



Best practice guide for electricity retailers

Helping you promote GreenPower
and support your customers on
their renewable electricity journey

2026



Introduction

This guide outlines best practice recommendations to help electricity retailers effectively promote GreenPower renewable electricity.

By making GreenPower easy to find, understand and purchase, electricity retailers can increase customer uptake and strengthen their reputation as sustainability leaders.

The guidelines are structured around the customer journey; from awareness to purchase and ongoing trust.

Best practice guidelines overview



Easy to discover

Existing and potential customers should be able to find information about GreenPower renewable electricity easily on your website, app and other customer contact channels.



Easy to purchase

Existing and potential customers should be able to purchase GreenPower renewable electricity as easily as any other electricity plan.



Provide quality information

Information about GreenPower renewable electricity should be accurate, comprehensive and consistent across all customer touchpoints.



Easy to distinguish

Customers should be able to clearly differentiate GreenPower renewable electricity from other electricity options.





Easy to discover

Existing and potential customers should be able to find information about GreenPower renewable electricity easily on your website, app and other customer contact channels.

BEST PRACTICE CHECKLIST

Promote GreenPower on key website pages

- ✓ Feature GreenPower on your homepage and residential and business plan pages with links to dedicated GreenPower information pages.
- ✓ Add links to GreenPower information in navigation menus for easy access.

Highlight GreenPower on 'compare plans' pages

- ✓ Create a visible 100% GreenPower plan.
- ✓ Show GreenPower availability as an add-on option.
- ✓ Provide cost estimates based on actual consumption.

Promote GreenPower across all your communication channels

- ✓ Showcase GreenPower options in customer apps and logged-in areas.
- ✓ Regularly feature GreenPower in emails, newsletters, and bill inserts.

METRICS

These actions should increase awareness of GreenPower renewable electricity, leading to higher demand and more sales.

Key measures include:

- Increased traffic to GreenPower dedicated website pages.
- Higher percentage of GreenPower customers for each retailer.



Easy to discover – examples

EXAMPLE 1

Many GreenPower providers feature GreenPower renewable electricity on their website homepage or on residential and business pages.

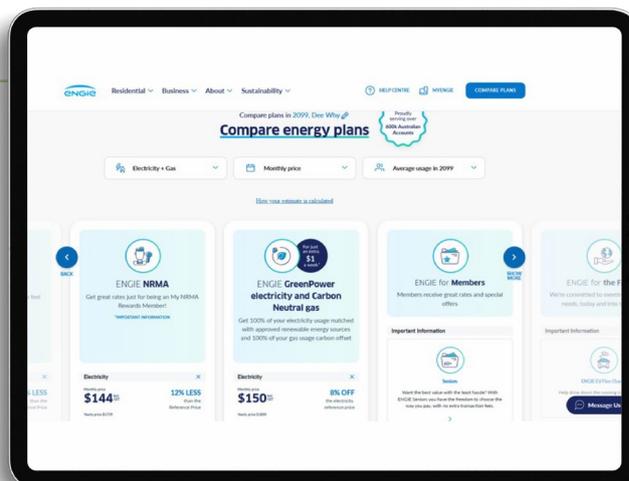
Image from Ovo Energy website homepage.



EXAMPLE 2

Some GreenPower providers feature GreenPower renewable electricity products on their 'compare plans' page.

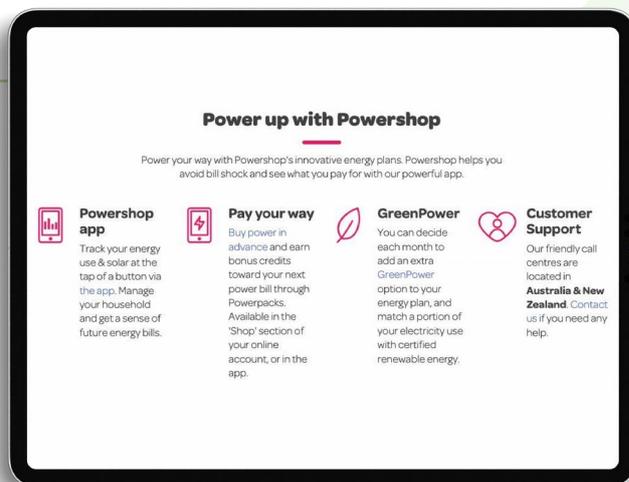
Image from Engie's 'compare plans' page.



