

Dena believes more Germans will buy green power

(Montel Powernews) - Green power is still lacking commercial success on the electricity market, according to Stephan Kohler, director of the German Energy Agency (dena). However, after the amendment to the German Energy Law (EnWG) and the start of the country's regulator this summer he believes that more customers will chose green supplies.

At present, only 600,000 customers have chosen power that is solely supplied from renewable energy sources, according to dena. This is clearly below the 15 million customers that was estimated at the beginning of the country's power market liberalisation in 1998, Kohler said at a green power conference in Berlin. One reason for the low market share was the initial labelling discussion that did not give a clear definition of green electricity, Kohler argued. "From my point of view, this has led to confusion in the market," he said. In addition, power has so far only been a low interest product with a small number of customers considering switching supplier, he argued. **Great potential** Despite the present lack of commercial success of green power, Kohler is expecting its market share to grow in the future. Firstly, the amended energy law demands that suppliers declare on the customer's electricity bill the supplied mix of power, together with information about possible effects on the environment, at least of carbon emissions and nuclear waste. Secondly, with the start of the German regulator for the power market (Bundesnetzagentur), grid access fees might decrease, which may increase the competitiveness of new players on the market, Kohler assumed. Finally, also the launch of the carbon market is helping the renewable sector to become more competitive in comparison to thermal power production, he added. (Berlin, 7 October, 2005)