
External Organizational Identity Change of Organizations in the Energy Sector

A Case Study of Energy Suppliers in the Netherlands

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Abstract

As climate change is a globally well-known problem, the importance of the energy transition becomes even more prevalent. Many studies have been performed on the energy transition before, investigating the energy sector as a whole, analyzing the success and failure of specific innovations. However, little attention is paid to the individual organizations that are implementing innovations during this transition period. Individual organizations have an organizational identity. This is the base that predominantly influences the decision making and innovation by an organization. The combination of the concepts individual organizations, identity and innovation remain under explored within the literature. Organizational identity was thought to persist once it was imprinted (Stinchcombe, 1965), later research showed that the imprinted identity of organizations can change during sensitive periods, for example during a takeover or merger (Marquis & Tilcsik 2013). Within this research the potential change in identity was researched using a multiple case study of three Dutch organizations in the energy sector (Greenchoice, Essent and Nuon/Vattenfall). For this bottom-up research open coding was used to determine themes that are recurring in the selected articles. These themes are then used to find patterns of a changing identity of the organizations.

The three organizations did not experience a significant change in identity. The External Organizational Identity (EOI) of Essent and Nuon/Vattenfall is focused on being traditional incumbent energy suppliers, who mainly use biomass as green energy resource. Results show that Greenchoice has a very different EOI, as they are mostly referred to as a green energy supplier that has been green since it was established. Essent and Nuon both experienced a takeover. Essent's identity did not seem to change because of this. Nuon/Vattenfall was increasingly associated with a negative Green Organizational Identity (GOI) since the takeover by Vattenfall. Comparing the actual sustainability efforts of these organizations showed that Vattenfall exceedingly invested the majority in sustainable resources, which was not reflected in the newspapers. The investment and WISE ranking for Essent and Greenchoice was pretty similar to how they were presented in the newspapers. Finally, the time and trends during the founding of the organization and strategy are important moments for organizations as these have had the biggest impact on their identity and have stayed persistent throughout the researched period. A sensitive period, such as a takeover, can be a trigger for a change in identity. However, this is not always the case as can be seen by Essent. These results contribute to the existing literature by verifying the theory and adding how this can be used in transition research.

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1. Introduction

Climate change is not a new concept at this point in time anymore. It is clear that human civilization is one of the main drivers of this increasing problem (Quadrelli & Peterson, 2007). The rising temperature or global warming of the earth is one of the main drivers of climate change (Zandalinas, et al., 2021). This rising temperature and other effects of global warming have catastrophic consequences such as increasing sea-levels, extreme weather conditions (intense droughts, storms, heatwaves, longer wildfire seasons) and less clean drinking water (Soeder, 2020). In some places of the world these effects of climate change are already taking place, showing how serious the rising temperature needs to be taken to keep the majority of the population out of immediate danger (Soeder, 2020). If climate change continues at the rate it is currently going, chances are that a tipping point is going to be reached within five years, which means that effects of climate change will be difficult or even impossible to reverse, where the mean temperature will be 1.5 degrees higher than the pre-industrial level (United Nations, 2022; Möllmann et al., 2021). The importance of an energy transition has been clear for some time now, as burning fossil fuels is the main human contributor to climate change (Siddik et al., 2021).

Extensive research on sustainability transitions have already been conducted, using mostly two frameworks: the Multi-Level Perspective (MLP) and the Technological Innovation System (TIS) (Coenen & Truffer, 2012). These frameworks have a broad technical (TIS) and societal (MLP) focus (Twomey & Gaziulusoy, 2016). The TIS focuses on technologies and aims to understand the success or failure to diffuse these, based on system dynamics (Suurs & Hekkert, 2009). The MLP takes a broader societal context and investigates how technical transitions occur (Twomey & Gaziulusoy 2016; Geels, 2002). Pressure on the regime can be created by changes in the level above it, namely the environment which creates a window of opportunity for innovations made in niches to break through to the regime level (Geels, 2002).

These above-mentioned frameworks have proven to be especially useful to study transitions, such as the energy transition. They do however have a broad context. Little explicit focus is put on the individual organizations, on the micro-level, that implement these innovations (van Lancker et al., 2016; van Mossel et al., 2014), while innovation is one of the most important factors of organizational performance (Mumford & Hunter, 2005).

To keep a competitive advantage, organizations have to keep innovating. Therefore, it is important to identify which factors might hamper an organization to implement innovations (Anthony & Tripsas, 2016). At the basis of decisions made in an organization is the organizational identity (OI) (Anthony & Tripsas, 2016). Early research on OI described it as rigid and unchangeable; later research following specific cases made it clear that OI has the ability to evolve over time (Albert et al., 1985; Marquis & Tilcsik 2013). The OI is imprinted during the founding period of the organization, to reach isomorphism with the environment, and under specific circumstances, sensitive periods, imprinting occurs several times (Marquis & Tilcsik 2013).

Researchers later created a new concept, Green Organizational Identity (GOI). This concept was created to develop a framework to strengthen a green competitive advantage (Chen, 2011). Environmental organizational culture and environmental leadership have a positive influence on the GOI and also strengthen the Green competitive advantage (Chen, 2011). GOI in turn also has a positive influence on green innovation performance, which is important in the energy transition as this is the main focus (Chang & Chen, 2013).

With all the research conducted on the dynamics of OI and innovation, the combination of these two has been overlooked in much research (Anthony & Tripsas, 2016). At first look OI and innovation seem quite opposite. OI is dynamic, but rooted in consistency and persistence, while innovation is about exploring new terrain and practices (Anthony & Tripsas, 2016). However, OI in fact is of importance to innovation, as it is at the basis of the actions and decisions taken by an organization (Anthony & Tripsas, 2016). So having or striving to have a GOI is important for organizations if they want to keep up with the energy transition and implement ongoing innovations successfully.

OI can be viewed from two perspectives: Internal and external. The view that the people within the organization have of the organization is the internal organizational identity. The external identity is how organizations are perceived by external stakeholders. For external stakeholders to perceive actions as legitimate taken by the organization, these actions have to be in line with the norms, values and also with the expectations of the external stakeholders (Dowling & Pfeffer, 1975). Therefore, this research will focus on the external organizational identity (EOI) to understand the success of EOI change in organizations and what factors might hamper their EOI change. In result, the following research questions will be answered:

How are imprinted external identities of organizations in the energy sector affecting their external identity judgements as a reaction to innovation caused by the energy transition?

How does this affect the legitimacy of these organizations' corporate sustainability efforts as perceived by the external public?

Answering this question will be helpful for managers active in the energy sector, as it provides a more longitudinal view of trends and how changes in EOI were caused. If managers have a better understanding of how the EOI is affected by historical and social elements, they will know how to better respond to potential changes. More organizations might therefore be able to successfully implement green innovations and therefore contribute to CO2 reduction.

This research will also contribute to the scientific field as there has little research on the EOI of organizations going through the energy transition. Actions taken at organizations are based on the OI and innovation being an important action to sustain a competitive advantage, so analyzing these two concepts together will be useful to understand how these two affect each other. Furthermore, when researching transition broad frameworks are more commonly used that take a look at the system as a whole or at specific technological innovation. Tackling transition from a smaller point of view like individual organizations is done less frequently and might give interesting new outcomes.

The research question will be answered by doing a case study of 3 organizations. These organizations that are active as energy suppliers have been chosen on the bases of different criteria to investigate how different initial or later imprinted identities and actions taken influence the EOI they have over time.

The proposal will further continue with a theory section. In the theory section the concepts of OI, GOI and imprinting will further be elaborated on as well as how this comes together within transition research on innovation and will be presented in a framework. The theory section is followed by the methodology section. In this section the method or research is presented and the design as well as the cases chosen based on criteria will be further explained

2. Theory

This section will focus on what frameworks are best suited to answer the research question. First a small introduction on transition theory will be presented followed by arguments why these frameworks are not enough to understand the energy transition for the organizational level. Definitions in the Organizational theory will be given and how they have been used in previous research, combined and or used in this research as there is much unclarity and overlap in this area. Furthermore, a combination of frameworks will be presented on which the research will be based.

2.1 Transition literature

A lot of research on sustainable transitions has already been conducted, more likewise specifically on the energy transition. The frameworks that have been used most often to analyze these transitions are the Technological Innovation System (TIS) and the Multi-Level Perspective (MLP) (Twomey & Gaziulusoy, 2016). The TIS framework is used to pinpoint bottlenecks of an innovation, this is determined by functional failures (Johnson, 2001). The TIS has been broken down into different dimensions; actors, institutions, interactions and infrastructure by Wieczorek & Hekkert (2012) and into seven system functions (Bergek et al 2008). The TIS framework pinpoints the success or the bottlenecks in that cause system failures for the diffusion of innovation based on these dimensions and system functions (Twomey & Gaziulusoy, 2016; Negro et al, 2012). The MLP has an even broader and societal scope than the TIS (Twomey & Gaziulusoy, 2016). The MLP is made up of three different levels: the environment, the regime and the protected niches. Pressure from the environment can put pressure on the regime, disrupting its stable state giving the innovations that are being created in the protected niches a 'window of opportunity' to become part of the regime or even overthrow the dominant design in place (Geels, 2002).

These frameworks have proven to be very useful to study transitions on a broad level and are even complementary to each other (Twomey & Gaziulusoy, 2016; Edsand, 2019). However, these frameworks have received some critique over time (Lachman, 2013). The broad nature and the technological/ societal focus of these frameworks makes it that individual organizations that have to implement these innovations get overlooked (van Lancker et al., 2016; van Mossel et al., 2014). The literature stream on transitions could therefore learn and incorporate more of other literature streams that focus on organizations. Organizational theory is such a literature stream, that focus on organizational identity among other things (McAuley et al, 2007; Hatch & Schultz, 1997)

Besides all the research that already has been done on organizational identity, little attention has been paid to the innovation management implications through this lens of research (Anthony & Tripsas, 2016), or vice versa how innovation has an effect on the organizational identity. Innovation being very important to an organization in respect to obtaining or keeping a competitive advantage (Hana, 2013). Which innovations are chosen to pursue are closely linked to the organizational identity because it can be seen as a guidepost to actions taken by members and are seen by stakeholders as legitimate actions, and therefore is likely to have an influence on the innovations chosen to pursue or the survival chances it has (Hu et al., 2020). (Anthony & Tripsas, 2016)

2.2 Organizational Identity

Organizations, as mentioned above, have to implement the innovations taking place during a transition in their field. If they do not, they might lose a competitive advantage they have over other organizations (Anthony & Tripsas, 2016). There are many different concepts in the organizational theory literature, these concepts however have not been clearly defined and therefore the definitions used in different research can differ (Brown et al, 2006). Table 1 presents a table with some different concepts and definitions used in papers, as an example of this unclarity and overlap of definitions.

