

UK Customers Confused About “Green” Tariffs

United Kingdom gas and electricity regulator Ofgem has proposed new guidelines aiming to reduce confusion over “green” tariffs offered by energy suppliers to domestic customers. A recent study by the UK National Consumers’ Council concludes there is considerable customer confusion and, as a result, a level of customer mistrust in tariffs that are being promoted as “green”. A key element of the proposals is to develop separate guidelines for renewable and low carbon tariffs that will apply to both domestic and business customers. The change reflects one of the main areas of differences in stakeholder views – that is the question of what is “green”? Ofgem proposes that greater information is provided as standard to customers when they are offered a green tariff allowing customers to simply compare the relative benefits of tariffs. The change allows customers to signal a preference for renewable supplies or low carbon through the choices they make. The proposals include an associated certification scheme that suppliers will develop and fund.

[Source essa news]