

As a pioneer, two years ago Electric Power Industry of Serbia EPS began selling green energy to the open market customers. It is energy generated in EPS' hydro power plants, and each kilowatt-hour from the ZelEPS package has a guarantee of origin. The system of guarantee of origin is regulated at the European level, so that the guarantee issued in Serbia is valid in other countries, and in accordance with the rules of the European Association.

Today, there are seven EPS' hydro power plants with a capacity of 1,560 megawatts in the guarantee system. Intensive work is also being done on the inclusion of the other hydro power plants in this system, and the plan is to offer the customers kilowatt-hours originating from the solar and wind power as well. Green energy is immediately available and the contracting procedure for ZelEPS ("GreenEPS") is very simple.

"We are pointing up that our green energy is immediately available and that the ZelEPS procurement procedure is very simple. Customers can conclude new contracts for green energy supply, if the existing one expires or can make their current supply "greener", with a simple Annex to the existing Contract. Our managers are available to provide customers with all the necessary information and help them make the procedure of purchasing "green" energy simple and easy" - says EPS Supply, EPS' Branch. - "Our first customer of the ZelEPS package was Procredit Bank. In addition to the banks, EPS' green energy has been purchased by the companies active in industrial production. Our estimate is that the customers are interested in increasing their reputation through the purchase of environmentally friendly products, but also in reducing carbon dioxide emissions through less use of fossil fuels."

The number of interested customers for ZelEPS is constantly growing. Green energy sold with a guarantee of origin in 2020 was ten times higher than in 2019. The amount contracted for this year is currently 50 percent higher than in 2020. With this "green" offer, the customers remain loyal to the largest power company in Serbia, and a number of them recognizes EPS' efforts to keep up with the European Union and the world.

"It is interesting that a number of customers, and that number is increasing each year, sees the purchase of green energy as an imperative of their supply. EPS is, in addition to the price, competitive in every segment, because we offer all the benefits and information about this type of electricity supply to our customers" - says EPS. - "In the coming period, we will dedicate our time to offer as much as possible of our green energy to our customers in Serbia. The priority is to enable electricity customers in Serbia to operate environmentally friendly and to realize all the benefits of this choice. The placement of guarantees of origin on foreign markets is the secondary objective, only after meeting the needs of customers in Serbia."

Centuries-Old Tradition

Green energy production is part of the centuries-old tradition of EPS, and today green

energy is generated in 15 hydro power plants with the capacity of 3,015 megawatts, which is 38 percent of EPS' power potential. EPS realizes a third of the total production in hydro power plants, and the project for the construction of the first wind farm in Kostolac is ongoing, therefore, the water power will soon be increased by the wind power.

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