Table 1: Different concepts and definitions in organizational theory literature

Concept	Definition
Identity	<p>How the organization is conceptualized by its members (Bromley, 2000)</p> <p>How the members of an organization think and feel about it (Cian & Cervai, 2014)</p> <p>How both members of an organization and outsiders perceive it (Tripsas, 2009)</p>
Internal organizational identity	Insiders' views of the organization (Tripsas, 2009)
External organizational identity	How outsiders actually view the organization (Tripsas, 2009)
Image	<p>How the organization presents itself to the public (Bromley, 2000)</p> <p>What the organization's customers feel and believe about it (Bernstein, 1984).</p> <p>The perception of external stakeholders (Cian & Cervai, 2014)</p> <p>Image is mirror OI (Cian & Cervai, 2014)</p>
Reputation	<p>How the organization is conceptualized by the key external stakeholders and interested parties. (Bromley, 2000)</p> <p>How the organization is viewed by outsiders (Tripsas, 2009)</p>

For example, Organizational Identity has been used differently in papers. Some researchers define it very clearly as the perception of 'who are we' by the members of the organization (He & Brown, 2013; Puusa & Tolvanen, 2006). Other researchers make a clear dissection between internal and external OI (Tripsas, 2009). Where the internal OI is the same as the 'who are we' perception and the external OI is how external stakeholders see the firm (Tripsas, 2009). Other researchers make no distinction between the two but use the Albert et al. 1985 definition of Organizational Identity that refers to what

is central, distinctive, and enduring about an organization. The concepts of identity, image and reputation have been confused and even used as synonyms for a majority of the existence of organizational theory (Dolphin, 2004). This shows that after decades of this organizational theory there are still concepts that are not clearly defined and are used interchangeably (Brown et al, 2006). As reputation and EOI have been defined similarly and in many cases identically (Table 1), this paper will use the overlapping definition for EOI. Hence, this paper will follow the distinction between internal and external organizational identity as used by Tripsas (2009).

When an organization is founded, an identity is imprinted on them (Marquis & Tilcsik, 2013) Organizations do not only seem to have to deal with an imprinted identity among its members, but also with the external identity that is imprinted by the external stakeholders. The imprinted identity was first believed to be rigid but over the last two decades, researchers have concluded that this is more flexible than initially thought (Marquis & Tilcsik, 2013). While prior literature also refers to image and reputation being imprinted onto an organization, in this paper the imprinting framework presented is for internal as well as external organizational identity (Milanov, 2007; Piyasinchai & Grimes, 2021).

More recently a new concept of identity was created specifically for environmental management, green organizational identity (GOI). GOI helps organizations to gain a green competitive advantage. Environmental leadership and environmental organizational culture are two symbolic context sources that are important to GOI. Having an environmental culture in the organization gives the organization a grip on environmental issues and meaning to the cause. Leadership in an organization is dynamic and having environmental leadership affects how the organization interprets these sustainability issues. (Chen, 2011)

2.3 Imprinting

Marquis & Tilcsik (2013) build on the work of Stinchcombe (1965) and define imprinting as “a process whereby, during a brief period of susceptibility, a focal entity develops characteristics that reflect prominent features of the environment, and these characteristics continue to persist despite significant environmental changes in subsequent periods” (p.199). This definition contains three key elements. First of all, the sensitive period of susceptibility, which is temporary. OI is imprinted during convinced periods of time, only then the organizations are susceptible to external elements of its environment. “Sensitive periods should be conceptualized as periods of transition” (Marquis & Tilcsik, 2013, p.200). The founding period is the most important period as the organization goes from non-existence to existing. A second element is the power of the environmental characteristics during these sensitive periods, the organization is then influenced by these characteristics. The key sensitive period is the founding period. During this time the organization addresses uncertainty and legitimacy pressures by fitting in with their environment by achieving isomorphism. The third element is the fact that the environment can change while the environmental characteristics persist in the organization. (Marquis & Tilcsik, 2013) This persistence might be the cause of several reasons (Stinchcombe, 1965). First, this OI might still be the most efficient for the organization. Secondly, not changing the OI helps to maintain structure. Lastly the organization might not experience any competition giving them no direct reason to change.

The fact that it is possible that an organization's experiences multiple sensitive periods expand the research that can be done on imprinting (Marquis & Tilcsik, 2013). Marquis & Tilcsik (2013) suggest that variation in organizational behavior is explained by the long-term effects of different sensitive periods. They therefore create a framework to show how imprints can change over time, figure 1.

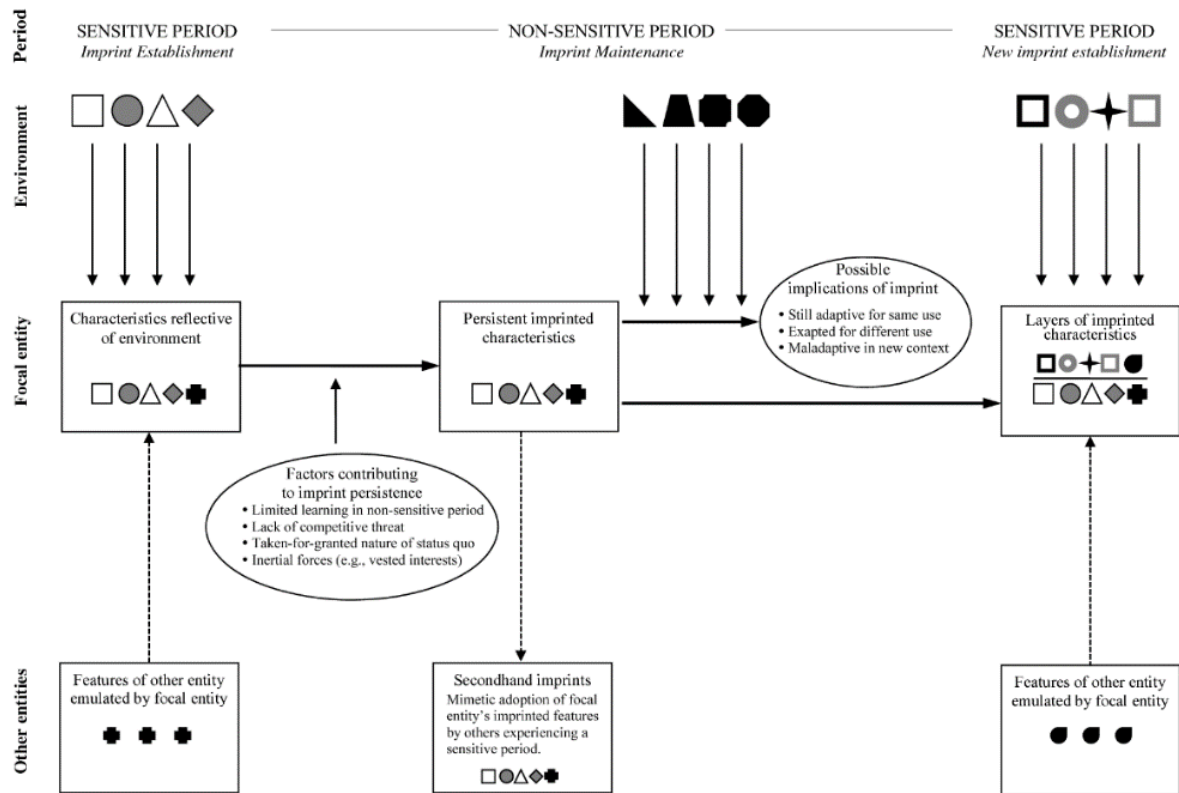


Figure 1: dynamics of imprinting framework (Marquis & Tilcsik, 2013)

Figure 1 is a conceptual timeline of how imprints of an organization (the focal entity) can change over time. The figure starts with a sensitive time period on the left side. In this period the organizational identity is imprinted, for example the first sensitive period of an organization is usually when it is founded. It is important to note that the environment is multidimensional and exists in multiple different conditions like economic, technical and institutional. All these different dimensions coexist and together form the environment. Besides the environment other entities, like organizations, can influence the imprint on the organization. The top left of the figure represents the multidimensional environment, the bottom left represents other entities that may influence the focal entity.

The middle part of the figure depicts a non-sensitive period, these are usually long periods of time. This period of time can also be seen as imprint maintenance. This does not mean that the imprints are permanent. In this period secondhand imprinting by other entities can take place. These organizations may experience a sensitive period while the focal entity is not.

The right side of the figure again depicts a new sensitive period. Here is shown how more characteristics from the environment or of other entities are layered onto the existing OI through imprinting. It is also possible that some or all characteristics decay or are replaced by new ones, which was concluded in later research (Simsek et al, 2015; Yin et al, 2014). The sequence of sensitive to non-sensitive to sensitive periods has no restriction.

