

EKO Sofia

AN INTRODUCTION
TO **GREEN** ENERGY



September 2014

This comic is the result of an EVS project (European Voluntary Service).



Drawings: Anita Zaramella

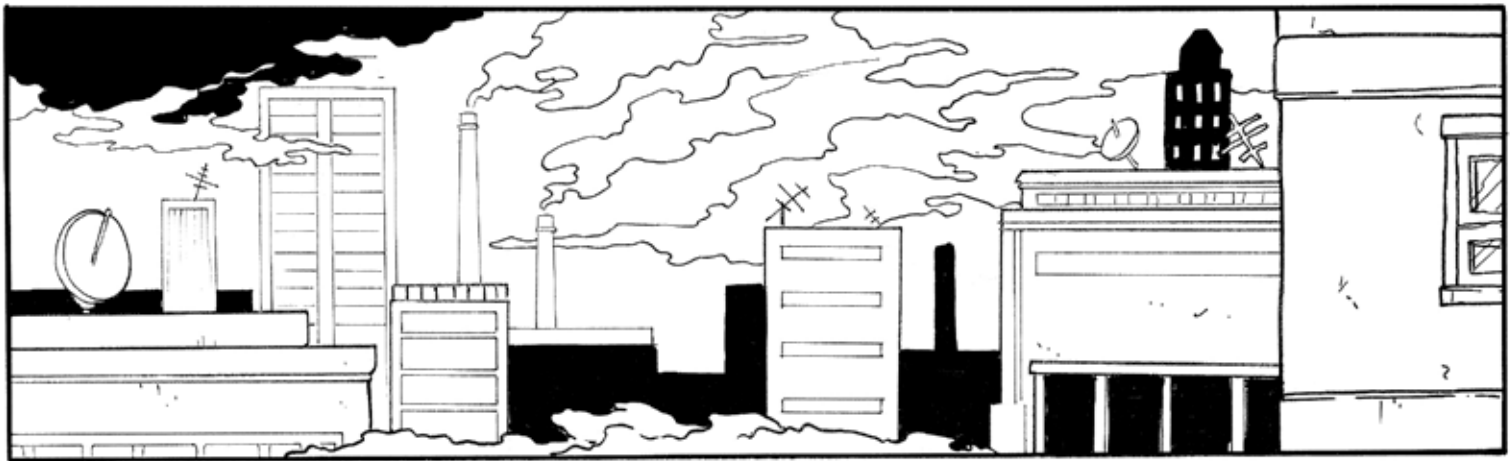
Story: Anita Zaramella, Elea Kunz, Fabiola Nardò, Marie Girier, Tim Reinders, Vera Szabadkai. All these were volunteers and trainees at the EKOenergy Secretariat in the summer of 2014.

We thank the Finnish Association for Nature Conservation for hosting our trainees and volunteers. We thank the staff of Suomen Luonto magazine for their technical assistance.

Proofread by Rachel Barrack and Vishal Hiranandani

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COME ON, MRS MAYOR.
WE HAVE AN AGREEMENT. THIS ISN'T THE
TIME TO START SECOND-GUESSING.





I'M NOT SECOND-GUESSING. I'M JUST SAYING THAT SEVERAL COUNCILLORS HAVE SHOWN INTEREST IN THE OTHER PROPOSAL. SUNBEAM'S PROPOSAL.



ARE YOU KIDDING? FOSSILIA HAS MORE THAN 100 YEARS OF EXPERIENCE. HOW CAN ANYONE BELIEVE THAT A HANDFUL OF WIND TURBINES WOULD BE ABLE TO PRODUCE THE AMOUNT OF ELECTRICITY WE NEED?

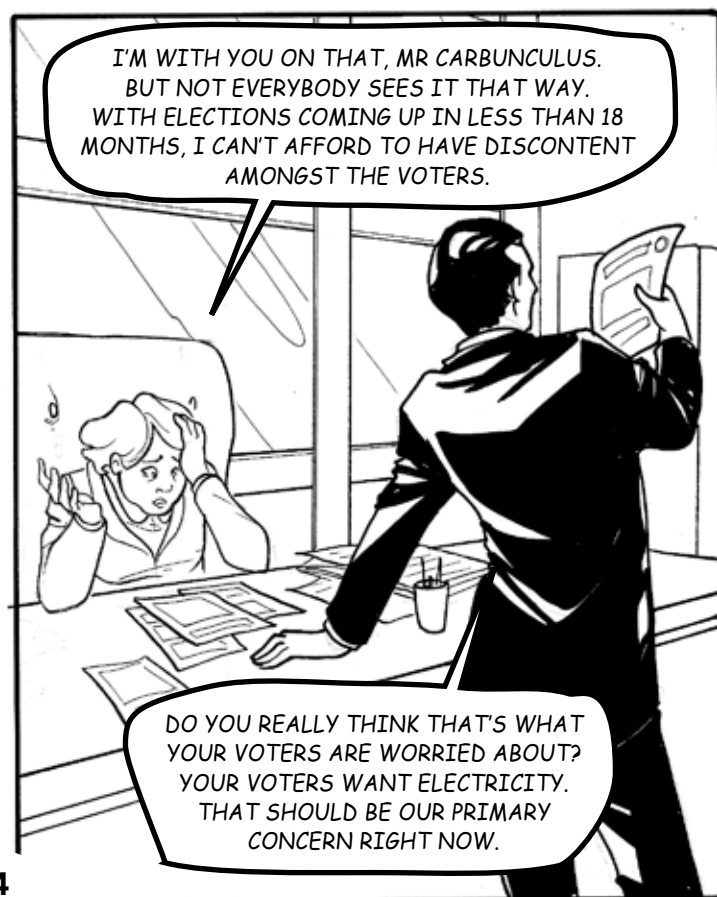


YES, BUT YOU KNOW, MR CARBUNCULUS, THERE'S ALSO A GROWING CONCERN ABOUT ... WELL, YOU KNOW... CLIMATE CHANGE.

LET'S SKIP THE HIPPIE TALK. YOU KNOW THAT OUR POWER PLANT WILL BE THE MOST EFFICIENT OF ITS KIND.



MOREOVER, THANKS TO OUR NEW INVESTMENT, WE'LL BE ABLE TO TAKE ONE OF THE SMALLER, LESS EFFICIENT PLANTS OUT OF USE. THAT'S A GOOD THING FOR THE PLANET, ISN'T IT?



I'M WITH YOU ON THAT, MR CARBUNCULUS. BUT NOT EVERYBODY SEES IT THAT WAY. WITH ELECTIONS COMING UP IN LESS THAN 18 MONTHS, I CAN'T AFFORD TO HAVE DISCONTENT AMONGST THE VOTERS.

DO YOU REALLY THINK THAT'S WHAT YOUR VOTERS ARE WORRIED ABOUT? YOUR VOTERS WANT ELECTRICITY. THAT SHOULD BE OUR PRIMARY CONCERN RIGHT NOW.



ANYWAY, DON'T BE SO PESSIMISTIC. CLIMATE CHANGE HASN'T BEEN A PROBLEM SO FAR. LET'S CROSS THAT BRIDGE WHEN WE COME TO IT. CAN YOU THINK OF ANY PROBLEM THAT SCIENCE HAS NOT BEEN ABLE TO SOLVE?

HMMM... CANCER. POVERTY. HUNGER.



COME ON MRS MAYOR. WHAT'S BOTHERING YOU? DID YOU HAVE A BAD NIGHT?



WE ARE SPONSORING OVER 50 EVENTS AND ORGANISATIONS IN THE CITY. YOU DON'T WANT THINGS TO CHANGE, DO YOU?

NO, OF COURSE NOT, BUT...



WIND TURBINES. IS THAT WHAT VOTERS LIKE? UGLY TURBINES EVERYWHERE YOU LOOK? REMEMBER, IF WE BUILD THIS NEW POWER PLANT, WE'LL SPONSOR MANY OTHER PROJECTS WITH THE MONEY IT GENERATES. THAT'S A PROMISE.



MAYBE YOU'RE RIGHT. BUT YOU HAVE TO CONVINCE PEOPLE WITH YOUR COMMUNICATION CAMPAIGN.

I DON'T WANNA HAVE ANY TROUBLE.



YOU WON'T REGRET THIS DECISION, MRS MAYOR.



I KNOW.





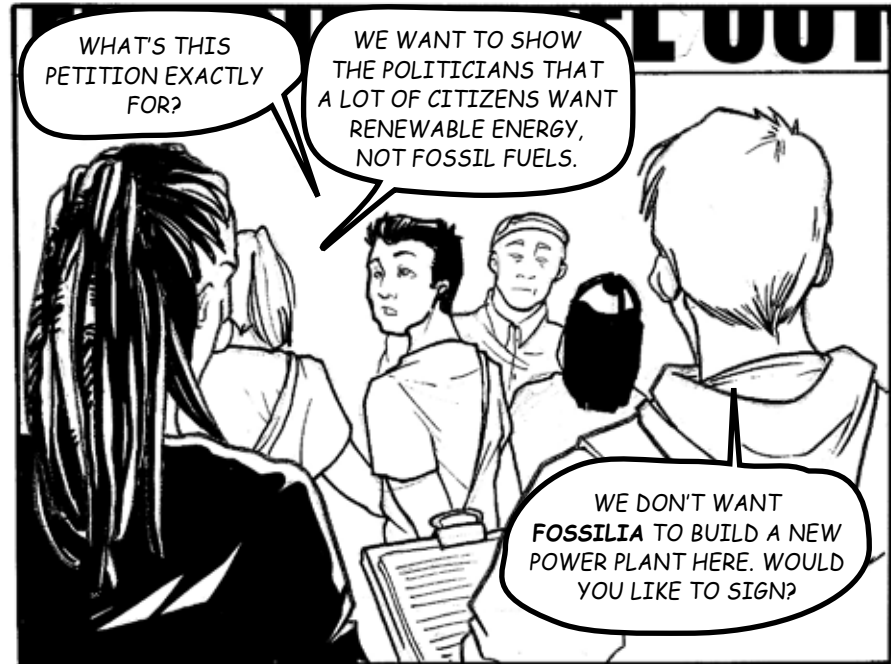
TSK! POLITICIANS!
THEY NEVER LISTEN!

COME ON MARIE, LET'S GET
ON WITH THE PETITION.



"FOSSIL FUELS OUT -
RENEWABLE ENERGY IN"

CLIMATE CHANGE IS REAL.
FOSSIL FUELS ARE
DESTROYING OUR PLANET.



WHAT'S THIS
PETITION EXACTLY
FOR?

WE WANT TO SHOW
THE POLITICIANS THAT
A LOT OF CITIZENS WANT
RENEWABLE ENERGY,
NOT FOSSIL FUELS.

WE DON'T WANT
FOSSILIA TO BUILD A NEW
POWER PLANT HERE. WOULD
YOU LIKE TO SIGN?



IF NOT COAL,
THEN WHAT?

THERE ARE A LOT
OF CHOICES. SOLAR,
WIND...LET'S GO FOR
RENEWABLES!

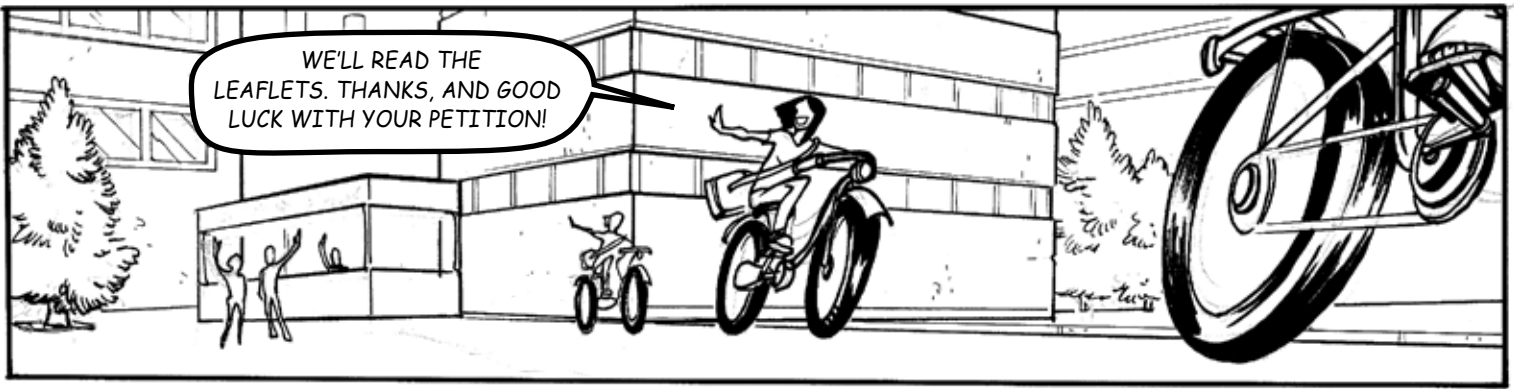


IF FOSSILIA ONLY
PROVIDES NON-
RENEWABLE ENERGY,
WHO DOES GREEN?