EXAMPLE 3

Many GreenPower providers prominently promote GreenPower renewable electricity and feature it in their website navigation.

Image from Powershop.



Screenshots are provided for layout and user journey examples only. Retailers should refer to the [GreenPower Key Messages Guide](#) for recommended wording.



Easy to purchase

Existing and potential customers should be able to purchase GreenPower renewable electricity as easily as any other electricity plan.

BEST PRACTICE CHECKLIST

Enable online sign-up

- ✓ Offer GreenPower sign-up across all sales channels, especially online.
- ✓ Avoid restricting customers to phone-only options.

Provide simple sign-up for existing customers

- ✓ Let customers add or adjust their GreenPower percentage directly in their account or app.
- ✓ Make it easy to stop or switch, and highlight this flexibility at the point of sale.

Communicate pricing clearly

- ✓ Use fixed-price add-ons where possible.
- ✓ Present costs as weekly, monthly, or annual estimates, or based on past consumption.
- ✓ Avoid quoting only in technical units (for example, \$0.0XXX per kWh).

METRICS

These actions should increase the number of customers who are able to complete a GreenPower purchase.

Key measures include:

- Increased percentage of GreenPower renewable electricity customers for each retailer.

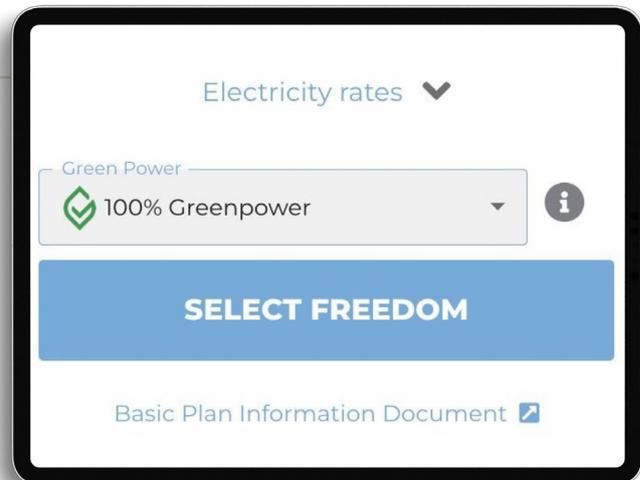


Easy to purchase – examples

EXAMPLE 1

Some GreenPower providers offer the option to choose a percentage of GreenPower renewable electricity on their 'compare plans' pages.

Image from CovaU Energy.



EXAMPLE 2

Some GreenPower providers offer GreenPower renewable electricity at a fixed price to residential customers.

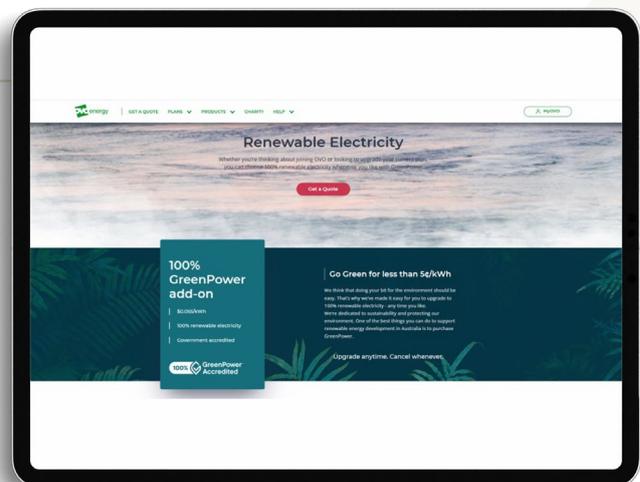
Image from Engie. Engie currently offers 100% GreenPower as a standalone product or as an add-on to any plan for an additional \$1 per week.



EXAMPLE 3

Some GreenPower providers prominently feature that GreenPower renewable electricity plans are easy to join and cancel at anytime.

Image from Ovo Energy. Ovo Energy promotes its 100% GreenPower plan with an estimated price through the quote tool.



Screenshots are provided for layout and user journey examples only. Retailers should refer to the [GreenPower Key Messages Guide](#) for recommended wording.



Provide quality information

Information about GreenPower renewable electricity should be accurate, comprehensive and consistent across all customer touchpoints.