2.3.1 Internal vs External identity

Identity is not static in organizations but has a dynamic capability, as discussed above. Tripsas (2009) created a framework to demonstrate how an organization responds to technical change. The framework has three phases, and the framework can be found in Appendix 8.1. Phase one, 'self-reinforcing cycle dynamic supporting the original identity', the original identity is reinforced through a positive feedback loop of actions taken, the industry and technology. Phase two, 'identity ambiguity', breaks the positive feedback loop because an identity shifting action is taken. Internal and external

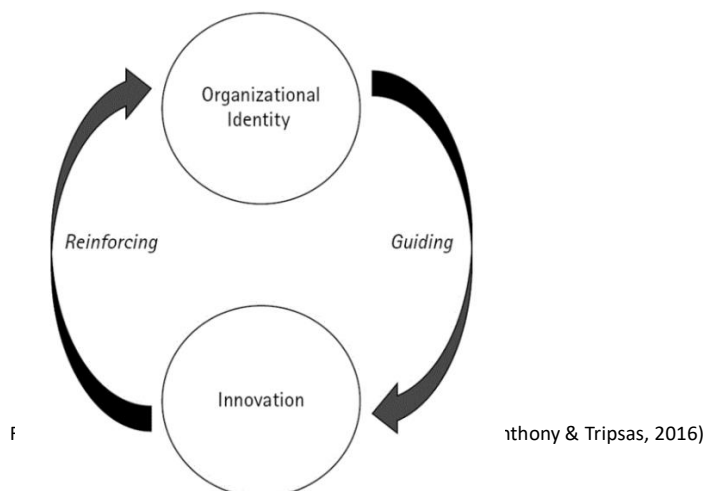
stakeholders are unsure of the identity. Phase three, 'closure on new identity', internal and external stakeholders agree on new identity. And phase three eventually turns into phase one.

Anthony together with Tripsas (2016) further contributed to the Oxford handbook of Organizational Identity, with a chapter on OI and Innovation. Anthony & Tripsas (2016) distinguish three types of innovation: Identity-enhancing, -stretching and -challenging and their effect on OI. In their chapter they refer to OI as what in this paper is referred to as IOI, later in this chapter a bridge is made between the framework of Tripsas (2009) and the three types of innovation that have an effect on the identity of organizations. As they use identity as IOI it will be interesting to see how these types of innovation affect EOI.

First, they identify identity-enhancing innovation. Where the innovation is in line with the organizational identity and the new activities are consistent in line with common practices of an organization. This creates a positive feedback loop between the innovation activities and the identity. Figure 2 shows the positive-feedback loop of identity-enhancing innovations. (Anthony & Tripsas, 2016)

Second, they identify identity-stretching innovation, the organizational identity and innovation incrementally are broadened or changed slightly. Managers of an organization can influence the range of the innovation activities by incrementally changing the identity to stimulate this feedback loop, and these innovations in turn can stretch the organizational identity of that organization. This usually happens in organizations that are active in a constantly shifting landscape. The relationship between identity and innovation in this case is not threatening to either of the two as they broaden each other. Figure 3 shows the feedback loop of identity-stretching innovations. (Anthony & Tripsas, 2016)

Finally, identity-challenging innovation usually happens in one of two broader contexts. The innovation might result in the product becoming obsolete or multiple markets merging. For established organizations this will probably be identity-challenging as their core business will likely cease to exist. The second context in which identity-challenging innovations take place is when research leads to new products and or services that are not in line with the OI. Identity-challenging innovations create problems for organizations. The OI constrains innovation and innovation threatens the OI, the feedback loop of OI and innovation is broken down, if actions are not taken. These actions are not only difficult but also put OI and innovation against each other. These actions, realignment mechanisms, change OI to fit the innovation. Figure 4, presented at the end of this chapter, shows the feedback loop with a realignment mechanism of identity-challenging innovations. (Anthony & Tripsas, 2016)



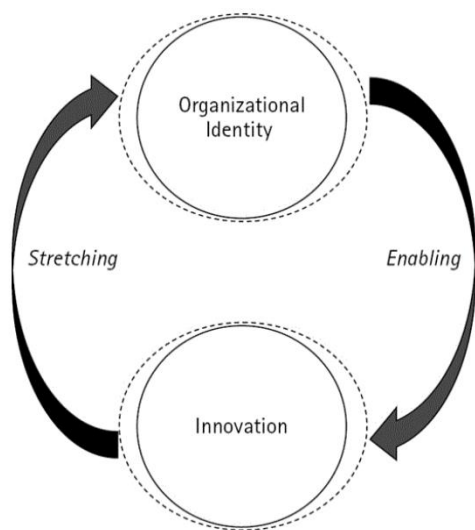


Figure 3: Identity-stretching innovation feedback loop (Anthony & Tripsas, 2016)

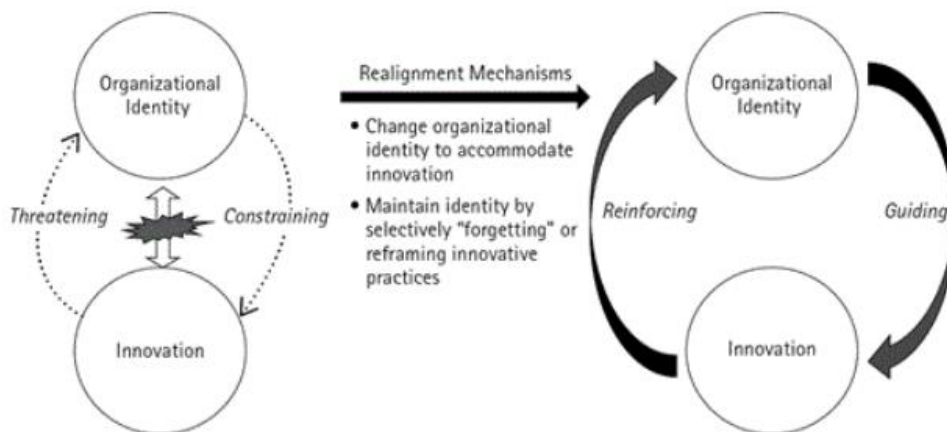


Figure 4: Identity-challenging innovation feedback loop (Anthony & Tripsas, 2016)

Anthony & Tripsas (2016) build further on the existing framework created by Tripsas in 2009 (Anthony & Tripsas, 2016). Tripsas (2009) makes a clear distinction between IOI and EOI and how they both are involved in identity. In the Anthony & Tripsas (2016) paper they refer to OI as only the IOI the perceived 'who we are' by the members. In this paper the three types of innovation will be tried on the EOI, as the identity-enhancing and -stretching overlap with the three phases of Anthony & Tripsas (2016). The first phase of self-reinforcing cycle fits well with identity-enhancing innovations and the second phase where the identity is challenged resembles identity-challenging innovation. Identity-stretching innovations are not accounted for in the three phases but can clearly be distinguished in the framework of the dynamics of imprinting in Figure 1. This framework also encompasses the other two types of innovation. a non-sensitive period is compatible with identity-enhancing innovation as nothing happens to the identity. During a sensitive period, the identity can be layered, resembling identity-stretching, or replaced, resembling identity-challenging.

The actions taken have to be perceived as legitimate, thus the actions have to be desirable and appropriate with what is expected by the external stakeholders (O'Dwyer et al., 2011). Therefore, the innovation enhancing, stretching and challenging innovations should also be observed through an external stakeholder lens. The identity-enhancing are legitimate actions in the eye of the external stakeholders, as this fits with what is expected from an organization. The identity stretching and challenging innovation might not be legitimate actions that fit the current EOI, so this needs to be adjusted or changed completely for these innovations to make sense to external stakeholders.

3. Methodology

This section gives an overview on which methods are used to conduct the research. The thesis is a qualitative and deductive study that touches upon inductive elements, as it is based on the principles in the theory section, but the coding process starts with open coding which is usually associated with inductive studies and axial coding which is deductive (Tucker, 2016).

3.1 Research design

To conduct this research a multiple-case study is done. Multiple-case studies are suitable to answer 'how and why' questions, which is the case for this research (Yin, 2014). Because of the limited timeframe of this research three cases were selected. The first organization is selected as it is one of the first and still existing energy suppliers active in the Netherlands. As already mentioned in the theory, the founding period is one of the most important sensitive periods for identity (Marquis & Tilcsik, 2013). Choosing an organization that has been active in this field from the start will give insights in the persistence of the initial imprinted identity, Essent was therefore selected. Before the privatization of the energy sector the suppliers were local, Essent has undergone mergers of local suppliers to become one of the first national suppliers (Essent, n.d.). The second organization was chosen because it has undergone a takeover, as these can also trigger sensitive periods (Marquis & Tilcsik, 2013). Vattenfall (previously Nuon), which also has undergone a name change, was chosen as this organization. Vattenfall has a clear mission of being fossil fuel free within one generation. The new mission statement and its combined effect on the original identity of Nuon make it a fascinating case study. Greenchoice is the third organization that is chosen, because it also experienced the importance of the founding period as the first sensitive period of an organization. Greenchoice has a different founding period and a clear sustainable mission from the start unlike the other two.

3.1.1 Case description Greenchoice

Greenchoice was selected for this analysis because it stands out due to its unique approach towards sustainability and the growth it has had because of this, becoming the one of largest new energy suppliers (Wise, n.d.a). Greenchoice joined the industry in 2001 and immediately adopted a green strategy, by only supplying green energy. This makes it a compelling subject for study, as the organizations that held the majority of the market had a different strategy and were founded in a different time period. As previously mentioned in the theory the time period is significant factor of imprinting. Where the other two originations produce and supply energy, Greenchoice mostly supplies green energy through green certificates, buying green energy or facilitates projects and or consumers to produce their own energy. Later the organization gained some production capacity for green energy.

3.1.2 Case description Essent

Essent is the second organization that is analyzed. The organization is chosen due to Essent arose as one of the pioneering organizations in the Netherlands when local organizations had to merge and to date has the biggest market share among all the energy supplier in the Netherlands (Wise, n.d.b.). Despite being acquired by the German organization RWE in January of 2009, because of the 'splitsingswet', Essent has always kept their original name. Furthermore, in the years following the acquisition, RWE established a dedicated sustainability-focused sub-division called Innogy. Essent was integrated into Innogy to keep a more sustainable orientation which might effect their GOI.

