

# A user's guide on Green Badge applications for businesses utilizing exclusively Green Energy.

Welcome to the We Energy family; the sole provider in Greece that supplies the nation with 100% clean, green energy. Once you have acquired the **Green Badge**, it is important to communicate to your customers, employees, suppliers and relevant stakeholders, **your unique value proposition** - that of going 100% green! Below you will find indicative ways to make best use of the Green badge.



## On your website

Inform your customers through your website, that you have incorporated practices that respect the environment and the society. Display the Badge directly on your website and you can further create a section explaining further your initiative!



## At your store

Clearly display to your existing and potential customers, that you use electricity produced exclusively from renewable energy sources, strengthen your corporate identity and gain the trust and loyalty of your customers.



## On social media

Take advantage of the power of social media and share your company's commitment to green culture & sustainable development. Add hashtags like #greenenergy and become a member of a wider community that respects people and the environment.



## On your products' packaging

Prove that your products and services are environmentally friendly. Research shows that a large percentage of consumers prefer to support sustainable brands.



## Inform your employees

These days more and more employees seek to adopt sustainable practices in their daily lives, while companies have the opportunity to support these efforts through corporate sustainability initiatives. Recent research shows that more than 70% of people are likely to join a company for its "environmentally friendly" practices.



## On your Newsletter

Take advantage of the privilege of being a "green" brand and place the Green badge next to your certifications, or your business contact details.

These are just some indicative applications of the Green Badge by We Energy. Make the most of the benefits of promoting and using the green badge, certify your "green" identity and confirm that your business strategy is aligned with sustainable development.

# Green Badge by We Energy

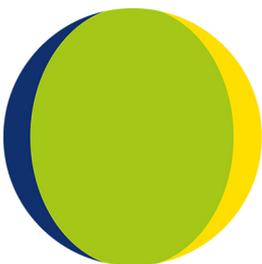


We Energy is the sole provider in Greece that supplies the nation with exclusively 100% clean, green energy.

The G.O. Guarantee of Origin Certification is provided by We Energy to businesses and certifies, that its holder uses electricity produced from renewable energy sources.

Therefore, We Energy strengthens a brand, as it improves its environmental footprint and certifies its eco-conscious culture.

## Green Badge value



### The idea

The Wind, illustrated with the color BLUE, and the Sun, illustrated with the color YELLOW, produce GREEN, the color of your energy.



### The Green badge

This is the official badge incorporating the idea, the We Energy brand and what it stands for. We Energy partners can place it on the packaging of their products, at their stores, at their fleet vehicles and include it in all their communication actions.



### The G.O. Guarantee

This is the official G.O. Guarantee of Origin Certification with a Unique Guarantee Number, issued by DAPEEP (Renewable Energy Sources and Guarantees of Origin).