

HEP Opskrba is the first on the electricity market in Croatia to offer a unique product ZelEn (Green Energy), which is based on several foundations. Among them is the guarantee of origin, ie it is proven by the abolition of a sufficient number of guarantees of origin of electricity in the register of guarantees of origin of electricity kept by the Croatian Energy Market Operator (HROTE). Each guarantee of origin represents 1 MWh of electricity produced entirely from renewable energy sources.

Companies that choose the ZelEn product have the right to use the ZelEn - friend of nature trademark, so that they can communicate to customers and users of their product or service that they use only renewable energy sources. This trademark is protected in the State Intellectual Property Office and in the International Trademark Register maintained by the World Intellectual Property Organization "WIPO".

By purchasing or using ZelEn, social responsibility and environmental awareness are promoted by reducing CO2 emissions and preserving the environment. All funds raised through the sale of ZelEn products are collected in the Fund, from which HEP implements projects in the field of renewable energy sources and energy efficiency for the needs of socially sensitive categories of public sector service users, such as kindergartens, schools, homes and similar institutions. The projects are decided by the ZelEn Fund, which consists of representatives of customers, HEP Supply and HEP. As part of ZelEn, the first four donations worth HRK 3.3 million were made for 11 projects. Among them are the home for neglected children "Ivana Brlic Mazuranic" in Lovran, schools in Osijek, Varazdin and Pozega, kindergartens in Solin, Klis, Dugo Selo, Slatine and Osijek, and the center for social care Pozega.

HEP Opskrba also received the GREENOVATION award for the best overall program of the Croatian green economy for its ZelEn product. By receiving this award, they also received the right to use the GREEN MARK - Sign of Excellence for the company's brand and its overall business.

So far, more than 130 companies have selected the ZelEn product, and the Zelen Fund has raised five million kuna so far. Among these companies are, for example, DS Smith, Pliva, Calzedonia Group, Plitvice Lakes National Park, Valamar Riviera, TDR and others. The fee for ZelEn is an additional 0.20 euros, or about 1.5 kuna per MWh of electricity, and all energy consumed by the customer is obtained from renewable sources. For example, a company with an annual consumption of one million KWh annually allocates HRK 1,497 more for ZelEn.

Source: telegram.hr

