

EON LEADS GREEN ENERGY SURGE



Carbon offsets used in Green energy products developed by leading UK gas and electricity supplier, E.ON, have been given an official Government thumbs up for making a real contribution to fighting climate change.

Carbon offsets in two of the company's energy tariffs - GoGreen for domestic consumers and Easy Green for businesses – have just been approved under the Quality Assurance Scheme for Carbon Offsetting, which was set up by the Department of Energy and Climate Change (DECC).

Carbon offsetting involves calculating a carbon footprint and then investing in a project that reduces greenhouse gases emissions into the atmosphere by an equivalent amount. The DECC scheme helps people identify the best offsetting options that genuinely help to protect the environment.

Working with specialist offset provider, ClimateCare, E.ON matches every unit of energy consumers' use with an equivalent reduction elsewhere by funding a range of alternative energy efficient projects around the world.

GoGreen allows for the purchase of 1.8 tonnes of good quality carbon offsets every 12 months customers are signed up to the contract. The business equivalent, Easy Green, offsets 100% of a company's electricity consumption. Both schemes also provide advice on switching to other energy efficient goods and services to further reduce consumers' carbon footprints.

E.ON's commercial director, Jim MacDonald, said he was delighted the company's efforts in engaging customers with carbon offset products had been recognised.

He said: "As the UK moves towards a lower carbon economy, we face a number of important challenges not least in providing our customers with affordable, reliable and low carbon energy."

"There is no single solution and whilst we are developing new, alternative energy solutions we are also totally committed to helping our own customers become energy fit and helping them to reduce their energy consumption and impact on the environment. The Quality Mark will serve to reassure our customers that their actions can make a real difference."

The Quality Assurance Scheme for Carbon Offsetting is administered by climate change and energy consultancy, AEA, which advises the UK, European and international governments on climate change and energy policy.

Robert Bell, AEA's Chief Technical Officer, said: "Consumers want to understand how they can compensate for their emissions by helping projects that deliver an equivalent saving that are as accurate and as easy for them as possible to calculate.

"AEA's role in the scheme aims to help those companies providing a carbon offsetting service prove that they do just that, benchmarked against a number of specific criteria to gain approval."

Ends.

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Notes to Editors:

- The Quality Assurance Scheme for Carbon Offsetting (QAS) offsetting.decc.gov.uk is a Government-led initiative, operated by the Department of Energy and Climate Change, aimed at increasing consumers' understanding of the role of offsetting in tackling climate change and helping them to make informed purchases of good-quality offsets.
- Carbon offsetting involves calculating a carbon footprint and then investing in a project that reduces greenhouse gases emissions into the atmosphere by an equivalent amount.
- For the purposes of the QAS scheme, a carbon offset is defined as the use of carbon credits to balance the total emissions that result from a defined activity measured in carbon dioxide equivalent (CO₂e). Carbon credits used to offset must represent a genuine, additional carbon saving.
- E.ON www.eonenergy.com is one of the UK's leading integrated power and gas companies, generating and distributing electricity, and retailing power and gas. It is part of the E.ON group, the world's largest investor-owned power and gas company.
- Climate Care www.jpmorganclimatecare.com is a specialist organisation that reduces greenhouse gases on behalf of companies and individuals. These reductions are made through a range of projects in renewable energy and energy efficiency, which not only tackle climate change but bring benefits to communities around the world.