BEST PRACTICE CHECKLIST

Create dedicated GreenPower information pages

- ✓ Build at least one page per key audience (for example, residential and business).
- ✓ Use the [GreenPower Key Messages Guide](#) to explain what GreenPower is, how it works, and why it matters.
- ✓ Include a link to the official GreenPower site and a clear sign-up button.
- ✓ Ensure you let the GreenPower team know of any changes to your website so we can ensure we have the correct URL for our [“Find a provider”](#) tool.

Make it clear and simple

- ✓ Use plain language and visuals to explain costs and benefits.
- ✓ Show real-life cost examples (per week, per month, per household).

Train customer support

- ✓ Provide scripts and FAQs so your team can give accurate and consistent information.

METRICS

These actions should improve customer understanding of GreenPower renewable electricity and confidence in the information provided.

Key measures include:

- Increased engagement with GreenPower pages on your website, such as page views, time on page, or click-throughs to sign-up.
- Fewer customer support queries about GreenPower, showing that information is clear and easy to understand.

How we can help

GreenPower provides resources to help providers develop product information pages, scripts and other customer information. To discuss how we can assist, contact: greenpower.admin@planning.nsw.gov.au

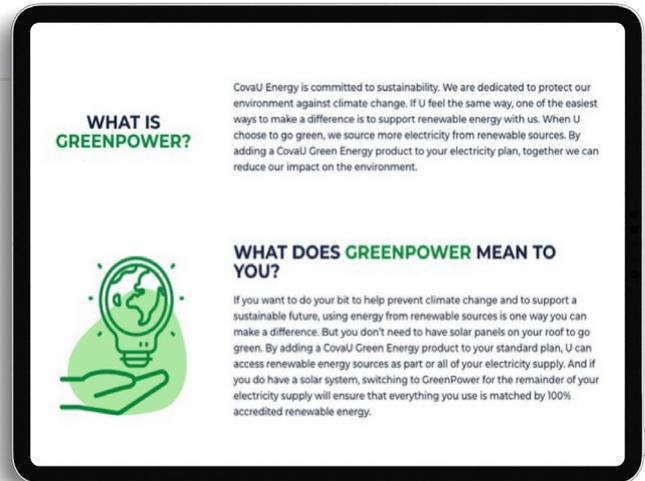


Provide quality information – examples

EXAMPLE 1

Some GreenPower providers provide detailed information about GreenPower renewable electricity.

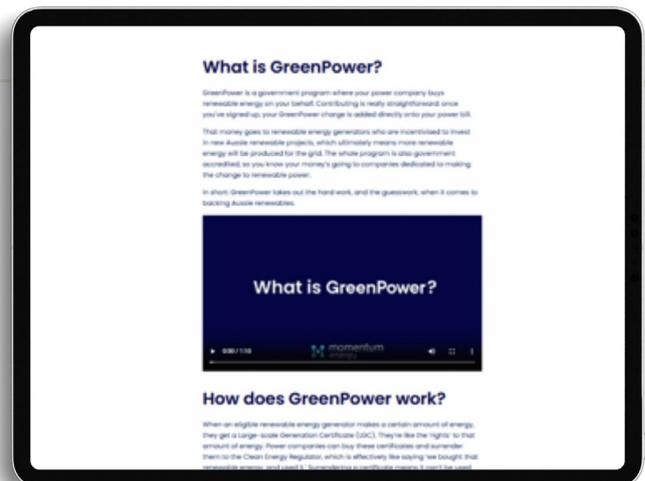
Image from CovaU Energy.



EXAMPLE 2

Some GreenPower providers have developed videos to explain what is GreenPower and how it works.

Image from Momentum Energy website.

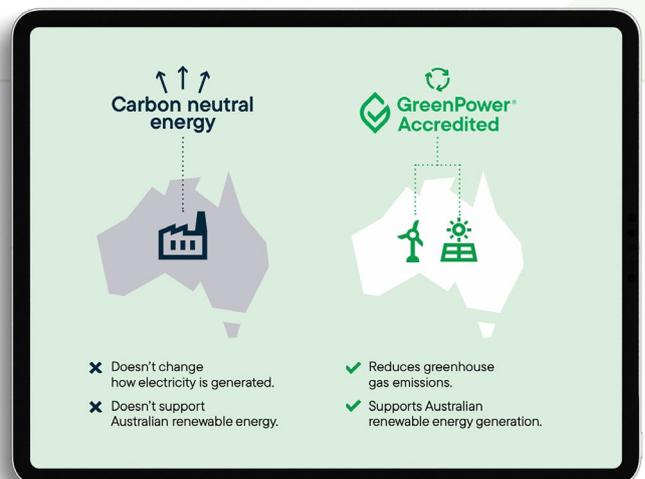


EXAMPLE 3

GreenPower has developed a guide to help Australian businesses make informed decisions about achieving their sustainability goals with renewable energy. It includes useful copy and imagery about GreenPower renewable electricity.