THERE ARE LOADS OF GREEN
SUPPLIERS. ONE OF THEM,
SUNBEAM, IS INTERESTED IN
BUILDING WIND TURBINES
ON BARTON MEADOW.



SO THAT'S WHAT THEY
WERE TALKING ABOUT...

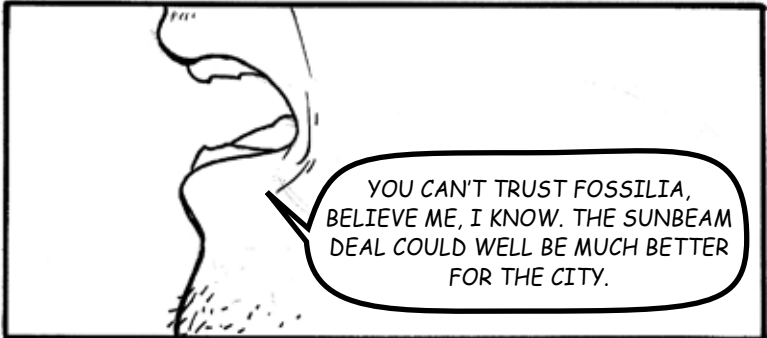


WE'LL READ THE LEAFLETS. THANKS, AND GOOD LUCK WITH YOUR PETITION!



I THINK I'LL GO HOME. I DON'T FEEL LIKE PLAYING.

OH...OKAY, THAT'S FINE.

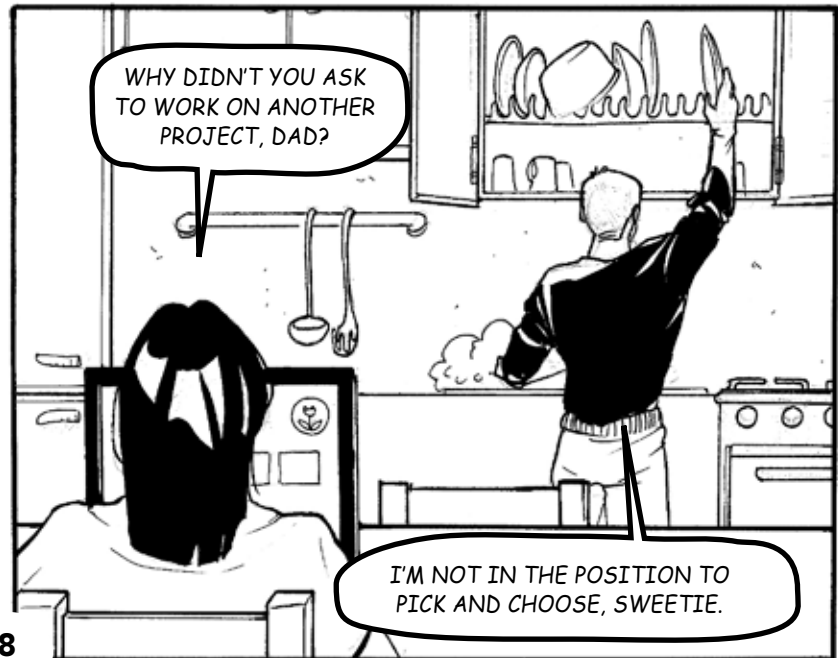


YOU CAN'T TRUST FOSSILIA, BELIEVE ME, I KNOW. THE SUNBEAM DEAL COULD WELL BE MUCH BETTER FOR THE CITY.



HONEY, DON'T FORGET YOU WORK FOR THEM. DON'T BITE THE HAND THAT FEEDS YOU.

I'M NOT WORKING FOR THEM. OUR AD AGENCY IS. AND I HOPE I STILL HAVE THE RIGHT TO SAY THAT I DON'T LIKE THEM.



WHY DIDN'T YOU ASK TO WORK ON ANOTHER PROJECT, DAD?

I'M NOT IN THE POSITION TO PICK AND CHOOSE, SWEETIE.



FOSSILIA IS OUR BEST CLIENT AND THEY PAY WELL.




EKOenergy

The Ecolabel for Electricity

- Home
- About us
- The ecolabel
- How to buy EKOenergy

EKOenergy is a network of 34 European environmental organisations from almost all European countries. We promote the use of renewable energy and we want to give consumers the opportunity to get more out of their electricity contract.

EKOenergy is also the name of the only pan-European ecolabel for electricity. EKOenergy is renewable energy. On top of that, EKOenergy is produced in power plants that fulfill the sustainability criteria set by the EKOenergy network.

[Learn more about green electricity and climate change ->](#)

[Learn more about our Climate Fund ->](#)





...HEY, LOOK HERE.
"EKOENERGY ENVIRONMENTAL
FUND". WHAT COULD THAT BE?



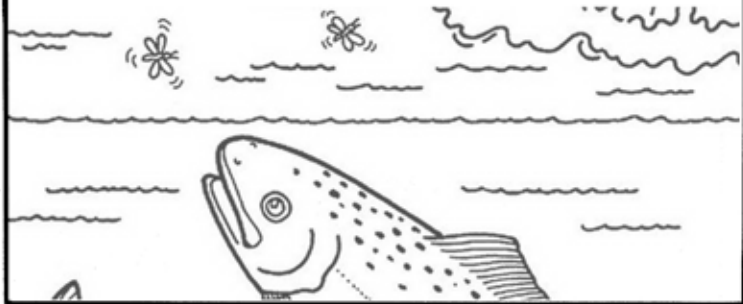
WHAT ELSE ARE THESE
EKOENERGY GUYS DOING?

EKOenergy Environmental Fund



For each MWh sold as EKOenergy hydropower, a minimum of 10 cents goes to the EKOenergy Environmental Fund. That money is then used to finance river restoration projects.

[Learn more](#) ->



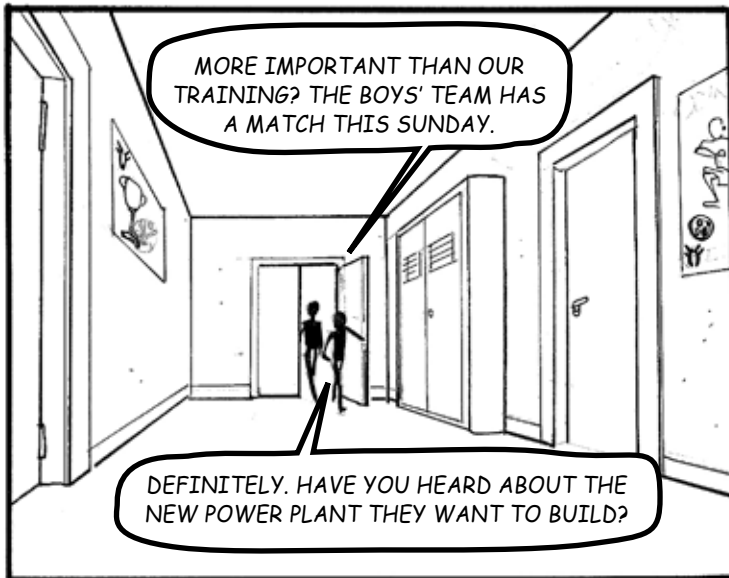
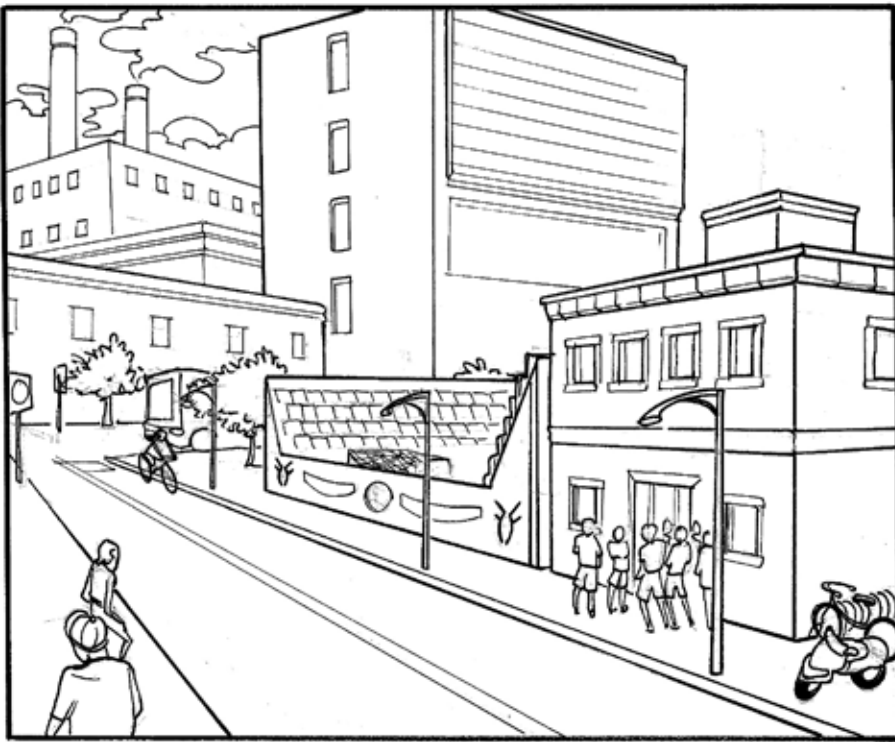
LOOKS LIKE THEY SET
ENVIRONMENTAL CRITERIA FOR POWER
PLANTS. READ THIS.

THEY HAVE EFFICIENCY
CRITERIA FOR
BIOMASS POWER PLANTS,
AND THEY EVEN EXCLUDE
SOME KINDS OF BIOMASS,
E.G. THOSE THAT COULD
ALSO BE USED AS FOOD.



WHY DON'T WE **SWITCH** OUR
CONTRACT? OUR MONEY
WOULD ACTUALLY GO TO
SOMETHING USEFUL.

CLICK ON THAT "HOW TO BUY
EKOENERGY" BUTTON, SOFIA.





IT'S NOT ABOUT MY WHINING, THERE ARE ALREADY LOTS OF ACTIVISTS PROMOTING THE WIND FARM.

COME ON SOFIA. WIND... HAHHAHA! THAT'LL NEVER WORK...



AND WHY NOT? IN SOME COUNTRIES, THEY ALREADY SUPPLY MORE THAN 20% OF THE ELECTRICITY. AND THAT'S ONLY THE START.

THAT'S BULLSHIT MADE UP BY HIPPIES TO MAKE YOU LIVE LIKE CAVEMEN, SOFIA.



I'M SURE YOU ALL KNOW ABOUT GLOBAL WARMING AND CLIMATE CHANGE. GREEN ELECTRICITY CAN HELP STOP IT, AND OUR TOWN COULD BE A POSITIVE EXAMPLE.



...WAIT, ISN'T FOSSILIA OUR SPONSOR?

YEAH. WHY DO YOU ASK?



IF THEY MAKE MORE MONEY, MAYBE WE'LL HAVE MORE MONEY TOO!

WHY WOULD... WHATEVER.



IT'S ABOUT THE POSSIBILITY TO CHOOSE. I'D JUST LIKE YOU TO THINK ABOUT IT.



THAT'S ALL VERY GOOD SOFIA, BUT WHAT CAN WE DO ABOUT IT? I MEAN, IT'S THE CITY COUNCIL'S JOB TO DECIDE.



I WOULD CHOOSE GREEN ENERGY TOO, BUT I DON'T THINK THEY'RE GOING TO ASK US WHAT WE WANT.



AND THAT'S WHY WE SAID IT WAS STUPID TO DISCUSS THIS STUFF. NOW LET'S PLAY, WE HAVE MORE IMPORTANT THINGS TO DO.

BUT MAYBE THERE IS SOMETHING WE CAN DO...



SOFIA, YOU WORK AT CITY HALL, RIGHT? HAVE YOU EVER TRIED TO RAISE THIS ISSUE WITH THEM?