3.1.3 Case description Nuon/Vattenfall

Nuon has been active for a long time in the Dutch energy sector, and has been sold to a foreign organization because of the splitsingsweg. This organization was the Swedish Vattenfall. Unlike Essent, Nuon did change their name to Vattenfall in 2018 and is therefore an interesting subject to study because this might also affect the identity of the organization.

3.2 Data collection

The data is collected from the Lexisnexis database. This database consists of, among other things, (inter)national news articles (Vossen, 2022). Because of the extensive amount of content available the search was limited to a specific timeframe, search words and content from specific sources. Because this research is focused on the identity of these organizations concerning sustainability actions, the time frame chosen is from the moment the Kyoto protocol came into action. This protocol was introduced in 1998 but came into force in 2005. This protocol was the first protocol signed by many countries to combat climate change (Böhringer, 2003). This results in the timeframe ranging from 2005 to 2022. Only articles from Dutch newspapers de Volkskrant (left-aligned) and de Telegraaf (right-aligned) are examined. These newspapers have been selected as they have a different political nuance to limit the political bias (Painter et al., 2021). Finally, to get content specific on the external perception on the sustainability topic, the search terms are “Name organization“, in combination with one of the words ‘duurzaam’, ‘duurzame’, ‘groen’, ‘groene’ and ‘duurzaamheid’ (green, sustainable and sustainability). Vattenfall, having undergone a name change, was searched under the name of Nuon and Vattenfall. A selection of articles was made because of the limited timeframe. As there were 130 articles available for Greenchoice, 130 articles were selected per organization keeping the ratio per available articles per newspaper. In table 2 the available amount is presented as well as the amount of selected papers per newspaper.

Organizations	Available newspapers	Selected articles
Greenchoice	Volkskrant 75	Volkskrant 75
	Telegraaf: 55	Telegraaf: 55
Essent	Volkskrant 300	Volkskrant 70
	Telegraaf: 261	Telegraaf: 60
Nuon/Vattenfall	Volkskrant 337	Volkskrant 64
	Telegraaf: 345	Telegraaf: 66

Table 2: available and selected articles per organization

3.3 Data analysis

As this study has a multiple-case study design and the goal is to see the evolution of EOI in organizations, an event-history analysis was performed. Event-history analysis is well suited for this research as sensitive time periods are dynamic and this method helps to understand social phenomena on a dynamic basis and analyze the change (Mokher & McLendon, 2009; Blossfeld, 2001). This way, the external identity change can be directly related to organizational sustainability initiatives or societal changes in terms of sustainability.

The articles from lexisnexis were coded using the program Nvivo. Nvivo is a coding program that allows for multiple rounds of coding. The coding was performed in two rounds. The first round consisted of open coding, i.e., analysis close to the line-by-line text of the articles (Khandkar, 2009). This allows the researcher to code everything in the articles that reflects on the EOI of the organizations. This takes more of an inductive approach as open coding does not search for the different concepts of the theory. The second round of coding serves to find bigger themes and concepts in the data from the first round of coding. This round of coding is axial coding to find differences in EOI and pinpoint sensitive periods, and is more deductive in nature (Cascio et al., 2019; Tucker, 2016).

Beside the different themes of EOI that were found, the articles were also classified on time to get a timeline. This enables the identification of changes in the themes of EOI through the years on the basis of this timeline. A sensitive time period can be recognized if there are significant changes in the EOI of the articles, as it is expected that these stay pretty stable during non-sensitive time periods. These changes can then be related back to plausible causes by the environment or the organization itself.

3.4 Data quality: Reliability and Validity

In qualitative research the quality is substantiated through the reliability and the validity (Bryman, 2016). The research will be conducted by one researcher, which implies that the internal reliability does not apply (Bryman, 2016). The triangulation of data is important for the validity of research (Barnes & Vidgen, 2006). To enhance this, two types of Dutch newspapers were chosen to investigate over a timespan of 17 years. To further increase this future research on the topic could include more newspaper outlets, other types of sources for the data or a wider timeframe. All the steps to collect the data for this research have been written down. By doing so, future researchers will be able to conduct the research in a similar manner when provided with the same data.

4. Results

In the realm of this research, exploring the data bottom up, serves as a valuable approach to explore deriving insights that show a potential in changing EOI. Because this thesis has a multiple case study approach, all individual cases are first assessed as separate, exemplifying the bottom-up approach of the research (Eisenhardt, 1989). By adopting this approach, the results provide a nuanced overview of the unique characteristics of the individual organizations. By having treated all the cases as individual entities, different themes have been uncovered that play a role in the newspaper articles when discussing the three organizations or their sustainability. These themes might not be readily apparent when considering them collectively. Moreover, this approach enables the identification of commonalities, differences, and potential causal relationships that may emerge across the cases, facilitating the development of overarching themes or theoretical frameworks.

The result section first sheds light on the different themes that have been uncovered during the open coding process of the research. Highlighting the rationale behind the different themes and how these themes have been assessed positively, neutral or negatively. By looking at the cases individually first, the different labels per theme are based on the context of the article and how the individual article is presented in it. The results are supported by quote retrieved from the articles and referred to with e.g. VG1 (Volkskrant Greenchoice 1), in appendix 8.2 table 3 and 4 present what the date, title and reference the quotes refer to.

This section is followed by individual analysis of each case, investigating how the different themes emerged for the different organizations, assessing change in the OI over time. Subsequently, this chapter is concluded with a case comparison of the three cases per theme. This gives insight on which topics the organizations have experienced similar changes or if some events only affected specific cases.

4.1 First round of results

As mentioned in the methodology section, the open coding of the newspaper articles is used to discover recurring themes or important events throughout the timespan of the analysis. After the initial round of open coding the codes were reviewed to get a grasp on the different important general themes within all three organizations. This led to the themes as shown in table 5,6 & 7 (see appendix 8.3, for which the originations were then reviewed again to create a general overview of the newspaper articles. The main themes that emerged were Sustainability, politics/authority, customer relation and social reputation. These four themes that emerged are discussed as sub-categories during the case analysis and a fifth category is added. The theory also discusses the importance of innovation on OI and how there are three different types of innovation regarding the OI, this is therefore added as the fifth category. It is important to mention that while all identified themes hold significance, their distribution within the analyzed articles is not consistent. Some themes are prominently discussed and elaborated upon, while others are touched upon more briefly.

The innovativeness of the organizations was also assessed. This however was less explicitly discussed in the newspaper articles as was expected. However innovation is still an interesting topic to take into account. To still determine what type of innovation (identity enhancing, stretching or challenging) the organizations is implementing, will be decided on the basis of if this technology was previously mentioned and how well it links up with their profile that comes forward through their EOI in the articles.

4.1.1 Sustainability

Unsurprisingly, this was the most present topic as all the key words used to generate the dataset of articles focused on this topic. However, three different subcategories for this topic were identified as these were being discussed in the newspaper articles. The first element of this subcategory looks at whether the article is focused on sustainability. This condition was set because for some articles the main topic was sustainability whereas for others the word green or sustainability was mentioned in a way that it did not have any (or little) importance to the main topic and message of the article. For example, an article mentioned the choice between grey or green energy, but no value judgement was made on whichever one was chosen. No valuable results can be obtained from this for the research. Secondly, the articles were reviewed to see if the context in which sustainability was discussed was positive or negative. The articles were perceived positive if it for example highlighted forms of renewable energy or if sustainability was a major theme in the article. On the other hand, if articles highlight negative aspects of renewable energy sources, like the CO₂ emissions or other negative outcomes of the usage of that (re)source or discussed the climate change negatively, highlighting how far the reality was from the goal trying to be reached these articles were perceived negative. Last element of this subcategory focuses on the way the organization is portrayed towards sustainability. While this may look very similar to the previous discussed element, as articles can speak positive about the organization on the topic of sustainability while the general sentiment of the article is more negative or when the article is not really about the organization, but it is used as a positive/negative example compared to others. In some cases, this element was regarded neutral when the organizations were mentioned in a different context than sustainability.

4.1.2 Authorial relations

The second subcategory that emerged from the open coding was authorial relations. This subcategory highlights how the organization is related to authority. The government has great power over organizations and therefore decisions made can have big influences on performance but also public opinions (Ellis & Faricy, 2011). The government also among other things regulates the performance of organizations, gives subsidies or hands out fines. This subcategory can be sustainability related to performances of sustainability or greenwashing fines. This subcategory also goes beyond sustainability too and regards the different means in which authority is discussed in combination with the organization and how the organization is portrayed. Positive relations in this category are when organizations agree with steps taken by the government, for example when organizations get subsidies for the production or distribution of green energy. Articles can also highlight the negative relation between the government and organizations, putting emphasis on the negative association or resentment organizations have towards the government. For example, when organizations disagree with new implemented laws, like the 'splitsingswet' (a law that states that energy suppliers and network operators could no longer operate as one firm). This subcategory was also seen negative when organizations were called out for not performing to the level expected of green energy or when the government starts closing down powerplants of the organizations in question to reach their CO₂ reduction goals. This theme can therefore positively as well as negatively influence the respective OI of the organization.

4.1.3 Customer relations

This subcategory focuses on the relation between the organization and its consumers, as a consumer basis their decision to sign a contract or switch supplier on the external identity of an organization. Furthermore, this category allows us to see how the customer relations changes or stays the same after big changes in the organization or when events took place. The customer relations discussed in the articles can be different from the customer relations the organizations want to convey. Articles discussing this relationship positively highlighting actions like services the organizations provide or that

organizations keep their prices low for the customers. On the other hand, negative aspects of customer relations are also highlighted. Instances where organizations get fines because they do not treat the consumers fairly, being part of scandals or when consumers decide to switch energy supplier.

4.1.4 Social reputation

The last subcategory is social reputation. Social reputation is sometimes pretty closely related to the category of sustainability because the articles selected are based on the keywords around this topic. However, this category is different from sustainability. The fact that an organization provides green energy is positive for the sustainability subcategory, however sustainable actions taken that are not directly production of green energy but do benefit society are seen as positive on a more social dimension. For example, organizations can spread awareness for sustainable causes or help communities set up decentralized energy supplies, lend money to consumer for isolation purposes or benefit society in any other way like energy security. These influences on OI are covered in this subcategory. The newspapers also highlight the negative social impact organizations have. Some actions by the organizations seem to have no social support and citizens even partition against organizations. Engaging in these types of project with social resistance leads to negative publications for the organizations, resulting in a negative change in the organization's OI.