Visit: www.greenpower.gov.au/documents/greenpower-business-guide

Image from GreenPower website.



Screenshots are provided for layout and user journey examples only. Retailers should refer to the [GreenPower Key Messages Guide](#) for recommended wording.



Easy to distinguish

Customers should be able to clearly differentiate GreenPower renewable electricity from other electricity options.

BEST PRACTICE CHECKLIST

Differentiate GreenPower from other non-accredited options

- ✓ Explain that GreenPower is a government-accredited product that guarantees renewable electricity is added to the grid on your behalf to match your energy use.
- ✓ Clearly show how it differs from carbon offsets and non-accredited renewable electricity plans.

Use the GreenPower logo

- ✓ Display the GreenPower logo consistently on websites, bills, apps, and marketing.

Name products clearly

- ✓ Always include “GreenPower” in the product name.
- ✓ Avoid vague terms like “Green electricity”.

METRICS

These actions should lead to more customers choosing GreenPower renewable electricity over other non-accredited renewable electricity options.

Key measures include:

- Increased awareness of GreenPower renewable electricity.
- Higher percentage of GreenPower renewable electricity customers for each retailer.



Easy to distinguish – examples

EXAMPLE 1

Some GreenPower providers use the GreenPower Accredited mark to identify GreenPower plans.

Image from GloBird Energy. GloBird Energy prominently displays the GreenPower Accredited logo alongside plan information.



EXAMPLE 2

Some GreenPower providers include "GreenPower" in the name of their GreenPower renewable electricity plans.

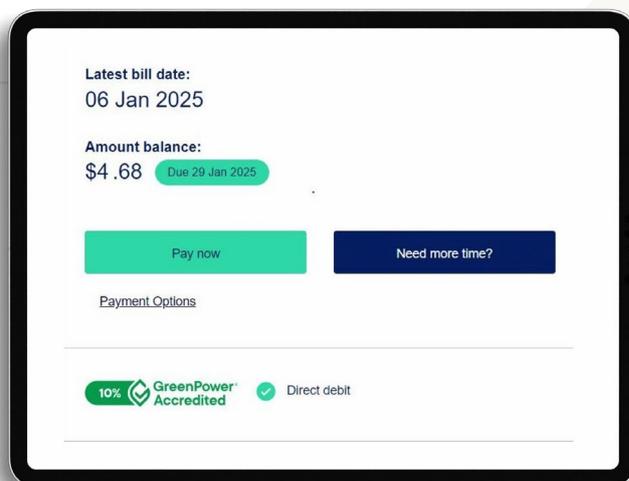
Image from Engie.



EXAMPLE 3

Some GreenPower providers also display the GreenPower Accredited mark on bills and in apps.

Image from Momentum Energy's app.



Screenshots are provided for layout and user journey examples only. Retailers should refer to the [GreenPower Key Messages Guide](#) for recommended wording.

Summary of key considerations



Easy to discover

Existing and potential customers should be able to find information about GreenPower renewable electricity easily on your website, app and other customer contact channels.

Checklist

- Promote GreenPower on key website pages.
- Highlight GreenPower on 'compare plans' pages.
- Promote GreenPower across all your communication channels.



Easy to purchase

Existing and potential customers should be able to purchase GreenPower renewable electricity as easily as any other electricity plan.

Checklist

- Enable online sign-up.
- Provide simple sign-up for existing customers.
- Communicate pricing clearly.



Provide quality information

Information about GreenPower renewable electricity should be accurate, comprehensive and consistent across all customer touchpoints.

Checklist

- Create dedicated GreenPower information pages.
- Make it clear and simple.
- Train customer support.



Easy to distinguish

Customers should be able to clearly differentiate GreenPower renewable electricity from other electricity options.

Checklist

- Differentiate GreenPower from other non-accredited options.
- Use the GreenPower logo.
- Name products clearly.



Contact us

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