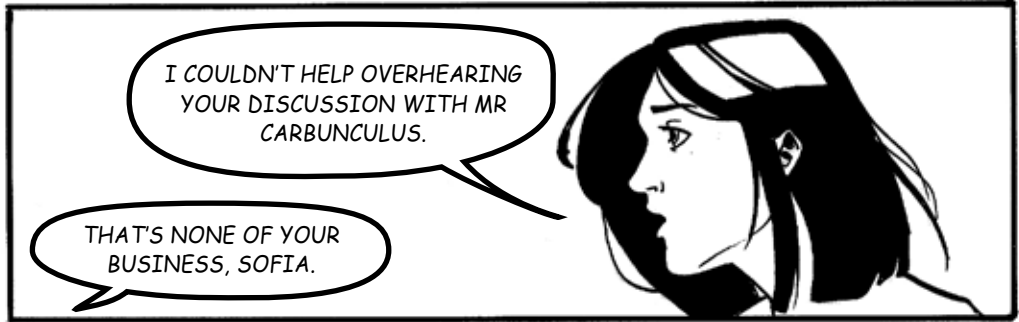


NOT YET. I WANTED TO READ UP ON IT FIRST.



MRS MAYOR?
CAN I HAVE A
WORD WITH YOU?

...NOT NOW,
I'M BUSY.



I COULDN'T HELP OVERHEARING
YOUR DISCUSSION WITH MR
CARBUNCULUS.

THAT'S NONE OF YOUR
BUSINESS, SOFIA.



I KNOW, BUT...
I REALLY HOPE THE
CITY GOES FOR GREEN
ENERGY....



OUR CITY IS ALREADY DOING A LOT, SOFIA.
WE'VE JUST INTRODUCED RECYCLING BINS.
WE CAN'T SOLVE ALL THE WORLD'S PROBLEMS.
GREEN ELECTRICITY
IS INDEED A NOBLE
CAUSE, BUT...IT'S NOT
THAT SIMPLE.



WHY NOT?

BECAUSE THERE ISN'T ALWAYS
WIND, SOFIA... AND OUR CITY
NEEDS A LOT OF ENERGY....



BUT IF WE DON'T
START GOING
GREEN.....

YOU'RE TOO YOUNG
TO UNDERSTAND.

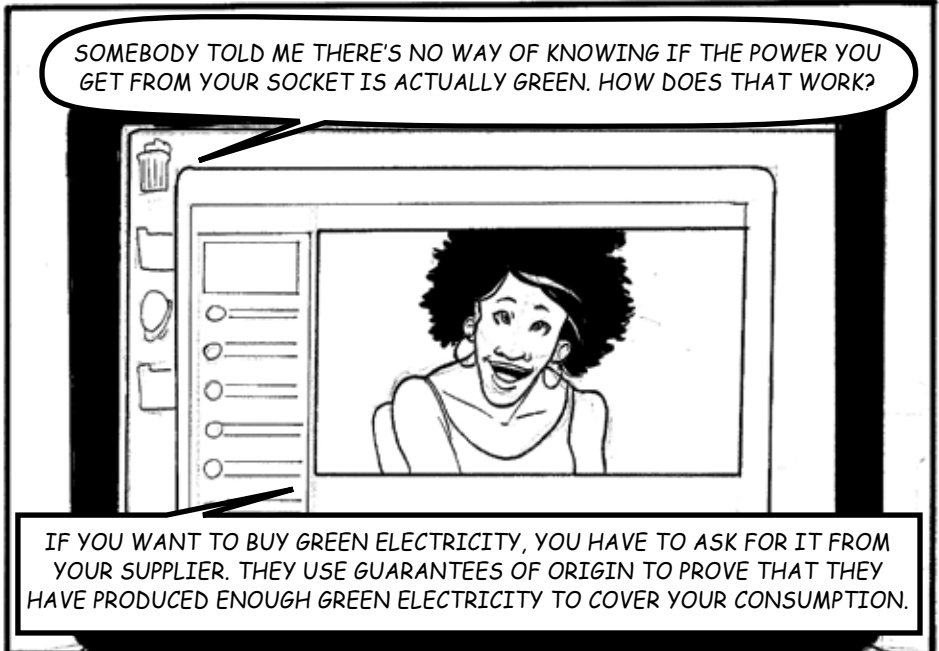


GREEN ELECTRICITY MIGHT
BE THE FUTURE, SOFIA...BUT
IT'S NOT THE PRESENT.



UH...I WAS EXPECTING YOU TO BE OLDER.

AHAH! I'M A VOLUNTEER AT EKOENERGY. NICE TO MEET YOU, SOFIA. YOU SAID YOU HAD SOME QUESTIONS FOR US.



SOMEBODY TOLD ME THERE'S NO WAY OF KNOWING IF THE POWER YOU GET FROM YOUR SOCKET IS ACTUALLY GREEN. HOW DOES THAT WORK?

IF YOU WANT TO BUY GREEN ELECTRICITY, YOU HAVE TO ASK FOR IT FROM YOUR SUPPLIER. THEY USE GUARANTEES OF ORIGIN TO PROVE THAT THEY HAVE PRODUCED ENOUGH GREEN ELECTRICITY TO COVER YOUR CONSUMPTION.



GUARANTEES OF ORIGIN?

YES. THE STATE GIVES SUPPLIERS A CERTIFICATE, CALLED A GUARANTEE OF ORIGIN, FOR EACH MWH OF GREEN ELECTRICITY THEY PRODUCE. ELECTRICITY SUPPLIERS CAN SELL AS MUCH GREEN ELECTRICITY AS THEY HAVE GUARANTEES OF ORIGIN.

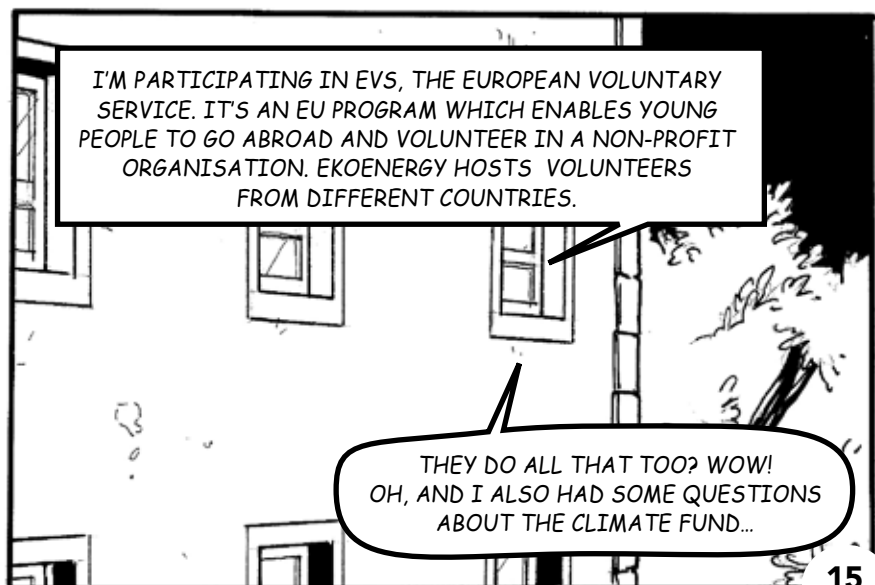


IF ELECTRICITY SUPPLIERS WANT TO SELL MORE GREEN ELECTRICITY THAN THEY PRODUCE, THEY CAN ALSO BUY GUARANTEES OF ORIGIN FROM OTHER GREEN PRODUCERS. BUT IN EACH CASE: EACH CERTIFICATE CAN BE USED ONLY ONCE. FOR MORE INFORMATION, YOU CAN ALSO HAVE A LOOK AT OUR WEBSITE.

GREAT, THANK YOU!



BY THE WAY...WHAT DID YOU MEAN WHEN YOU SAID YOU WERE A VOLUNTEER AT EKOENERGY? NOW I'M CURIOUS.



I'M PARTICIPATING IN EVS, THE EUROPEAN VOLUNTARY SERVICE. IT'S AN EU PROGRAM WHICH ENABLES YOUNG PEOPLE TO GO ABROAD AND VOLUNTEER IN A NON-PROFIT ORGANISATION. EKOENERGY HOSTS VOLUNTEERS FROM DIFFERENT COUNTRIES.

THEY DO ALL THAT TOO? WOW! OH, AND I ALSO HAD SOME QUESTIONS ABOUT THE CLIMATE FUND...



SOFIA! WE GOT YOUR MESSAGE. SO YOU DIDN'T GET ANYWHERE WITH THE MAYOR?

TOLD YA IT WAS A STUPID THING TO DO.



I COULDN'T MAKE HER READ ANYTHING. I THINK IT'S TIME FOR A DIFFERENT STRATEGY.

YOU WERE TALKING ABOUT A PETITION.



JUST LIKE THOSE LOSER HIPPIES?

YOU THINK SOME SCRIBBLING IS GONNA HELP?

I DO. BUT MORE IMPORTANTLY, I WANT PEOPLE TO KNOW THAT THERE'S A CHOICE.



WE'RE NOT BOUND TO FOSSILIA FOR LIFE. WE HAVE TO TELL AS MANY PEOPLE AS POSSIBLE. MAYBE WE HAVE A CHANCE TO SWITCH AT LEAST SOME OF OUR ENERGY TO GREEN.

WE CAN MAKE FLYERS. OR POSTERS. I COULD PUT SOME OF THEM UP AT MY UNI.

YES, BUT WE'RE A FOOTBALL CLUB. NOT A 'LET'S SAVE THE WORLD' CLUB. DO YOU SEE FLOWER POWER WRITTEN ANYWHERE ON THE WALL?



EASY NOW. WE'RE FRIENDS, AREN'T WE? WHY CAN'T WE DO SOMETHING ELSE TOGETHER FOR A CHANGE?

I DON'T HAVE TIME TO WASTE ON YOUR HIPPIE CAMPAIGN. GO RENT ANOTHER SPACE FOR THAT.

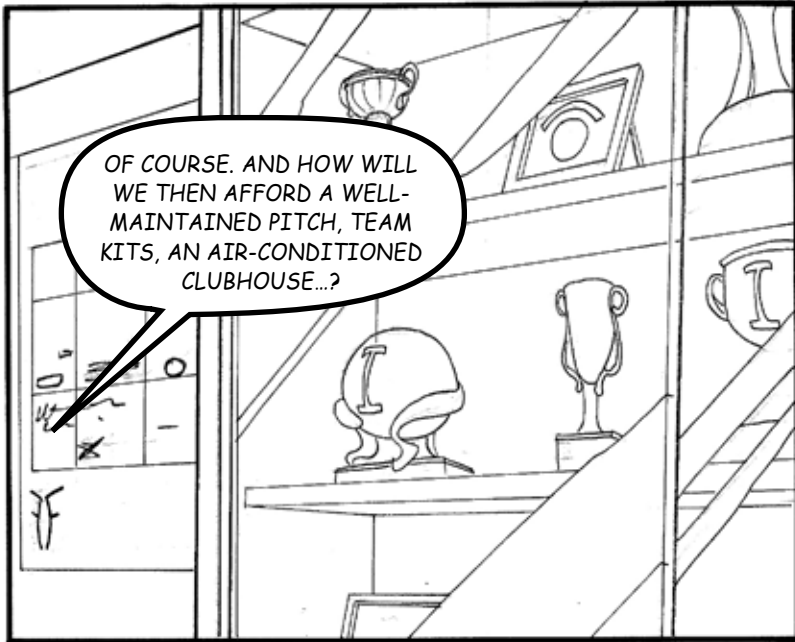


WHY DO YOU CARE? WE'RE NOT USING THE CLUB'S MONEY TO FUND THE ACTIVITIES.

WE RISK LOSING THE SPONSORSHIP.



DO YOU THINK SO...?