4.2 Greenchoice

During the open coding process of the analysis, several themes emerged that are present for Greenchoice and these are discussed below. This section will focus on the imprinted identity, change in EOI & GOI and the innovation characteristics that Greenchoice has experienced in the timeframe of the data of this research. Greenchoice is different from the other two organizations in three ways. First, Greenchoice is mainly an energy supplier and produces little energy itself as it trades in energy certificates and buys green energy. Secondly, Greenchoice adopted a green strategy from the start during the identity imprinting phase. Lastly, Greenchoice was formed during a significantly different time than the other two organizations. This concerns the fact that Greenchoice was founded in a time where environmental awareness and the need for non-fossil energy were clearly present in society. Therefore, Greenchoice has a different timeframe in which identity imprinting has taken place.

4.2.1 Sustainability

Throughout all the articles the reputation of Greenchoice is almost always associated with green energy. When introducing the organization, it is in most cases introduced as a green energy supplier. Even if the article does not discuss green energy or sustainability in itself, the fact that Greenchoice is green is still pointed out. In many of the cases this is also combined by describing the company as new or a newcomer to the sector and the description of the organization being small sticks until one decade later.

“The firm [Greenchoice] is still small, compared to incumbents like Nuon and Eneco.” (VG25, 2010)

That is one of the last times Greenchoice is referred to as small, the newcomer remark prevailed longer throughout the years. However often referring to them being new to the market since the liberalization. Notable is that the new or newcomer remark is not used constantly when the authors talk about Greenchoice, like associating them with green energy. Meaning that this part of their identity fades through the years unlike them being green.

“The energy market that was opened up in 2003. Now switching is arranged well and are there many new suppliers, like Greenchoice and Vandebron.” (TG47, 2018)

As mentioned above Greenchoice adopted a green strategy from the start, and this identity choice has been successful as this has been imprinted into their EOI. This can be noticed because the sustainability

factor is well-reflected throughout all the articles. This green identity can be seen because, as mentioned before, they are often described as a green energy supplier and they are used as an example of organizations that are actually green when compared to other suppliers. One article even claims that most Dutch people think like this when claiming that:

“Eneco, with its Dutch wind campaign and Greenchoice (which has barely any generating assets of its own) are greener than Essent in the eyes of many Dutch people” (TE34, 2012)

Additionally, Greenchoice is often discussed when the articles discuss sustainability rankings, on which Greenchoice normally scores above average or is referred to as ‘actually green’ as illustrated by the following quotes:

“On the authority of research firm Somo, they [Geenpeace and Wise] presented their rankings early this month, on which, as always, Windunie, Greenchoice and Eneco rank high. Companies like Essent and Nuon ranked much lower” (VG40, 2013)

“WISE also thinks it is not good that the sites do not distinguish between ‘truly sustainable companies such as Pure Energie, Private Label Energy, Qurrent and Greenchoice’ and large energy companies that offer green energy in addition to electricity from coal-fired power plants” (VG56, 2015)

Finally, Eneco, one of the ‘giants’ in the Dutch energy supply market, bought shares of Greenchoice to increase their own green image, which also says something about the image that Greenchoice has to them and others in the energy market. The Top manager at Eneco said:

“The brand Greenchoice, fits seamlessly with Eneco’s green marketing story, and we want to acquire the whole company” (TG28, 2012)

Only a few articles highlight negative sides of Greenchoice's sustainability. A few times Greenchoice is not labeled positive but either negative or sometimes neutral in the sustainability subcategory. This takes place more prominently at the end of the selected research period. Three topics are uncovered for the negative aspects. First, it is mentioned that Greenchoice uses greenwashed grey energy with certificates, this is in most of the articles not seen as a problem but in one article it is highlighted slightly negative. This is due to the fact that the author of the article is highlights the positive ranking Greenchoice receives from Wise. Only one niche player provides 100% locally sourced green energy in the ranked list. Therefore, only organizations who sell 100% green energy are seen as green companies. Greenchoice receives a positive ranking on the list by Wise. However, Greenchoice gets the energy from certificates, which is less sustainable or green according to the author. This is reflected by the negative tone in the article.

“Wise is financially backed by Greenchoice and de Windunie – the organization that come out on top” (VG43, 2013)

“Even Greenchoice is a suspect, because they sell greenwashed grey energy” (VG43 2013)

Further two articles highlight that the energy mix of Greenchoice contains biomass which is discussed to be the least preferred option of all the renewable energy sources. These articles are both articles where reader questions are answered. The authors mentioned earlier that the energy mix of Greenchoice does contain biomass and are in these cases not negative about this Furthermore, one of the authors recommends the reader a different type of contract at Greenchoice if they do not want biomass, still showing support for the organization even though pollution biomass is part of their brand.

“Why is there polluting biomass in the green energy from Greenchoice?” (TG51, 2020)

“what you could try, only directly through Greenchoice, is to request that they switch your contract to a wind power only contract. Then you will not get biomass energy.” (TG52, 2020)

The last incident where Greenchoice is highlighted negatively is when they are called out for greenwashing with claims on their website. Greenchoice admitted that the claims are vague and resurrected these and donated a big compensation towards a sustainable cause. The authors of these articles are not negative about the organizations green reputation as it is also pointed out that the organizations are green but that their claims need to be better supported.

“ACM [Authority Consumer & Market] does not question that what they [Greenchoice] do is green, however just point out that a few cases on their website were poorly supported (VG75, 2022)

Contrarily, the articles where the sustainability of Greenchoice was marked negatively, are to some extent positive about the organization. The article where the certificates are mentioned as grey energy also stated that Greenchoice is high on the WISE ranking. Where biomass is discussed, the author recommends other energy contracts among these also a contract of Greenchoice for wind energy. The greenwashing incidents on the website of Greenchoice are not labeled as untrue and ACM (Authority, Consumer and Market) is sure that Greenchoice is doing a good job sustainable wise. The articles still are positive about the GOI of the organization even when they are critical.

4.2.2 Innovation

4.2.2.1 *Identity enhancing*

It is evident that green energy always been part of the strategy of Greenchoice. In media coverage by newspapers, Greenchoice's approach to sourcing green energy is consistently presented in a factual manner, highlighting the company's commitment to sustainable practices and that this is not novel to their brand. Most of the sustainable actions taken by Greenchoice that are discussed throughout the newspapers are therefore considered as identity enhancing.

4.2.2.2 *Identity stretching innovation*

In several articles the innovative activity or sustainable initiatives by Greenchoice are referred to as pioneering, showing that this is also new for Greenchoice. These innovations were always still in line with green innovation and are affiliated with the type of products that Greenchoice already was supplying. This can be interpreted as identity stretching as this means that these activities are also novel for Greenchoice. However, in these cases the authors still presented it as factual, not giving these initiatives importance. The majority of these initiatives consisted of new types of constructs that were developed in order to involve people in producing their own energy.

Greenchoice is always mentioned as an energy supplier and that it has no production capability. However, there is one single exception in an article which mentions they do take part in developing green energy production capability. This is also labeled as stretching, as this could contribute to their identity changing from only supplier to also producer. This production is always a form of green energy so therefore it still fits with their identity as green and is therefore stretching (and not challenging).

4.2.2.3 *Identity challenging*

This category is short for Greenchoice, as the organization does not take part in any innovative activities or initiatives that are outside the scope of their identity. Forms of this would be adding fossil fuels to their repertoire of energy sources or building energy plants to mass produce energy. However, such innovations are not discussed in the newspapers.

4.2.3 Political relations

The relationship that Greenchoice has with the government indicates of some importance throughout the data. From several newspaper articles can be concluded that Greenchoice representatives mention that green energy subsidies are required to keep the prices compatible with the grey energy production. Furthermore, Greenchoice has been focal about the fact that the 'splitsingwet' is important for smaller organizations. This law ensures that smaller organizations are able to compete with the giant players active in the field who also have their own network operators, because it limits their power. This relation is not very often highlighted but is of key importance to the survival of Greenchoice and its identity, as can be seen from the quotes below:

"At this moment is the unprofitable top of green energy production of companies like Greenchoice compensated with subsidies, so the end product (green or grey) has an equal price." (TG11, 2010)

"This [splitsingwet] has made it easier for newcomers [Greenchoice] on the market. Energy suppliers who also operate the network, have a much stronger position than competitors who do not have their own network" (VG63, 2017)

A more nuanced statement is that this relation is not always positively perceived. Greenchoice has made mistakes that have not gone unpunished but even here the punishment seems steep as it is the highest fine up until then ever given. However, the Dutch Competition Authority (NMa) explicitly mentioned that Greenchoice is a good organization they want to keep financially healthy and does not give them a higher fine that they think Greenchoice can handle. This shows that this governmental organization still wants Greenchoice and trust them to continue doing business.

"We want to keep the organization financially healthy. Greenchoice is fine organization with a fine product" (VG33, 2011)

Also, the article also talks about that Greenchoice is the 'troetelkindje' (pet child) of the left-wing politicians even after the scandal that resulted in the fine. The author mockingly showing the way Greenchoice was scolded by this leftwing politician, as this hardly seems like he does not trust Greenchoice anymore.

"Noticeably enough is Greenchoice, a pet child of the left-wing politicians like Diederik Samson (Shame Greenchoice, you have earned back my trust, was his reaction to the biggest fraud in the liberated energy market), still [after the fraud scandal] one of the most popular organizations in the market" (TG26, 2012)

Interesting to see is that the reputation of Greenchoice seems to get away with the biggest scandal in the energy market. The organization is still popular and also shows that politicians forgive Greenchoice like nothing happened as quoted. Furthermore, Greenchoice keeps getting referenced to as a green energy supplier in the articles following the scandal, like they were before. This indicates that their core imprinted identity aspect, a green supplier, does not seem to change based on these effects. The scandal does receive much negative publicity however this is more linked to customer relations than to the political relations and is later discussed further.

