

## Nuclear Power from the heart of the Amsterdam WTC

# Nuclear power as a conscious choice

*Electricity generated for one hundred percent by nuclear power plants: CO<sub>2</sub>-free, but still the odd one out in the buoyant Dutch green electricity market.*

'For an independent climate' is the slogan used by the new electricity supplier to the Dutch power grid: *Atoomstroom*, which literally means 'nuclear electricity'. For some time it puzzled Sjef Peeraer, originator and co-founder of *Atoomstroom.nl*, that it wasn't possible to choose for 100% nuclear power. "You can choose to get your electricity from a variety of clean power sources, such as 100% wind, biomass or hydropower. Oddly enough, electricity from nuclear power was not for sale as such, even though our market research showed that there are many nuclear power fans in the Netherlands", says Peeraer. For that reason, last October he started offering the possibility himself through *Atoomstroom.nl*. "Generating electricity with nuclear power plants is CO<sub>2</sub>-free, does not require subsidies and makes us less dependent on fossil fuels from politically unstable countries. Our customers are environmentally aware citizens that make a conscious choice for nuclear power based on these facts."

### CONTROVERSIAL

Consumers that switch to *Atoomstroom.nl* receive a provocative key ring: a tiny yellow barrel of fake radio-active waste weighing ten grams, to show consumers that they do not have to worry too much about this waste. "Of course radio-active waste is the drawback to this type of power generation. With the key-ring we can put this into perspective. Ten grams is the amount of radioactive waste that an average Dutch family will produce in a year. A large amount of this will decay into harmless products or will be reprocessed. Eventually there will be about 0,5 grams left that will have to be stored for a longer time", reports Peeraer.



### HOW DOES IT WORK?

For every kWh of energy consumed by an *Atoomstroom* customer, *Atoomstroom.nl* buys the same amount of electricity at nuclear power plants in and around Holland. These plants feed their electricity directly into the Dutch power grid. "Compare the delivery of *Atoomstroom* to a pipe filled with marbles. I buy a yellow marble of nuclear energy for you and I put it into the pipeline. At your house at the other end of the line, another marble comes out. Had I not put that yellow one in, you would not have gotten any electricity", explains Peeraer. *Atoomstroom.nl* aims to get 200.000 customers in the coming three years. In 2009, they will also start supplying gas.

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