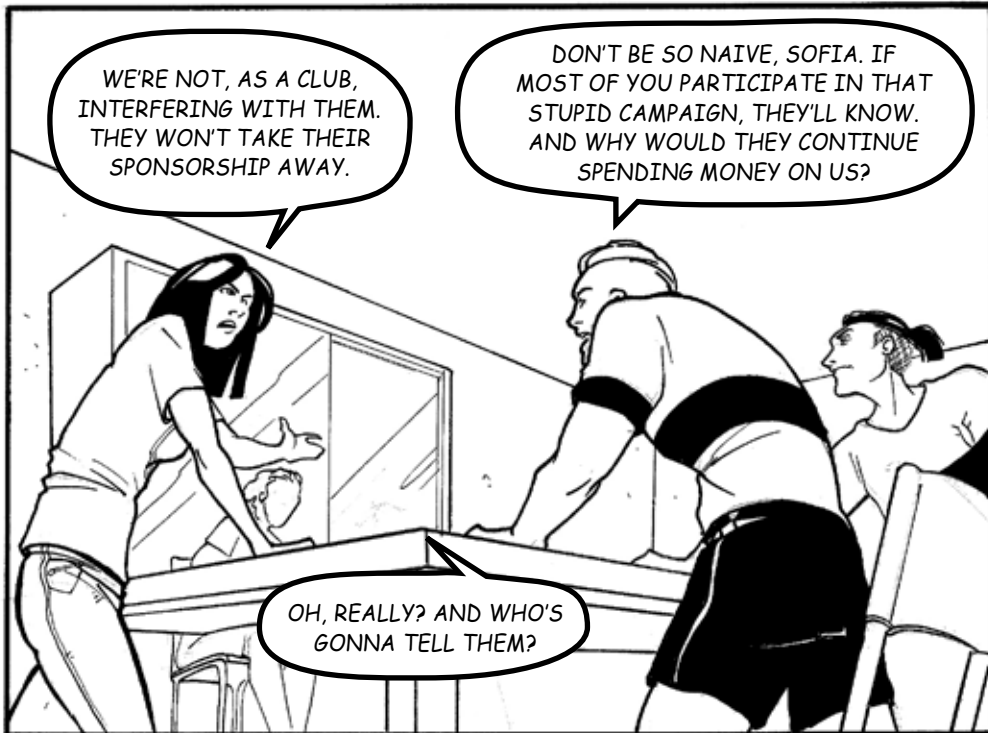


OF COURSE. AND HOW WILL WE THEN AFFORD A WELL-MAINTAINED PITCH, TEAM KITS, AN AIR-CONDITIONED CLUBHOUSE...?



MAYBE WE DON'T NEED THAT MUCH MONEY. I MEAN, WHO'S USING THE AIR CONDITIONING HERE? AND WHY DO WE NEED NEW KITS EVERY SEASON?

WHY NOT?



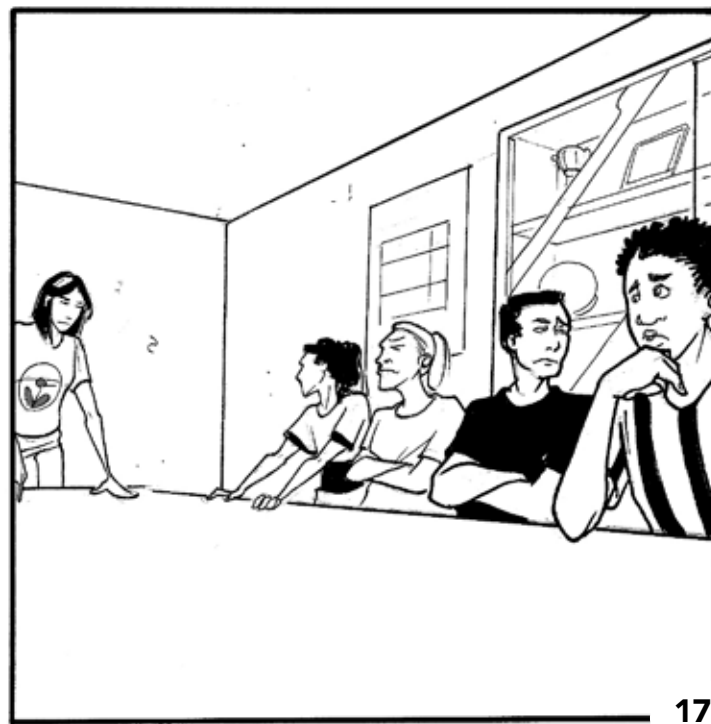
WE'RE NOT, AS A CLUB, INTERFERING WITH THEM. THEY WON'T TAKE THEIR SPONSORSHIP AWAY.

DON'T BE SO NAIVE, SOFIA. IF MOST OF YOU PARTICIPATE IN THAT STUPID CAMPAIGN, THEY'LL KNOW. AND WHY WOULD THEY CONTINUE SPENDING MONEY ON US?

OH, REALLY? AND WHO'S GONNA TELL THEM?



THE BOYS' TEAM IS ALMOST READY TO GO TO THE REGIONAL CHAMPIONSHIPS. WE WON'T GIVE UP THIS CHANCE FOR YOU.





CAN WE ACTUALLY START TRAINING NOW?



TAKE IT EASY, MARC, WE WILL PLAY... WINNING ISN'T JUST ABOUT TRAINING, IT'S ALSO ABOUT TEAM SPIRIT.



AND IF FOSSILIA TAKES AWAY THE SPONSORSHIP, WE'LL FIND SOMEONE ELSE. WE DON'T NEED THAT MUCH MONEY. WE'LL STILL PLAY.



BUT WHAT ABOUT THE CHAMPIONSHIP...

WHETHER OR NOT WE WIN THE COMPETITION DEPENDS ON US, NOT ON THEM...

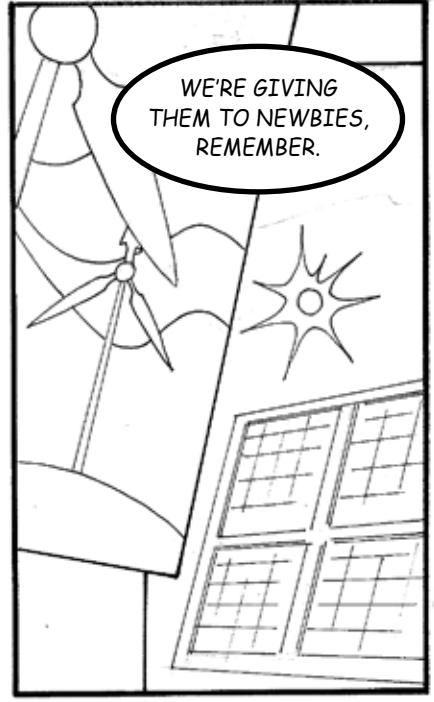
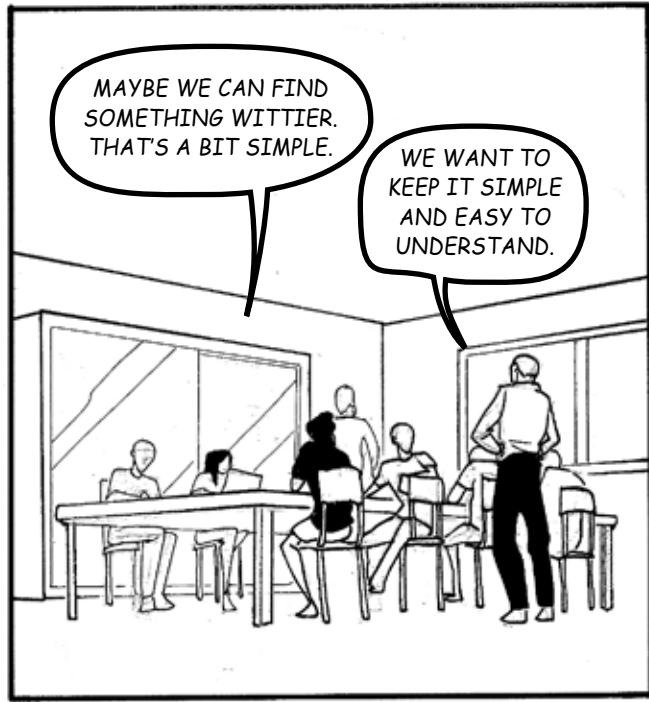
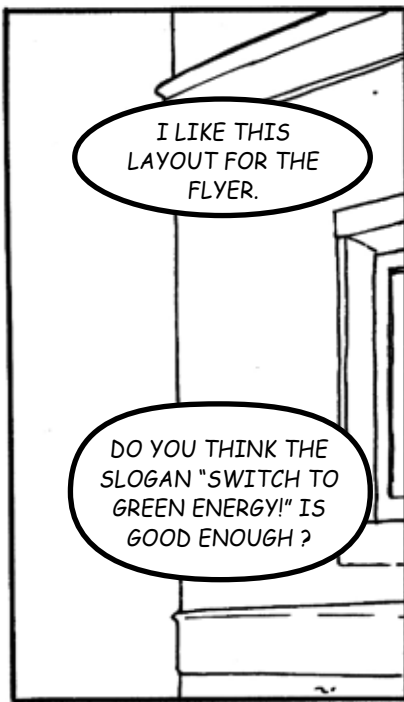


BUT ANYWAY, LET'S HOPE MARC'S FEARS DON'T COME TRUE.

WE'LL SEE...



IDIOTS. GOOD LUCK. YOU'LL REGRET THIS.





SIR, SIGN OUR PETITION TO BUILD A WIND FARM ON BARTON MEADOW!



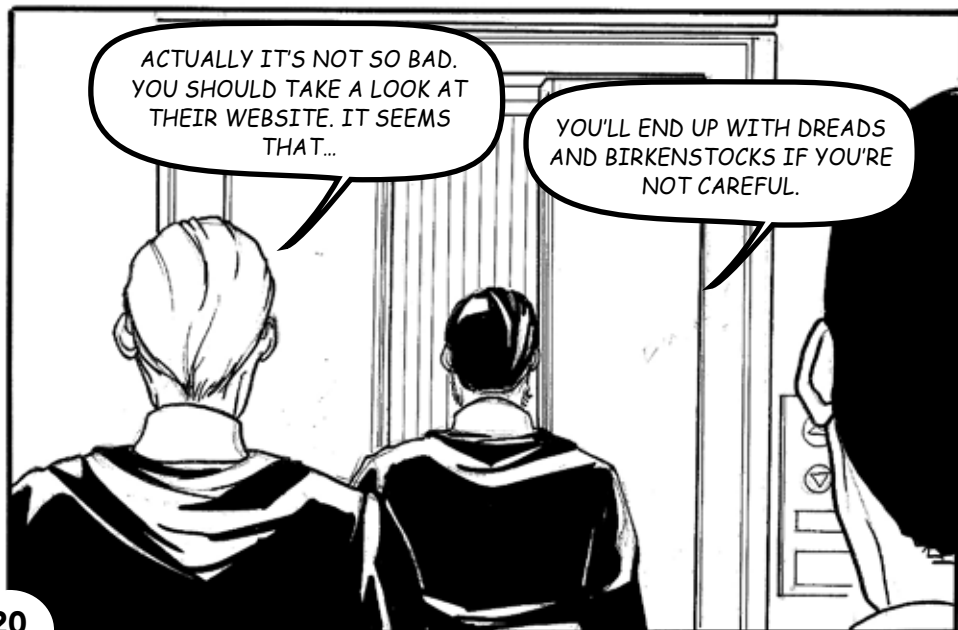
THAT MUST BE THE SAME GROUP THAT SENT THOSE EMAILS ABOUT SWITCHING TO GREEN ENERGY.

YEAH, WE ALL GOT THEM. I READ SUNBEAM'S PROPOSAL AGAIN. IT SOUNDS BETTER THAN I REMEMBERED.



HEY DAVE, AREN'T YOU GONNA READ IT?

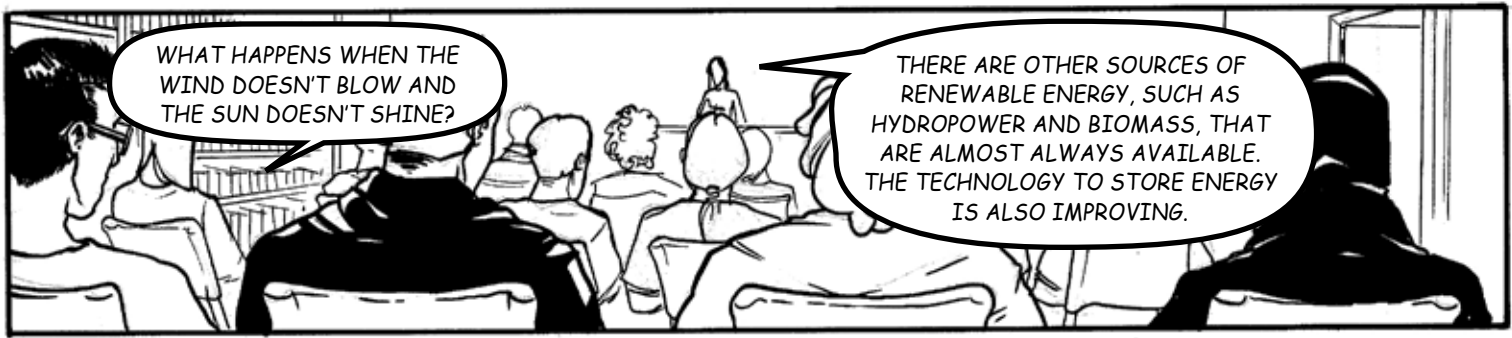
THIS ECO-NONSENSE? NO TIME FOR IT.