4.2.4 Customer relations

There are three evident topics that can be found among the label of customer relations. The most mentioned topic is the fine for not paying back the customers that left the organization, the second is the price of energy and the last one is the focus on customer service.

As previously discussed Greenchoice received a fine for not handling the final invoice correctly when customers switched to a different provider. In most cases, the invoice was in the favor of the customer

and continued to be waived by Greenchoice to the point where they had 8 million euros of invoices that they still had to pay back. The articles present claims by the two remaining CEOs of the organization that this was not done on purpose because of lacking administration. They also decided to waive the invoices that favored Greenchoice, to prove the point that this was all unintentionally. This scandal was highlighted very negatively in the news papers.

“This seems to me [CEO of Greenchoice] to prove that there was no intentional theft involved [waiving the invoices], just lacking administration.” (TG29, 2012)

However, the articles also emphasize the email correspondence between the two in which they mockingly call each other *Boris Boef* (Bad Pete) and *Oom Dagobert* (Scrooge McDuck). This being one of the biggest scandals on in the energy market receiving much press coverage, still does not put Greenchoice in a very negative light.

“Ze noemden zich in een onderlinge e-mail naar de bekende Donald Duck-personages Oom Dagobert en Boris Boef.” (TG30, 2012)

Surprisingly little attention is paid to the fact that hundreds of euros per consumer were never paid back. The articles focus more dominantly on the management team who plead guilty highlighting the fact that they blame the scandal on administration and proclaim that they have done nothing wrong. The articles mention that Greenchoice has paid back the consumers with interest. This caused a dispute this caused between Eneco who hold 30% of the shares and Greenchoice, leaving the consumers who were the victims of the scandal for what it was. Concluding, the articles show that due to the authors' refusal to present the customers' side of the story and the fact that they have just been paid, there was little interest in the way Greenchoice treats its customers.

The balance of the invoices on paid to Greenchoice remained. It is estimated that this is hundreds of euros per customer. (VG33, 2011)

The affected customers have been compensated (TG30, 2012)

Later, the fine was withdrawn. As mentioned before has Greenchoice experienced success with their growing consumer base. This scandal does not seem to have done any damage to their reputation with customer relations as little attention was paid towards how Greenchoice treated their consumer. This can be seen from the quote above (TG26, 2012) where it is stated that they still a popular organization even in the midst of the scandal period. The success of recruiting consumers continues in the years after the scandal as demonstrated below:

Greenchoice is still always very successful with recruiting customers who want green energy (TG38, 2014)

Moreover, the articles that reference this subject continue to regard them as a provider of environmentally friendly energy. This demonstrates that the controversy did not diminish their GOI. Despite discussing unfavorable aspects, the writers still emphasize the significance of this detail.

Greenchoice has made it clear that customer service is one of their core values. Which clearly does not translate much into their EOI, as customer relation is one of the least discussed topics and mostly centers around the invoice scandal. Every employee starts with customer service job before fulfilling a different position. However, this is not further mentioned or emphasized further by any of the newspapers. Thus, adding customer service in their EOI was not a successful attempt, showing that it is pretty difficult to manipulate the EOI of organizations.

“Everybody starts with a customer service position, because we [Greenchoice] find customer relation very important.” (VG25, 2010)

It also does not go unnoticed that Greenchoice is one of the cheaper suppliers and even can be cheaper than grey energy contracts, showing that Greenchoice want to offer the lowest prices for their consumers while still being green. The ‘Consumentenbond’ [Consumers Association], a trusted organization for consumers, also recommends Greenchoice as a green energy supplier to consumers. This shows signs of a positive relation between consumers and Greenchoice.

“The green low-cost Greenchoice (TG9, 2010)”

“The Customer association advice: 1. Pure Energie, 2. Qurrent and 3. Greenchoice” (VG54, 2015)

Lastly, when consumers have their own solar panels and return energy to the grid when they produce more than they can use at that point Greenchoice buys this energy from them and has no limit to the amount of returned energy unlike other organizations, showing that Greenchoice encourages people to produce their own energy and that even though it is legal, they do not profit of them like other organizations. Pointing out that Greenchoice is one of two organizations that does not choose to work with a maximum of returned energy, shows that the author finds this important to share as this linked to their GOI.

“Suppliers Greenchoice and Trianel do not apply a maximum [netting]. Which makes also makes them interesting for farmers and SMEs” (TG25, 2012)

4.2.5 Social reputation

The social reputation of Greenchoice did take a hit when the organization was part of the scandal around paying back the invoices of former consumers, as this was labeled negative when the scandal was discussed. However, in general this situation did not overshadow the good things that the organization did in how they were evaluated in the newspaper articles. When this scandal was just exposed there was a cluster of negative articles about Greenchoice but even in these articles Greenchoice is still mentioned as a green supplier and sometimes even praised for it. Indeed, still many of the articles evaluated Greenchoice positive on this social dimension. These articles are about Greenchoice willing to be an administrative partner to green projects, taking part in festivals or helping their consumers limit their energy use. These examples can be found below. The social reputation of Greenchoice stayed pretty consistent, some articles highlight slip-ups, but Greenchoice still gets recognition from the authors for the good projects they take on as they keep discussing these initiatives.

Energy company ‘Greenchoice’ willing to be ‘administrator’ [for project connecting farmers and green energy consumers] (TG8, 2010)

“Greenchoice settles the proceeds [of the wind shares] with the energy bill of the participants” (VG37, 2012)

“However, one of the biggest contributions to minimizing the ecological footprint of a festival comes from the power supply, says Bastiaan de Boer of Greenchoice. His company collaborated for the first time this year with DGTL in Amsterdam,” (VG57, 2015)

4.2.6 Change in EOI

One factor which was noticeable immediately is the way the newspapers introduce Greenchoice. It remains fairly constant throughout the years that have been selected for the analysis. Greenchoice is always referred to as ‘the green energy supplier Greenchoice’ or some form of this referring to their

100% green energy supply. This reference is combined with the words 'small' and 'new' on many instances, even when the company has existed for about a decade after this period Greenchoice is not referred to as small anymore, losing that part of their EOI. The remaining brand identity of Greenchoice stays steady throughout the years. This can also be seen in appendix 8.4 where most of the cases the brand reputation towards sustainability has been labeled positive. When looking at their GOI this remains pretty consistent, having a very present GOI imprinted in the identity from the start. Regarding the concept of imprinting, this analysis shows that indirect evidence can be found for imprinting of the image of Greenchoice. The news articles show that the image of Greenchoice remains young, green and being an underdog in the Dutch energy market throughout the sensitive period, indicating that the imprinting in the founding period persisted.

4.3 Essent

Throughout the selected timeframe of this research, Essent consistently upheld the core aspect of its external identity, which is being referred to as the largest magnate in the Dutch energy sector. In the market of energy suppliers, two other organizations (Eneco and Nuon) are also referred to as incumbents and often together referred to as the three giants. However, the most efficient identity aspect of Essent is the that they own coal fired power plants and supply grey energy, as this is what Essent is often referred to.

“Essent, Netherlands larges energy supplier, in owned by the provinces and municipalities” (VE24, 2009)

“The biggest producers of green energy, but mostly known for their coal fired powerplant in Eemshaven” (TE34, ,2012)

4.3.1 Sustainability

From the analyzed news articles can be derived that throughout the chosen timeline Essent is not particularly seen as a sustainable organization. They are more often associated with their fossil power plants and they are never referred to as ‘green energy supplier’, but just an energy supplier. In some of the articles it is also mentioned that they supply green energy by burning biomass in their coal fired power plants. When mentioning Essent’s green energy, this is almost always mentioned as co-firing or in combination their coal fired powerplant, emphasizing their identity as a fossil organization that also produces green energy. Below are two examples of this, the first quote directly links biomass and coal fired powerplants and the second one suggests that the biomass is co-fired meaning it is not the only source of energy.

“Essent has invested in the co-firing of biomass in their coal fired powerplants” (VE15, 2007)

“The fact that biomass is fired in the same oven as polluting coal, makes it that the discussion of the worth of clean coal” (TE34, 2012)

“Essent is the basically the founder of co-firing biomass” (TE34, ,2012)

The author of one article even points out that Essent is most known for their coal fired power plant in Eemshaven. Not all newspaper articles put emphasis on the negative side of biomass, some articles just mentioned it as a green energy source as this author does:

“Because of this sustainable energy source, Essent needs less emission rights” (VE4, 2005)

When discussing the topic of Essent’s contribution to renewable energy sources, it is often mentioned under critical scrutiny, particularly due to its association with biomass. It is officially categorized as a renewable zero emission energy source; however, some organizations do not agree with this classification. Biomass is discussed to be the ‘worst’ source of green energy by many articles. The rationale is that it is in fact not zero emission and is used up more quickly than the wood can regrow and often has to be transported from other areas around the world. Overall, it can be witnessed that even though biomass is officially labelled as green energy source, the newspapers generally are linked to coal and critical of Essent's use of it. The GOI of the organization has throughout the researched time not been very positive and co-firing biomass is as their main form of green energy does not enhance their sustainable profile.

“Co-firing biomass is of all the forms of green energy the least clean” (TE34, ,2012)

As mentioned above, the coal fired powerplants are often mentioned in combination with the green energy efforts of Essent. It does not work the other way around, when mentioning the coal plants, it is

not only about the green usage of these. Essent is most known for their plant in Eemshaven and their powerplants are also referred to in non-sustainability context. The OI of Essent is clearly rooted in their coal-fired power plants and the unpopular solution of co-firing biomass.

