, certification and training, TÜV SÜD’s experts are dedicated partners in their clients’ processes, offering comprehensive industry expertise throughout the entire value chain. For more than 13 years, the Carbon Management Service business unit has provided certification services in the areas of renewable energy and resources, climate change projects, emissions trading and carbon footprint. www.tuev-sued.de

Media partners
The rEcS Market Meeting is organised under the auspices of rEcS International

For more information please go to www.recs.org or contact RECS Events at secretariat@recs.org or +31 (0)26 820 03 96

REGISTRATION

You can register online at www.recsmarket.eu

Costs for attending the RECS Market Meeting on 18 & 19 March 2014

RECS-I members
early bird registration (by 27 January 2014)* € 850
normal registration (by 1 March 2014)* € 950
late registration (after 1 March 2014)* € 1,050

Non RECS-I members
early bird registration (by 27 January 2014)* € 1,150
normal registration (by 1 March 2014)* € 1,275
late registration (after 1 March 2014)* € 1,375

Registration fee for corporate delegates (from 3 people)
Corporate delegates (3 people)* € 2,400
Corporate delegates (4 people)* € 3,100
Corporate delegates (5 people)* € 3,800

The fee for the pre-conferences workshop (in German or English) on 17 March is € 325* (with the exception of the workshop on European eco-labels for electricity, which is free of charge).

* All rates are exclusive of 21% VAT.
Cancellation policy: go to www.recsmarket.eu
RECS Events 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 a Force Majeure, in each case without liability.

VENUE

The RECS Market Meeting 2014 will be held at
HOTEL INTERCONTINENTAL DÜSSELDORF
KÖNIGSALLEE 59
40215 DÜSSELDORF
GERMANY
TEL: +49 211 8285 0

Hotel room reservation
RECS Events 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 Hotel Intercontinental before 31 January 2014. Go to www.recsmarket.eu and click the venue button to make your reservation.

WHAT IS IN IT FOR YOU?

- The RECS Market Meeting is a unique occasion. It’s the only conference that is capable of giving you a full picture of the current market for renewable electricity in Europe.
- You will receive first-hand information about recent developments in the wholesale market – in terms of prices and volumes – and about the constantly changing regulations which are affecting the renewable electricity market.

WHO WILL BE THERE?

- The major market players in the energy chain from producers to wholesalers, suppliers and consumers, all of whom use the Guarantee of Origin [GO].
- Corporate end-users who purchase renewable electricity as well as local government officials and representatives of NGOs, all of whom support the creation of a Renewable Electricity Standard [RES] for Europe.
- International experts: researchers, academics and consultants who calculate carbon footprints and provide advice on issues such as sustainability and additionality.
- The policy makers, legislators and politicians who are responsible for implementing the EU’s Renewable Energy Directive and drawing up national regulations on the use of the GO.

ABOUT RECS INTERNATIONAL

RECS International is an organisation striving 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 the end-user, 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.

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For more information please go to www.recs.org or contact RECS Events at secretariat@recs.org or +31 (0)26 820 03 96