ACTUALLY IT'S NOT SO BAD. YOU SHOULD TAKE A LOOK AT THEIR WEBSITE. IT SEEMS THAT...

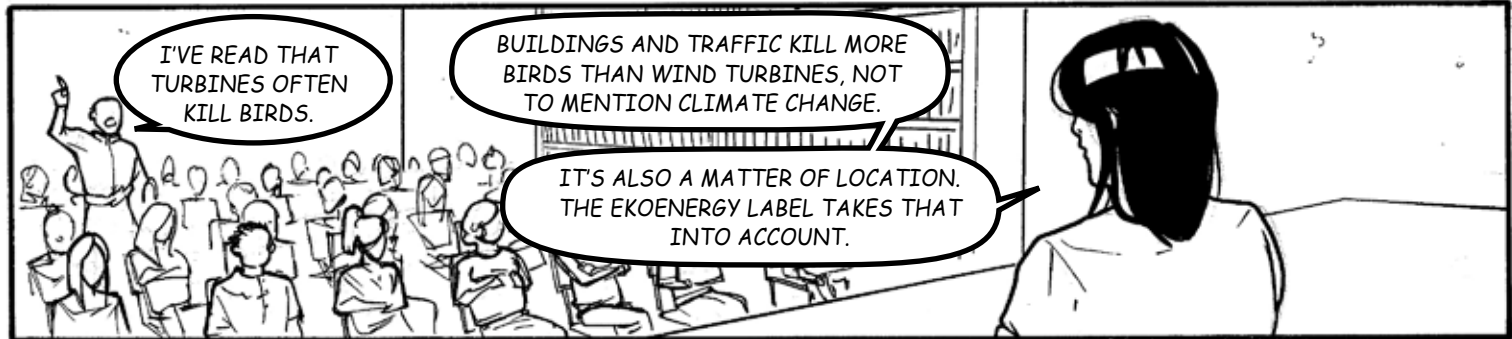
YOU'LL END UP WITH DREADS AND BIRKENSTOCKS IF YOU'RE NOT CAREFUL.





WHAT HAPPENS WHEN THE WIND DOESN'T BLOW AND THE SUN DOESN'T SHINE?

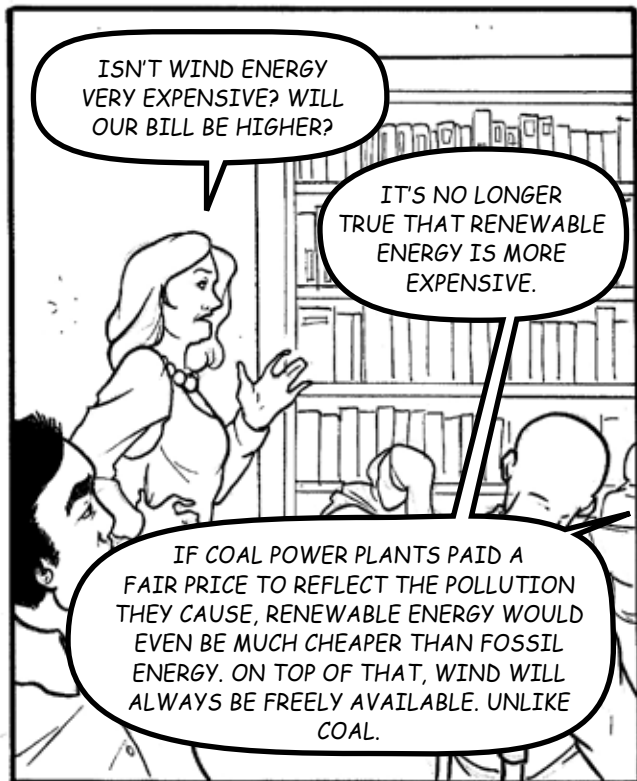
THERE ARE OTHER SOURCES OF RENEWABLE ENERGY, SUCH AS HYDROPOWER AND BIOMASS, THAT ARE ALMOST ALWAYS AVAILABLE. THE TECHNOLOGY TO STORE ENERGY IS ALSO IMPROVING.



I'VE READ THAT TURBINES OFTEN KILL BIRDS.

BUILDINGS AND TRAFFIC KILL MORE BIRDS THAN WIND TURBINES, NOT TO MENTION CLIMATE CHANGE.

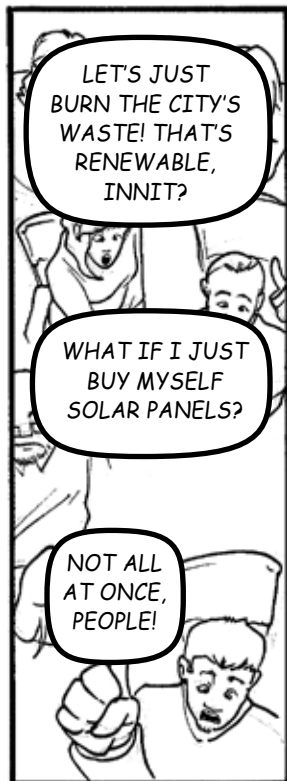
IT'S ALSO A MATTER OF LOCATION. THE EKOENERGY LABEL TAKES THAT INTO ACCOUNT.



ISN'T WIND ENERGY VERY EXPENSIVE? WILL OUR BILL BE HIGHER?

IT'S NO LONGER TRUE THAT RENEWABLE ENERGY IS MORE EXPENSIVE.

IF COAL POWER PLANTS PAID A FAIR PRICE TO REFLECT THE POLLUTION THEY CAUSE, RENEWABLE ENERGY WOULD EVEN BE MUCH CHEAPER THAN FOSSIL ENERGY. ON TOP OF THAT, WIND WILL ALWAYS BE FREELY AVAILABLE. UNLIKE COAL.



LET'S JUST BURN THE CITY'S WASTE! THAT'S RENEWABLE, INNIT?

WHAT IF I JUST BUY MYSELF SOLAR PANELS?

NOT ALL AT ONCE, PEOPLE!



HOW ABOUT THIS EKOENERGY? CAN THEY BUILD THE TURBINES FOR US?



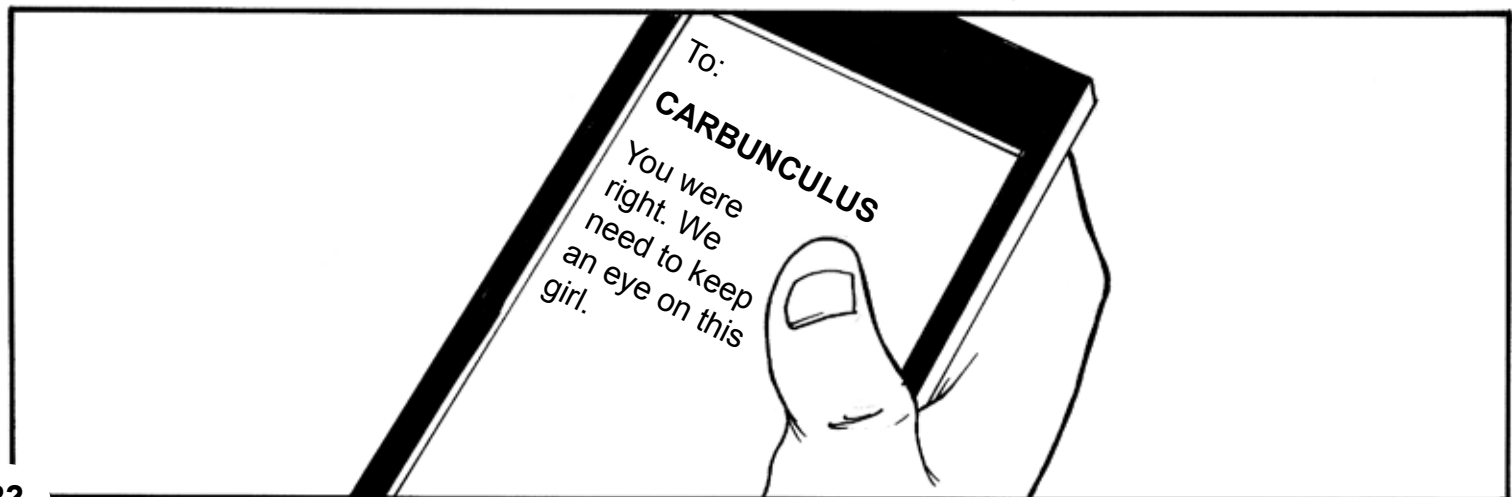
EKOENERGY IS THE LABEL THAT GUARANTEES THE POWER IS GREEN. SUNBEAM IS GOING TO BUILD THE TURBINES.

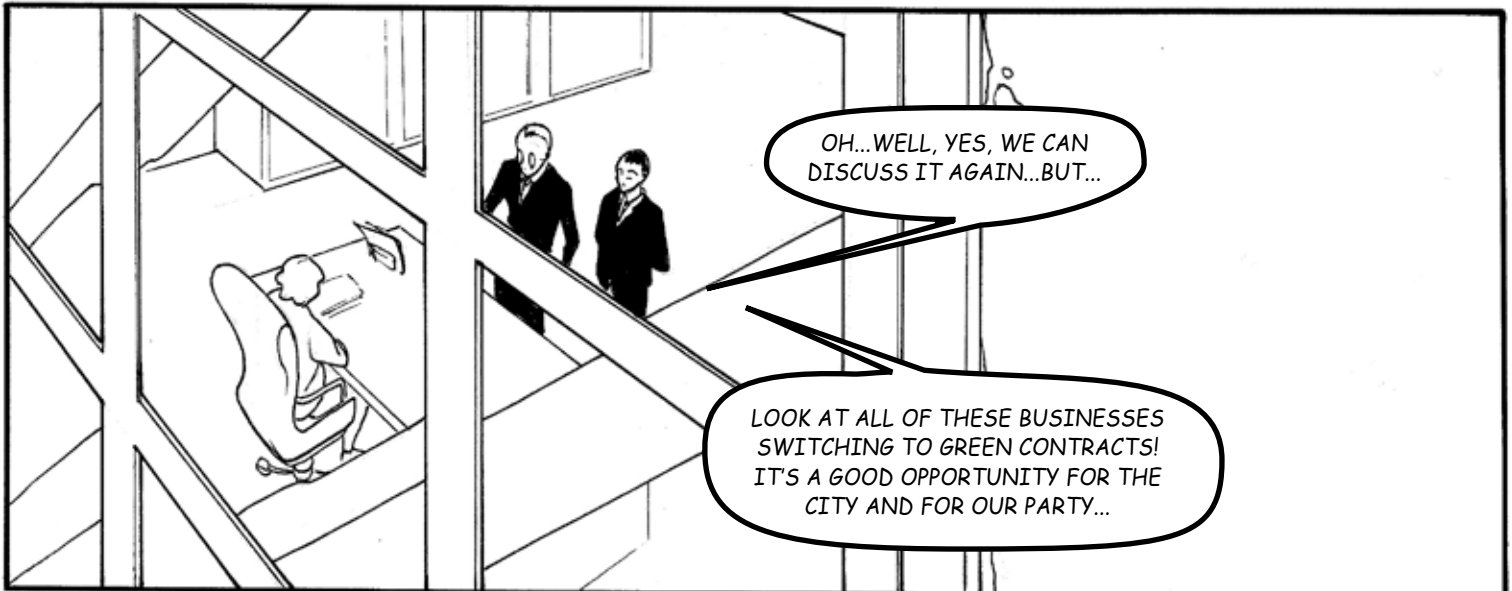
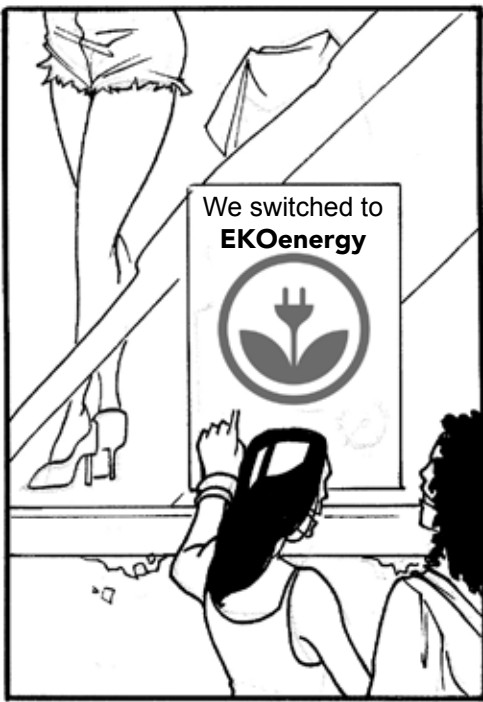
YOU'RE NOT FORCED TO BUY ENERGY FROM SUNBEAM: IT'S JUST A MATTER OF HAVING THE CHOICE.