“This is in favor for energy companies who still have coal fired power plants: Essent/RWE (three), Nuon (one), E.ON (one) and GDF Suez (one)” (VE58, 2015)

“Activists of Greenpeace protest against the coal fired powerplant of Essent in Eemshaven”(VE60,2017)

Interesting to see is that the articles also lay emphasis on the fact that RWE was almost not allowed to takeover Essent because of the former's bad reputation surrounding sustainability. Even though agreements on sustainability were made before and the majority of the municipalities signed off to the takeover, Essent's external identity did not witness any improvement on this topic. As can be seen in table 6 in appendix 8.3 where there is no rising trend to be seen in articles where Essent's sustainability was labeled positive. RWE wanted to takeover Essent because they wanted to enhance their own green reputation, showing that their GOI in fact was less sustainable than the GOI of Essent. Their reputation on sustainability even got slightly worse as was also mentioned in an article.

“The house of representatives calls on party members in provincial and municipal councils to vote against the sale of Essent to the German RWE. The company has, according to spokesman Samson, a mediocre reputation on the topic of sustainability” (VE24, 2009)

“It [co-firing biomass] is one of the main reasons why RWE, the German energy company with many coal fired and nuclear powerplants, acquired Essen in 2010: it wanted to enhance their own green profile.” (TE34, 2012)

“Look at what happened to Nuon and Essent, after these were sold to respectively Vattenfall and RWE. The energy companies have since even become less green.” (VE64, 2017)

Furthermore, in the years following the acquisition by RWE in 2009, RWE established a dedicated sustainability-focused sub-division called Innogy, Essent was integrated into Innogy to keep a more sustainable orientation. This was clearly an action taken to increase the reputation of Essent towards sustainability as they want to disassociate the organization from RWE. Assigning Essent to Innogy has made it that RWE is only mentioned in the articles once more in combination with Essent, so it was helpful action to disassociate the two organizations. However, assigning Essent did not really change the imprinted identity of the organization or increase their GOI. This shows that their identity linking them to their fossil practices was persistent.

“The biggest sustainable energy company [Innogy] of Europe, that owns, among things, Essent and 4.000 megawatt (MW) Power from wind, solar and waterpower”(VE63, 2017)

Besides biomass is Essent not often linked to other renewable sources, in the case of offshore wind power this is even explicitly pointed out. Essent is the 'big' missing presence when it comes down to wind power farms at sea, which is pointed out by the author. Essent is also used as an example of an energy organization that is far behind on green energy compared to other players in the energy sector in Europe, having seen almost zero increase in green energy production since 2002. These two examples were the authors point out that Essent is lagging behind, emphasize their missing GOI.

“Dutch energy organizations like Nuon, Essen and Eneco are still behind on their European colleagues when it comes to generating sustainable energy. Since 2002, Dutch energy companies have barely managed to increase their capacity for generating green energy.” (VE15, 2007)

Another topic that is highlighted in the articles when it comes to Essent's (un)sustainable identity is how the company scores on the different ranking systems for sustainable energy suppliers in the Netherlands. Different research groups have created ranking systems so that consumers have an overview on the possible options for green energy. There is however a dispute on two different ranking methods in the Netherlands, one created by HIER and one commissioned by the 'Consumentenbond' and Greenpeace in cooperation with SOMO and WISE. HIER, financed by Essent, looks at single products of an organization and assess how it scores on sustainability. In this ranking system Essent scores high, higher even than organizations that supply 100% green energy. The authors of the article are suspicious towards the fact that Essent is the main financial backer of this ranking system and also comes out on top, while the organization is seen as green company, showing little trust in this the HIER results.

"Essent is an important sponsor of the HIER climate campaign. Without Essent there would be no HIER. This makes it understandable why Essent is on the top of their list." (TG32, 2013)

However, there seems to be a consensus in the articles that the other ranking system by SOMO and WISE are fairer towards sustainability, as it looks at the organizations in question as a whole and takes more criteria into account (for example investments made by the organizations). Essent scores poorly when using the latter ranking system pointed out in the articles, as can be seen below. During the analysis of the selected newspaper articles for Essent, these ranking systems are never mentioned. However, when analyzing the other two organizations, these ranking systems were mentioned several times, and also mentioned Essent's poor performance. In order to properly portray this aspect, the quotes and information of this section have been retrieved from the full data set containing all three organizations. This puts emphasis on the poor sustainability reputation that Essent has.

"I did not understand: Essent is under fire precisely because the company is building an environmentally polluting coal-fired power station on the Wadden Sea. Research by the 'Consumentenbond' even shows that Essent is one of the least green suppliers" (TG32, 2013)

"At the beginning of this month, on the authority of research agency SOMO, they presented their rankings, in which, as always, the Windunie, Greenchoice and Eneco end up high. Companies such as Essent and Nuon end up much lower" (VN31, 2013)

Besides the negative or absence of attention Essent has received on the topic of sustainable energy, sporadically some articles have also highlighted Essent as an organization providing green energy or have shed light on one of their other initiatives with a sustainable purpose. Articles labeled positive in this category also include articles where it is mentioned that Essent supplies green energy without any further elaboration. In the earlier years of the timeframe of this research the articles that are labeled positive are a result of Essent partaking in of certain events or sustainable actions. Later in the timeframe positive evaluations are more often found in articles that mention the mere fact that Essent has green energy rather than any specific sustainable actions taken by or accomplishments of the organization. Showing that GOI has changed in the way it is portrayed in the articles, where first actions/initiatives are highlighted to the point of mentioning green energy supply. For the positive labeled articles there is less of a consistent theme present like the in the negative articles where there most of the articles can be linked back to fossil fuel in some kind of way.

"Essent assists farmers in setting up projects to generate energy from the sun, wind or biomass and then also wants to purchase the energy" (TE5,2010)

“There [place in Holland], biogas is made from cow manure. At the Polderwijk there is a combined heat and power plant that produces sustainable electricity and heat from the biogas. Essent supplies this to the thousand homes.” (TE15,2011)

4.3.2 Innovation

Within the randomly selected articles about Essent, there is limited mention of literal innovation or actions that are innovative to the organization. However, this does not mean that no innovation has taken place, but that these actions are not explicitly mentioned in the articles and must be deduced from the discourse of the articles. Assessing what type of innovations have been implemented by the organization is therefore based on the business as usual of the organization at that point in time and based on previously mentioned technologies.

4.3.2.1 Identity enhancing innovations

Essent is an energy supplier and producer, and most of their green energy is produced through burning biomass. A topic that is discussed a lot throughout the articles is that Essent has plans and is building a new power plant in 2014. This powerplant is an innovation that fits with their current business as usual. They plan to burn more biomass than they are currently doing, not increasing their sustainable identity. Even though this actually sets back their GOI even more, is it not seen as a stretching innovation as they already co-fire biomass in coal power plants, only they want to scale this up. As the articles are sourced on the basis of sustainability this innovation of them is often discussed negatively and does not improve their GOI. Essent also wants to build a coal powerplant where they will use ‘clean’ coal, this also fits directly with their business-as-usual developments as they already are active in the coal industry. The fact that is almost not discussed in combination with Essent also shows that innovation is not really part of their identity.

4.3.2.2 Identity stretching

Essent is mentioned only in a few articles about more pioneering innovative activity. In the beginning of the timeline there are some articles that mention that Essent is the first in the world to use coffee bean peels as fossil fuel. These peels would otherwise be discarded or burned anyway now they can be used to produce energy. This still fits partly with their identity as they are burning this coffee waste in a powerplant already used for co-firing biomass. However, discovering a new form of biomass and adding that to the repertoire of current biomass options is innovative and, as mentioned in the article, pioneering, and can therefore be considered identity stretching. The articles highlight that it is the first time worldwide that an organization is going to use coffee waste “*writing history*” (TE8, 2008) and showing the short term 90% CO₂ reduction of this product. Essent together with farmers uses cow manure to generate biogas, this is not discussed previously as part of their energy sources and is form of sustainable gas, However, it is also not discussed in-depth to be new. This is therefore considered a stretching innovation, adding again to what they use to generate energy, in a way that is not conventional.

4.3.2.3 Identity challenging

Actions taken by Essent that do not fit with their EOI of being a conventional and big energy producer and supplier that uses biomass as the main resource for green energy are considered identity challenging. Essent helps farmers set up their own green energy supply. Considering that this is a step towards decentralizing the energy system where people produce their own energy and are less dependent on energy producers and suppliers. Even though it is not discussed in-depth in the article that this does not fit with their current business model, it shows some signs of identity challenging innovation because it undermines Essent’s own role as a supplier.

4.3.3 Political relation

For Essent, the political relation is portrayed differently than previously with Greenchoice. Is it clear that Essent is less dependent on the government, and therefore the relationship between the two is not often brought up. When the 'splitsingswet' is announced, Essent is focally against this as they want to keep their collaboration with their network operator, as this collaboration makes an organization more powerful (as pointed out by Greenchoice who are pro the 'splitsingswet'). Essent also is discontented about the heavy subsidies on green energy and the priority it has on the network make it so their fossil power plants can't produce energy, costing them money. Furthermore, Essent stopped the production of green energy in a biomass fired power plant in 2016, because the government stops the subsidy on the project. Blaming the government shows again a lack of relationship between them and it says more about the lacking GOI than Essent has.

"Energy company Essent temporarily stops the production of green electricity in the biomass plant in Cuijk. Without a subsidy, the company sees no way to keep the plant running." (VE59 ,2016)

"These power plants are becoming less and less profitable due to the deluge of cheap coal and the increasing supply of heavily subsidized green electricity. In the Netherlands, Essent's hypermodern gas-fired power station in Rotterdam has therefore been shut down." (VE59 ,2016)

Contrarily, there are a few occasions in the articles where a positive relation between the two can be seen. Essent is pro making it mandatory to co-fire biomass in powerplants which later became the case showing that the government and Essent might have some type of relation as it seems the government listened to them. This slightly enhances the identity of the organization being one of the largest and powerful organizations in the Netherlands. The same goes for the fact that RWE was initially voted down as a potential takeover partner of Essent, but after discussing and making clear agreements on sustainability the takeover was approved. Lastly, Essent did obey the government when it came to the separating from its network firm, even though they did not want to. This fact is often pointed out in later articles when discussing other not yet separated organizations, that Essent already obeyed this law. This signs positive light on Essent showing, because it shows they listen to the government even though they are one of the largest organizations creating. This creates sympathy for the organization and enhances the EOI.

