



**Energy**

National Research Programmes 70 and 71

## Card

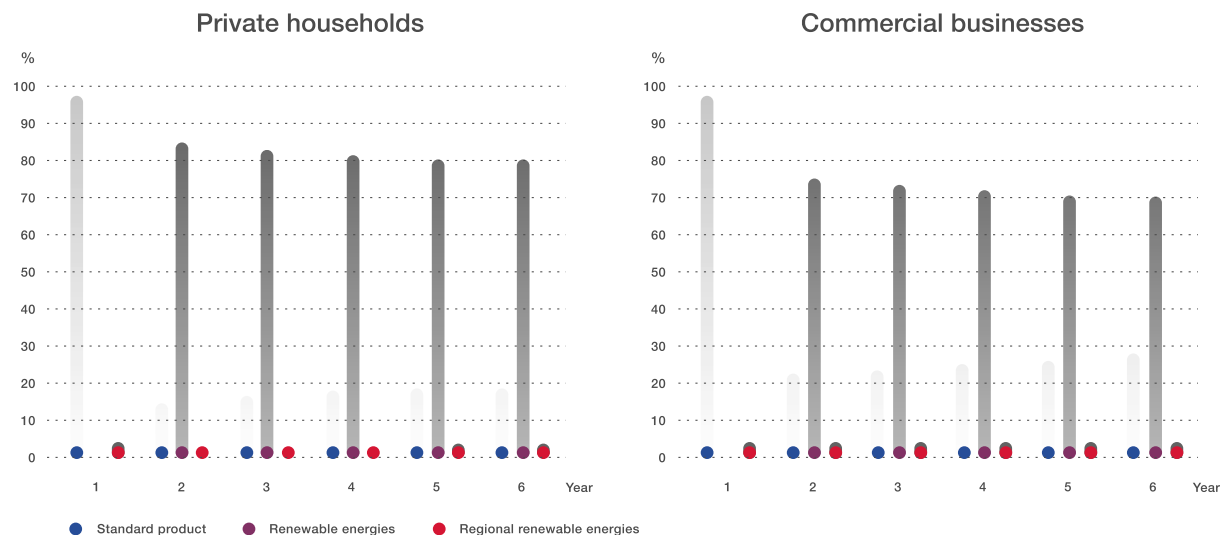
Implement environmentally friendly standard products on a systematic basis!



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# Public administration    # Energy suppliers    # Businesses    # Politics (federal government, canton, municipality)

## Implement environmentally friendly standard products on a systematic basis!



### Long-term nature of the switch to standard products comprising renewable energies

Source: Liebe 2018.<sup>1</sup> The changeover took place in year 2.

*The vast majority of electricity purchasers take part in the switch to standard products generated from renewable energies and remain loyal.*

During the past decade, ever more Swiss energy suppliers have decided to switch their standard product to an electricity mix comprising a greater share of renewable energies. Customers who are not in agreement with the standard product comprising renewable energies must therefore actively order a different product.<sup>2</sup> This principle can also be implemented in other areas. For example, canteens could put their vegetarian meals at the top of the menu or mobility apps could list an environmentally friendly option first.

Such green default products are rarely objected to among the population.<sup>3</sup> They serve to steer behaviour without being patronising or ruling out certain courses of action. An analysis of the data of more than 10,000 households and 1,000 companies with respect to power supply also shows that this measure effectively promotes the distribution of renewable energies. Some 80 % of households and 70 % of companies investigated also stuck with the more expensive standard electricity product comprising renewable energies five years after the changeover. Remarkable is the fact that companies also stayed loyal to the green standard product. It was expected that they would be more price-sensitive than private households.



Generally speaking, green standard products can be implemented in practically all areas relevant to the transformation of the energy system both on a large scale and at a low cost. Levels of success can also be boosted if green default products are linked with “Swissness” and green products from Switzerland are stipulated as standard.

## Notes and References

1 Liebe, U 2018, *Green Energy Defaults Have Massive and Persistent Effects in the Household and Business Sector*, Zurich.

2 Association for Environmentally Friendly Energy (VUE) 2018, *A Survey of Swiss Utilities*, conducted on behalf of the Swiss Federal Office of Energy (SFOE), Zurich. SCCER CREST 2018, Reduktion der Energienachfrage von Haushalten – erfolgversprechende Schritte auf einem langen Weg, *White Paper 4 – January/2018*, recommendation 3, p. 9, [https://www.sccer-crest.ch/fileadmin/user\\_upload/White\\_Paper\\_SHEDS\\_final\\_mit\\_supported\\_by....pdf](https://www.sccer-crest.ch/fileadmin/user_upload/White_Paper_SHEDS_final_mit_supported_by....pdf).

3 Project “Soft incentives and energy consumption”.