YES, YOU ON THE RIGHT.

IF WE GO FOR WIND ENERGY, WILL THE AIR IN OUR CITY BE BETTER?





OH...WELL, YES, WE CAN DISCUSS IT AGAIN...BUT...

LOOK AT ALL OF THESE BUSINESSES SWITCHING TO GREEN CONTRACTS! IT'S A GOOD OPPORTUNITY FOR THE CITY AND FOR OUR PARTY...



IT'S WHAT PEOPLE SEEM TO WANT.

IN TWO MONTHS, THEY'VE COLLECTED MORE THAN 5000 SIGNATURES, ASKING FOR THE BARTON MEADOW CONTRACT TO GO TO SUNBEAM.



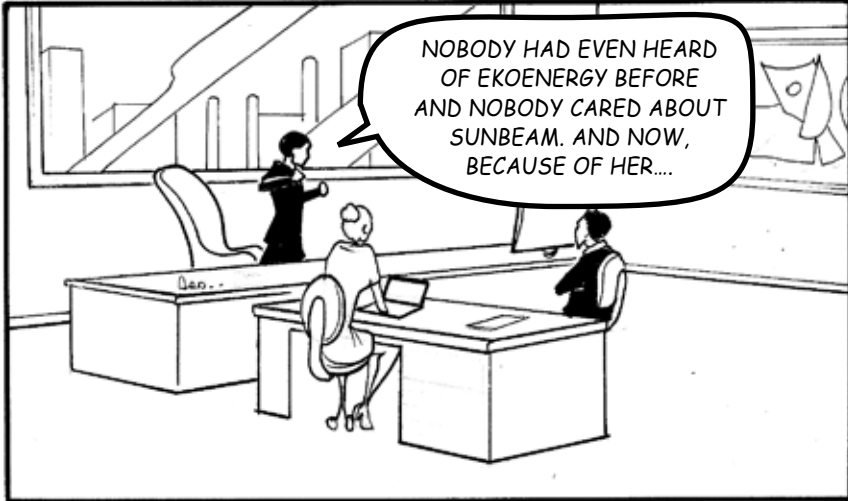
OH MY... WE, WE HAVE TO KEEP THE PEOPLE'S WILL IN MIND TOO.

HOW ABOUT A MEETING NEXT WEEK TO DISCUSS THE PLANT TENDER?

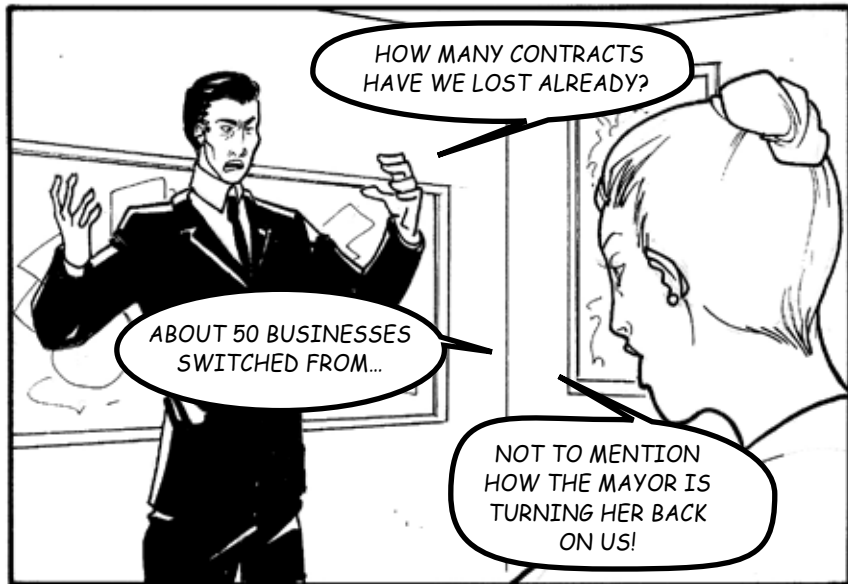


THAT GIRL!

THIS IS ALL BECAUSE OF HER!



NOBODY HAD EVEN HEARD OF EKOENERGY BEFORE AND NOBODY CARED ABOUT SUNBEAM. AND NOW, BECAUSE OF HER...



HOW MANY CONTRACTS HAVE WE LOST ALREADY?

ABOUT 50 BUSINESSES SWITCHED FROM...

NOT TO MENTION HOW THE MAYOR IS TURNING HER BACK ON US!



...IF WE GET RID OF THE LEADER, MAYBE THE MOVEMENT ITSELF WILL COLLAPSE. SLOWLY, BUT IT WILL COLLAPSE.

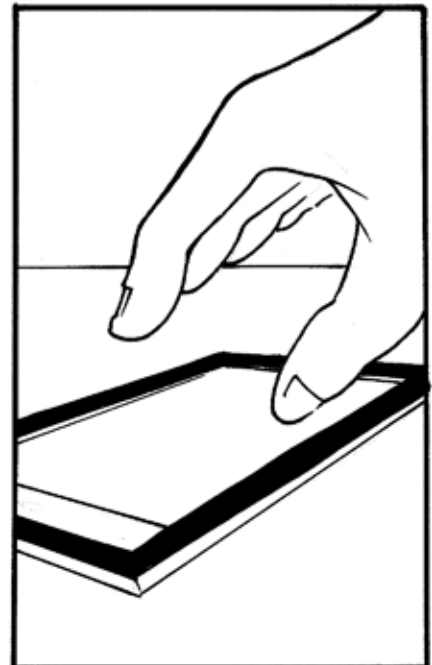
BUT HOW? SHE SEEMS TO BE POPULAR. SHE WON THE FOOTBALL CLUB OVER, EVEN GOT HER FOOT IN THE MAYOR'S DOOR...



...HER FATHER IS WORKING ON OUR ADVERTISING CAMPAIGN. THE MOTHER HAS NO JOB...



REALLY? AND YOU'RE ONLY TELLING ME THIS NOW?





EXCUSE ME FOR A MINUTE. TAKE A BREAK.



MR CARBUNCULUS! HOW CAN I HELP YOU?

...YES, BUT...

...HE'S ONE OF OUR KEY PEOPLE...



...THAT'S A LOT OF MONEY.

...LET'S SEE WHAT I CAN DO...

...THE SOONER, THE BETTER. CONSIDER IT DONE, MR CARBUNCULUS.



EASIER THAN EXPECTED. RACHEL, ARRANGE THIS TRANSFER.

MONEY WELL SPENT, MR CARBUNCULUS.



IF IT'S NOT WELL SPENT, IT'LL BE YOUR NECK.

NOW, I HAVE TO APPEAR ON A TALK SHOW, IT'S TIME TO REDEEM THIS COMPANY'S REPUTATION.



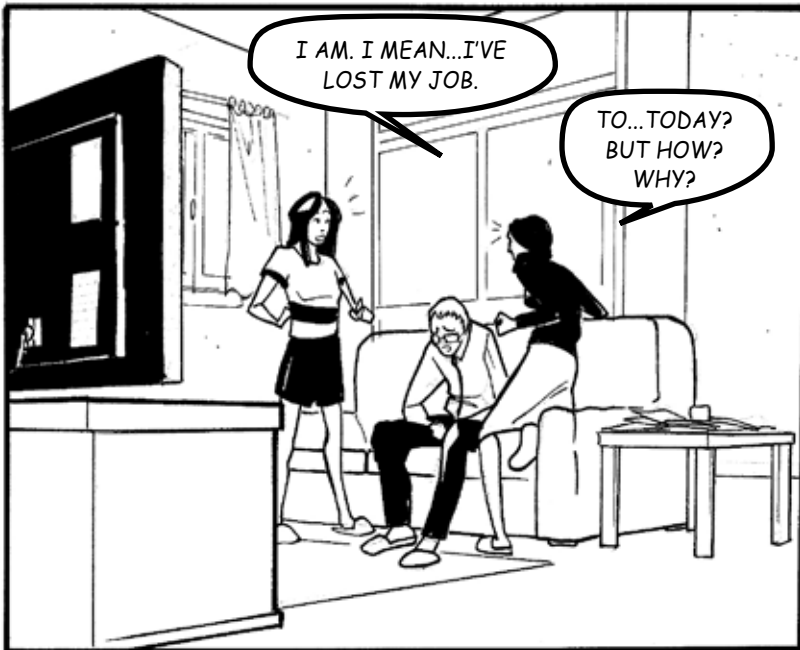
AND GET BACK TO WORK. I CAN'T WAIT TO HEAR SOME GOOD NEWS.



DAD! OUR TEAM WON THE MATCH TODAY! WE'RE READY TO GO TO THE REGIONAL CHAMPIONSHIPS!

THAT'S GREAT, SWEETIE...

YOU LOOK TIRED..



I AM. I MEAN...I'VE LOST MY JOB.

TO... TODAY? BUT HOW? WHY?



THEY'RE CALLING IT 'RESTRUCTURING'..THEY HAVE TO 'STREAMLINE OPERATIONS'.

THIS JUST DOESN'T MAKE ANY SENSE! YOU'RE ONE OF THEIR BEST... WHY WOULD THEY...



IT WAS HIM.

TODAY, MR CARBUNCULUS IS WITH US! MR CARBUNCULUS, WHAT DO YOU THINK ABOUT THIS ONGOING EKOENERGY CAMPAIGN?



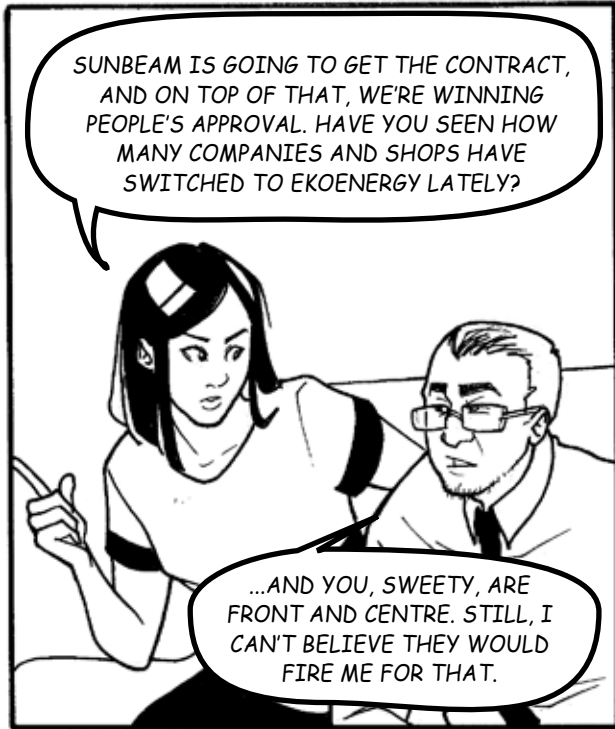
I THINK IT'S ENTIRELY OVERRATED. PRODUCING ELECTRICITY IS OUR AREA OF EXPERTISE, AND IF IT WORKED WITH WIND TURBINES, WE WOULD HAVE BEEN DOING IT A LONG TIME AGO. UNFORTUNATELY, MANY PEOPLE FALL FOR ENVIRONMENTAL ALARMISM THESE DAYS.

OH COME ON, SOFIA, HE'S NOT SO...MEAN...



FOSSILIA IS THE BEST CHOICE FOR OUR BELOVED TOWN. CLEAN, EFFICIENT AND RELIABLE COAL, INSTEAD OF...

IT WAS HIM, DAD. FOSSILIA IS LOSING POPULARITY, THE MAYOR AGREED TO HAVE A NEW MEETING TO DISCUSS THE BARTON MEADOW DECISION WITH THE COUNCILLORS.



SUNBEAM IS GOING TO GET THE CONTRACT, AND ON TOP OF THAT, WE'RE WINNING PEOPLE'S APPROVAL. HAVE YOU SEEN HOW MANY COMPANIES AND SHOPS HAVE SWITCHED TO EKOENERGY LATELY?

...AND YOU, SWEETY, ARE FRONT AND CENTRE. STILL, I CAN'T BELIEVE THEY WOULD FIRE ME FOR THAT.



THIS IS TERRIBLE. WHAT DO WE DO NOW? YOU SHOULD LEAVE THE CAMPAIGN, BOTH OF YOU. IT'S NOT WORTH IT.



