

PRESS RELEASE

4th European Conference on Green Power Marketing, 6 and 7 October 2005, Berlin, Germany

Experts to discuss renewable energy sources between market forces and government regulation

People who think and act for the future will be meeting in Berlin on 6 and 7 October for the 4th European Conference on Green Power Marketing entitled "Green power between voluntary and mandatory markets". Participants will be bringing innovative concepts about marketing and expanding the use of renewable energy sources as well as the political tools required to promote them.

Energy providers have long since realised that including green power offerings in their portfolios is more than simply a necessary response to government requirements. Customers themselves are demanding increasingly credible ecological alternatives from their suppliers. Spurred on not least by the second wave of market liberalisation, customers are also increasingly ready to switch provider. This means industry needs innovative products and marketing channels that appeal to customers with persuasive offers and create long-term customer retention by offering first-class service.

This is why participants to the *4th European Conference on Green Power Marketing 2005* will analyse international trends in the green power markets and present successful sales and marketing strategies. Renowned speakers from industry will describe examples of their own personal success stories from practice to demonstrate the diversity of the electricity sector's response to evolving customer needs on the one hand, and government requirements on the other.

As the title suggests, the conference will also examine the issue of public programmes for renewable energy sources at the same time. Experts from research, politics, associations and environmental organisations will talk about their positions on this issue. The conference will discuss political developments and trends, and the conference will hear first hand from those with responsibility for developing and introducing environmental policy instruments. They will provide information about the successes and impact these policies have had. Different countries have found their own individual ways to use environmental policy to reduce CO₂ emissions and promote the use of renewable energy sources. The conference will, for example, enable participants to compare the efficiency of feed-in tariffs (introduced in Germany, France and Austria) and the quota model (used in Sweden, Great Britain and Italy) from different perspectives.

The conference will endeavour to explain on the interplay between government regulation and free market forces. Where do the boundaries lie between these two spheres of influence and were do they mutually reinforce one another to achieve the common objective of increasing the use of renewable energy sources? How can we ensure that government regulation stimulates rather than obstructs the green power market? Participants can find answers to these questions in the conference lecture series and workshops, which provide a forum beyond party politics and election campaigning to engage in in-depth and objective discussions among experts.

For a copy of the programme or to register for the conference, please visit:
www.greenpowermarketing.org

Further information:

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