MOM! THE DIRTIER THEY PLAY, THE HARDER WE FIGHT! WE HAVE TO FIGHT THESE PEOPLE EVEN MORE IF THEY'RE SO EVIL!

PLUS, I WON'T GET MY JOB BACK IF IT'S FOSSILIA'S CALL. I'LL FIND ANOTHER ONE. LIKE YOU SAID, I'M ONE OF THE BEST.



BUT WHO IS THIS SOFIA, LEADER OF OUR TOWN'S GREEN ENERGY MOVEMENT? WHAT ARE HER REASONS?

WILL SHE TAKE THE CHALLENGE TO SPEAK UP IN FRONT OF THE CAMERAS?



I'M REALLY GETTING INVITED TO THE TALK SHOW!



I GOT A PHONE CALL. THE SHOW'S NEXT WEEK. I'M NOT READY TO DO IT!

COME ON SOFIA, THINK OF IT AS AN EXAM. YOU'RE DEFINITELY READY. ALL YOU'VE BEEN TALKING ABOUT LATELY IS EKOENERGY AND RENEWABLES.



I KNOW, BUT THIS IS DIFFERENT! A LOT OF PEOPLE ACTUALLY WATCH THAT SHOW, AND LOTS OF THEM WILL BE PRO FOSSILIA. WHAT IF I MESS UP?



LISTEN, THIS IS THE BEST OPPORTUNITY WE HAVE TO REACH ALL OF THEM. YOU'RE FAMOUS, SOFIA!

AND THIS...HAS ALREADY COST MY DAD HIS JOB.



WE CAN HELP YOU PREPARE. LET'S WRITE DOWN SOME OF THE ARGUMENTS, I'LL BE THE HOST.

SOFIA, AREN'T YOU A BIT YOUNG TO WORRY ABOUT POWER PLANTS?! WHY ARE YOU DOING THIS?

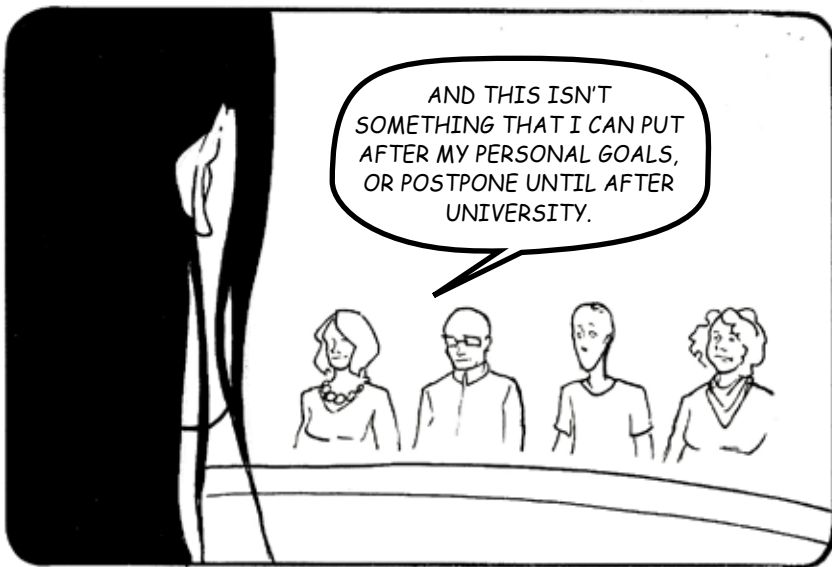


AS A YOUNG PERSON, I HAVE THE MOST TO LOSE DUE TO CLIMATE CHANGE. THIS IS MOSTLY ABOUT MY FUTURE.

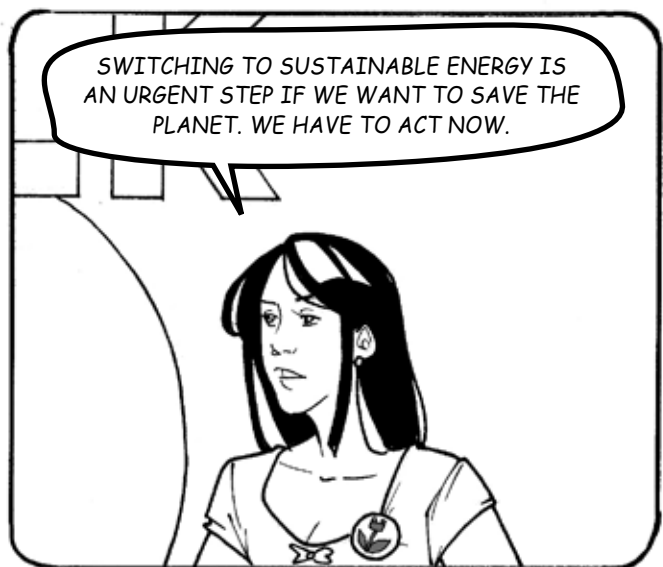


WOULDN'T IT BE WISER TO FOCUS ON YOUR STUDIES?

I WILL PROBABLY START UNIVERSITY NEXT YEAR, BUT I TRULY BELIEVE IN GREEN ENERGY AND IN EKOENERGY.



AND THIS ISN'T SOMETHING THAT I CAN PUT AFTER MY PERSONAL GOALS, OR POSTPONE UNTIL AFTER UNIVERSITY.



SWITCHING TO SUSTAINABLE ENERGY IS AN URGENT STEP IF WE WANT TO SAVE THE PLANET. WE HAVE TO ACT NOW.



DO YOU ACTUALLY THINK GREEN ELECTRICITY WILL SAVE THE PLANET? AREN'T THERE OTHER OPTIONS TO CONSIDER?

GREEN ENERGY IS ONLY PART OF THE SOLUTION. WE NEED ENERGY EFFICIENCY AS WELL.



WE ALSO HAVE TO CHANGE OUR LIFESTYLE... SUCH AS EATING LESS MEAT AND SPENDING HOLIDAYS CLOSER TO HOME.

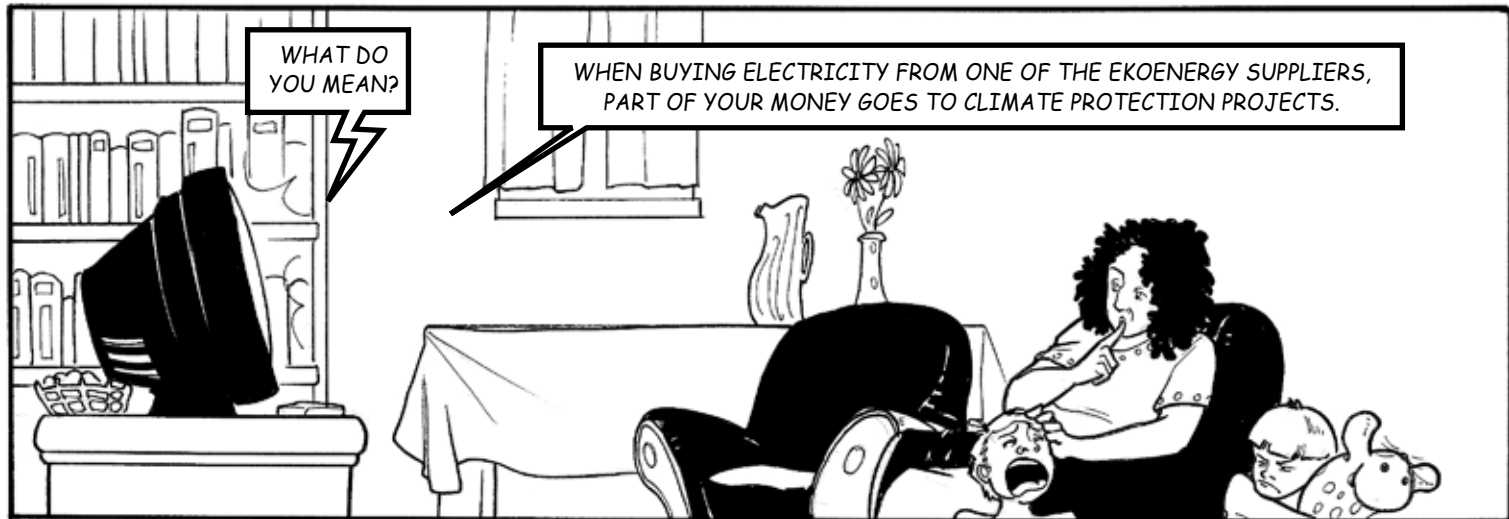
BUT YES, RENEWABLES ARE ESSENTIAL. WITHOUT A SWITCH TO RENEWABLES, WE WON'T SOLVE THE CLIMATE PROBLEM. WE NEED MORE PEOPLE TO KNOW ABOUT THIS.



SOFIA, YOU DECIDED TO PROMOTE PRIMARILY THOSE SUPPLIERS SELLING EKOENERGY.

WE STARTED THIS AS A LOCAL ACTION FOR WIND ENERGY, BUT WE DISCOVERED THAT WE CAN MAKE AN EVEN BIGGER DIFFERENCE BY BEING PART OF THE EKOENERGY MOVEMENT.

WE ALSO LIKE THAT THE SALE OF EKOENERGY CONTRIBUTES TO FINANCING NEW RENEWABLE INSTALLATIONS.

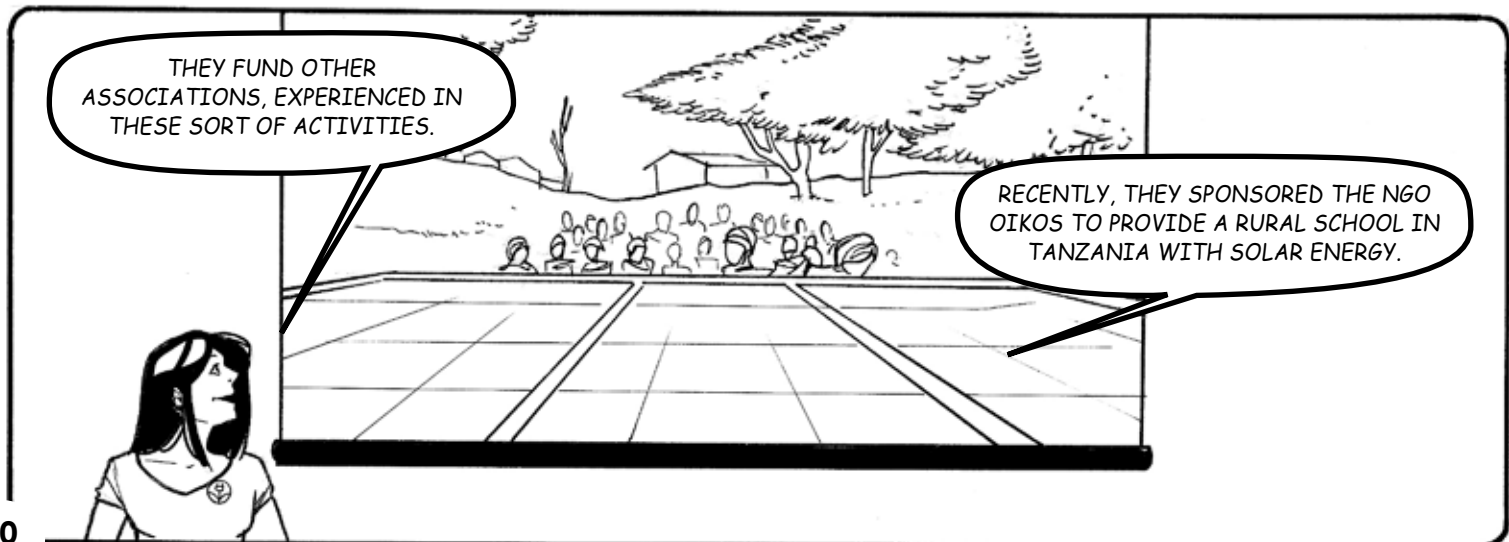


WHAT DO YOU MEAN?

WHEN BUYING ELECTRICITY FROM ONE OF THE EKOENERGY SUPPLIERS, PART OF YOUR MONEY GOES TO CLIMATE PROTECTION PROJECTS.



THIS MEANS YOU CAN ALSO DO GOOD WITH YOUR PURCHASE. BUT HOW DOES THAT WORK IN PRACTICE?



THEY FUND OTHER ASSOCIATIONS, EXPERIENCED IN THESE SORT OF ACTIVITIES.

RECENTLY, THEY SPONSORED THE NGO OIKOS TO PROVIDE A RURAL SCHOOL IN TANZANIA WITH SOLAR ENERGY.

IT SEEMS YOUR CAMPAIGN IS REACHING ITS GOAL. THE NEWS HAVE REPORTED VARIOUS MEETINGS BETWEEN THE MAYOR AND THE COUNCILLORS. THE FUTURE OF BARTON MEADOW IS STILL OPEN TO DISCUSSION.

HAVE YOU EVER THOUGHT ABOUT THE PEOPLE WORKING AT FOSSILIA? WHAT WILL HAPPEN TO THEM? ARE THEY GOING TO LOSE THEIR JOBS?

WE WANT TO GIVE PEOPLE THE OPPORTUNITY TO CHOOSE AND TAKE THE FIRST STEP TOWARDS SUSTAINABLE ELECTRICITY.

RENEWABLE ENERGY WILL CREATE A LOT OF NEW JOBS. AND AS THE SWITCH TO RENEWABLE ENERGY WON'T HAPPEN OVERNIGHT, THERE IS TIME TO RETRAIN WORKERS.

WONDERFUL GOALS. DO YOU THINK YOU CAN DO IT?

WE CAN DO IT.

A MORE SUSTAINABLE FUTURE IS POSSIBLE BUT IT MUST COME FROM A JOINT EFFORT. THAT'S WHY OUR CAMPAIGN FOCUSES ON INFORMATION.

HOW CAN YOU CHOOSE, IF YOU DON'T KNOW YOUR OPTIONS?

GREEN ELECTRICITY IS STILL UNDERRATED, AND WE MUST GIVE IT A CHANCE TO GROW.

ON EVALUATING THE PROPOSALS FOR THE POWER PLANT TO BE BUILT ON BARTON MEADOW.

WE HAVE TWO TENDERS: FOSSILIA TO BUILD A COAL POWER PLANT; AND SUNBEAM TO BUILD A WIND FARM.

VOTING IS NOW CLOSED.

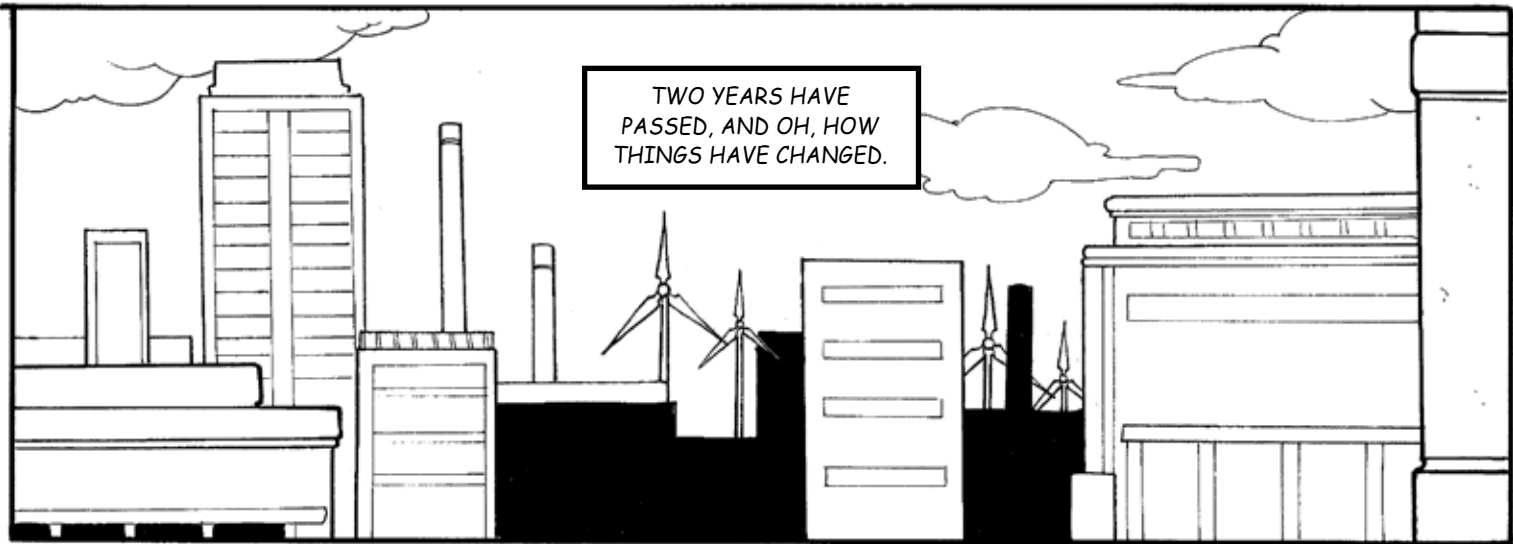
WITH A 70% MAJORITY, THE COUNCIL AWARDS THE CONTRACT TO SUNBEAM.

CLAP

CLAP

CLAP

CLAP



TWO YEARS HAVE PASSED, AND OH, HOW THINGS HAVE CHANGED.



SUNBEAM'S WIND TURBINES HAVE BEEN A WONDERFUL DECISION FOR THE TOWN. CLIMATE CHANGE AWARENESS IS GROWING.



FOSSILIA IS NOT THE MOST INFLUENTIAL COMPANY IN TOWN ANYMORE. SEE THOSE SUNBEAM ADVERTISEMENTS? THAT'S MY DAD'S NEW JOB.



EKOENERGY HAS GROWN TOO. NOW THEY HAVE 45 MORE SUPPLIERS WITH THEM.



I NOW VOLUNTEER FOR THEM, WITH MANY OTHER YOUNG PEOPLE. WE'RE STARTING TO FUND THREE CLIMATE PROJECTS WITH THE INCOME GENERATED FROM SWITCHED CONTRACTS.



A GREENER FUTURE HAS NEVER BEEN SO CLOSE.



What can I do?

Climate change is the biggest challenge humanity is facing. Reports about increasing greenhouse gas emissions and the expected results are more than alarming. The only good news is that we know how to prevent dramatic climate change. It is technically and economically possible to live within the limits of one planet.

Unfortunately, far too few decision-makers take the problem seriously. They stick to dated solutions or come up with short-term answers. Luckily, there are more and more people like Sofia: people who act, instead of waiting for ambitious international climate agreements.

Individual actions are not an exercise in futility. They are the trademark of a growing group of people who believe that this is the way forward. And that group will not remain unnoticed by politicians who want to win elections in the coming years. Nor by businesses who want to sell their products in the 2020s and 2030s. These actions also make complete sense for our everyday life: you can save a lot of money as well as improve your health by becoming more climate friendly.



At home

1. Switch to EKOenergy. Not only is this the best way of ensuring your electricity contract leads to positive changes, it's also a clear signal to producers and politicians alike that you believe in 100% renewable energy.

Check out www.ekoenergy.org > How to buy EKOenergy?

2. Use renewable sources for home heating and cooling systems, such as biogas or heat pumps working on renewable electricity.

3. Measure your energy consumption and your energy costs, and try to reduce them by:

- checking the energy efficiency of the house before buying or renting;
- insulating your house;
- washing only full loads of clothes and air-drying them;
- not wasting water, especially not heated water;
- buying the most energy-efficient electric devices and switching them off when not in use;
- cooking with the lid on and letting food cool down before putting it in the fridge or freezer.

On the road

4. Avoid using the car. Cycling and walking are often good and healthy alternatives. If public transport isn't an option, try carpooling; it's a great way to save money, pollute less and make new friends.
5. Holidays don't have to be far away to be nice. Avoid flying; air traffic is a growing source of greenhouse gas emissions.

Eat smart

6. The production and transport of food causes a lot of greenhouse gas emissions. To lower your carbon footprint, you can:
 - reduce your consumption of meat and dairy products;
 - buy locally-sourced, seasonal food;
 - buy organic products;
 - try not to buy more than you actually eat. To start with, you could keep track of how much food you throw away.

Reduce, reuse, recycle

7. Take care of your stuff. The longer you use the same things, the less waste we produce and the less energy has to be used for producing new ones.
8. Buy second hand goods, quality products and products that don't use unnecessary packaging.
9. Give sustainable presents. Millions of gifts end up in rubbish bags without ever having been used. Instead, offer a voucher to go to the theatre, offer to give a massage or even sign your friend up for a plot in your local community garden.

Support others to defend your values

10. Vote for politicians that take climate change seriously. And support organisations that work on climate change, human rights, family planning...

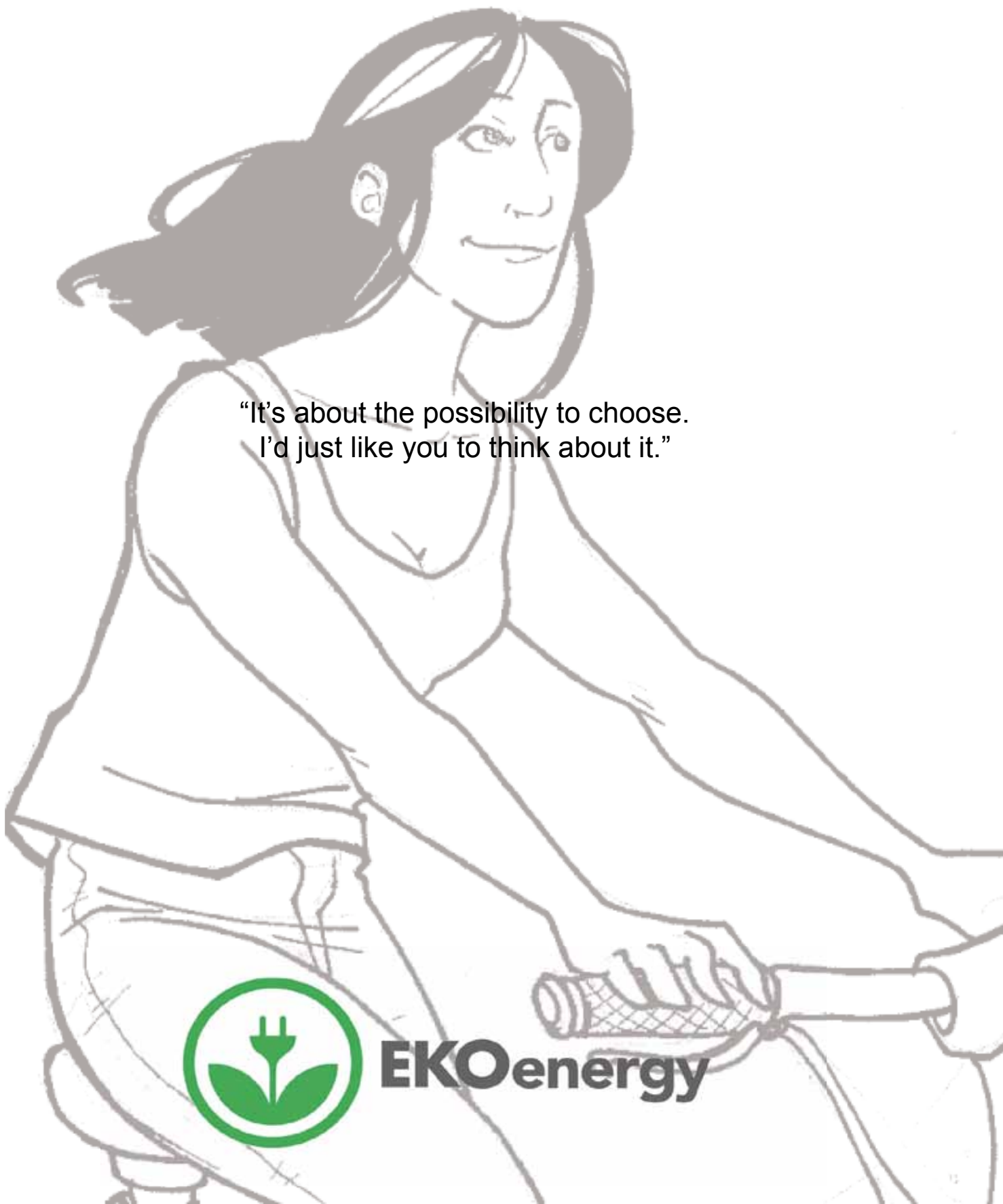
Read more

on the EU Climate Action website:
http://ec.europa.eu/clima/citizens/tips/index_en.htm



The omnipotent Fossilia plans to build a new coal power plant on Barton Meadow. But it isn't the only one interested in the area: SunBeam wants to build a wind farm there instead. The SunBeam proposal gets unexpected help when Sofia and her friends start a campaign to promote renewable energy.

Sofia soon discovers that this isn't just an issue for politicians. On the open market, consumers can choose which company they support and what electricity they buy. Once she realises this, it isn't long before she starts a "Switch to EKOenergy campaign".



"It's about the possibility to choose.
I'd just like you to think about it."



EKOenergy