4.3.4 Customer relation

The customer relation of Essent is a topic that is touched up on in a lesser extent, already creating a sense that this might not be a significant part of the organizations EOI and GOI. Only in 10% of the articles was this labeled as discussed or slightly touched upon. This was discussed at instances quite spread out over the years with an interesting cluster of articles found in the years 2009 and 2010, during the time RWE was taking over Essent. Interestingly enough, the before and after of the customer relation is not that evident.

No trend can be observed in changes in customer relations in connecting to certain specific events as this was not mentioned, however this was during the same time RWE took over Essent. A theme that the articles discussing customer relation in a negative sense have in common is that they claim that Essent does not really operate in the best interest of the customer. They increase the price of their products and people leave the organization to sign with another supplier (for a green contract among the reasons).

"Essent recently announced another price increase" (TE60, 2022)

"Dozens of young, local energy cooperation, set up in the recent years to escape from the traditional fossil organizations, are surprised. For some of these organizations their members are suddenly [after

the bankruptcy of their umbrella organization] back with Nuon, Essent or De Nederlandse Energiemaatschappij” (VE46, 2013)

One organization facilitating many smaller local organizations, went bankrupt. This made it that consumers who switched to smaller local organizations suddenly were consumers of the larger organizations (Essent) again, which they left for a reason. While this happens, Essent is described as a laughing third party by the author. These events show that the EOI is not rooted in customer service and makes Essent look unsympathetic.

Only few articles are more positive and write about instances such as the fact that Essent loans money to customers for sustainable investments, they have argued for consumer subsidies and investments in green energy so they eventually have to pay a lower percentage of their income on energy and searching for more employees to fulfill service positions as they have too little now. These positive mentions all also highlight negative aspects where the majority of people regret loans in general, expensive energy contracts and being understaffed. Here again the authors are not quite impressed as the underlying tone of the articles are quite neutral or even negative. As is highlighted with examples below. As was stated at the beginning of this section does it seem that the customer relation is hardly part of their EOI and also seems to not have had any influence on how green the organization is perceived so also leaving the GOI for how it was.

““The voice of the consumer must be heard”, said top management Patrick Lammers of Essent to Samson, the average Dutchman already spends 8% of its disposable income on energy.” (TE54, 2018)

“The national information institute for budget reacts indifferent to the service [loans to consumers] of Essent: “people should ask themselves if they really need the loan, or if they can go without.” according to Nibud (the budget institute)” have 60% of the people taking credit regretted this.” (TE22, 2010)

“The service partner organizations have at the moment 2000 employees, with the current workforce are they not able to meet the customer demand.” (TE58, 2019)

4.3.5 Social reputation

The social reputation of Essent is, similar to customer relations, not a topic that receives a lot of attention. Like customer relations is there no clear theme throughout only that it was perceived slightly more positive than negative. These positively labeled articles are more concentrated at the beginning of the timeline than toward the end. In the years 2012-2017 no articles are labeled positive, which can be seen in Appendix 8.4. From that point forward only two articles were labeled positive, which was about the fact that they want to hire more service personal creating more jobs and an article about subsidy for energy because consumers in general have to pay so much already, both also discussed are already discussed above. It is interesting to see that the positively labeled articles do not all perse highlight the fact that they are going to do a good job on sustainability. Like sponsoring Football clubs, pleading for subsidy and encouraging to make large users pay, job opportunities, wanting to jump on the trend of sustainability. Only two articles take up topics that actually contribute to green energy, were Essent works together with famers to set up their own energy supply or use cow manure for biogas as aforementioned. Concluding, there is not really a theme or recurring topic that is being taken up, showing that these actions do not seem to stick to the EOI of Essent and also not have a significant on the GOI.

The few articles where the social impact of Essent is discussed negatively have no clear theme, however a few can be linked back to unsustainable practices. The articles highlight that Essent is cloaking the

city in pollution, laying people off and that importing biofuel which leads too problems in third world countries for which Essent is used as an example.

“Nuon and Essent cloak the city in coal fumes and make the consumes pay too much with their expensive energy” (TE17, 2009)

“De declining energy need in west-Europe and the growing importance of sustainable energy push down the margins of traditional energy companies putting them under pressure” (VE48, 2013)

Where the fossil practices are polluting cities, reducing Dutch emission with biofuel that are depleting third world countries and jobs are laid off because of declining interest in energy and growing importance of green energy. These articles again emphasize that Essent is a fossil organization, in the second case that they have a hard time keeping up with the changing industry. The writes of the articles do not add much valuation to the role of Essent. This effect did not seem to have a big impact on the EOI because they are not brought up more time and the EOI of Essent does not seem to involve them being active for societal cases.

4.3.6 Change in Reputation

Even though Essent has invested much in the biomass industry their GOI has not improved, as it becomes clear that biomass is not always seen as a good alternative to fossil fuels. Even after Essent was acquired by the foreign organization RWE, little change was noticeable. It was mentioned that their green performance did decline, however was the green performance before also not very present and their reputation as big and fossil/biomass organization persisted. The organization did not have a good GOI at the beginning of the selected timeline of this research, and this has also not increased through the years even with their efforts in the biomass industry. Any other big changes were not recognized caused by the other subcategories and the EOI of the organizations seems rigid throughout the years.

4.4 Nuon/Vattenfall

Nuon, later Vattenfall, is the final organization that was analyzed. As stated before, it is also part of one of the three organizations that hold the majority of the market share in the Netherlands. Nuon also separated from their network operator that continued as Liander. This separation caused that Nuon was up for sale and was bought by Vattenfall, a Swedish state-owned organization, in 2009. Nuon was already referred to as one of the incumbents in the industry and after the acquisition this title remained the same. Vattenfall decided to change the name to Vattenfall in 2018. The name change took a little while to catch on as the authors still refer to Nuon up until 2020. The Swedish nature of Vattenfall sticks as this organization is often referred to as its originating country.

“Compared to incumbents like Nuon and Eneco” (VN21, 2010)

4.4.1 Sustainability

For the sustainability theme there is immediately one thing that is most notable in the distribution of positive and negative labelled articles, as can be seen in Appendix 8.3 (table 5,6 &7). In the beginning the majority is positive with a few negative labels in-between however later in the researched period these change to negative evaluations of Nuon/Vattenfall on sustainability with a few positive articles throughout. The Swedish organization that holds the motto fossil free within one generation does not seem to be good at convincing their goal in the Netherlands after acquiring Nuon. As this motto is questioned against other plans Nuon/Vattenfall has.

“Energy giant Vattenfall claims to be ‘Fossil free within one generation’. This sustainability campaign according to Fenna Swart, Maarten Visschers and Johan Vollenbroek goes against their plans to build the biggest biomass fired power plant in Diemen.” (TN60, 2021)

As mentioned above, Nuon is more often positively associated with sustainable practices in the early years of the time frame. Articles focus on initiatives and plans that Nuon has like ‘sustainable Thursdays’ in political discussion, sustainable energy storage, Carbon Capture and Storage (CCS), innovative flexible solar panels, their changing role towards sustainability in the energy sector and their ambition to create an offshore windfarm with educational purposes. All these initiatives by Nuon are discussed in the first four years of the timeframe of this research, before Nuon was sold to Vattenfall. Showing that there is a presence of GOI, as the authors are positive about this action and do not highlight the negative sides of the organization in this text.

During this period Nuon receives some negative sustainable attention as well, however this attention is towards all the conventional energy suppliers and not just targeted at Nuon. Here the author emphasizes that organizations need to do take more action towards sustainability and invest more, as the promise to co-fire biomass and future CCS is just not enough. Furthermore, it is pointed out by Greenpeace that CCS feeds the addiction to fossil fuels and is therefore assessed critically. Greenpeace argues that precautions eliminating fossil fuel use should be prioritized. Altogether, the authors do not have a quit positive attitude towards CCS, and do not seem very impressed with this sustainable action taken by Nuon. The authors are clearly also positive towards their sustainable actions. The GOI of the Nuon is present but also receives critique, as the negative attention highlights that Nuon also is a fossil organization.

“Organizations like Greenpeace are still skeptical. They fear that the ‘addiction’ to oil and gas will stay when we choose carbon capture and storage. Measures that limit the use of fossil fuels should be prioritized” (TN9, 2008)

From 2009 and onward, the year Nuon is taken over by Vattenfall, and the switch from a more positive sentiment to a more negative one is noticeable. The articles focus on the plans to build a new power plant. The plans to create CCS were scrapped. In this period Nuon also sells Helianthos, the organization that creates the flexible solar cells, as it does not fit with the business plan of Vattenfall. This organization was praised in earlier articles:

“We predict a big future for the foil, you can make pretty forms with it and generate energy in the crazies places” (TN8, 2008)

When Nuon/Vattenfall announced the sale of Helianthos people were disappointed and different parties came forward with investment plans. Still Nuon/Vattenfall decided to auction the company off. The author highlights that people think it is sad that if it is soled completely a lot of knowledge is going to waste and that parts of the production process, being sold for cheap, might go to fossil causes unlike the previous intended use for green energy production. The authors highlight the fact that Nuon/Vattenfall do not think this investment is worth their money anymore. Even hundreds of citizens have gathered money to save this idealistic innovation. Here again the author emphasizes that there is a lot of social support for this innovation and people still see a lot of potential for it, and that Nuon/Vattenfall cast it aside because it does not fit with their brand. These type of actions after the acquisition make it that the GOI of Nuon/Vattenfall went down.

“The Swedes have not placed solar energy at the core of their strategy” (TN36, 2012)

“Then a storm of indignation arose and all kinds of parties came forward with full and half investment plans. Early this year, Nuon decided to organize an auction after all, to make the process as transparent as possible” (VN25, 2012)

“Hundreds of citizens have now reported to Hisschemöller, who have transferred their savings (a total of more than 1 million) into the ideological project” (TN36, 2012)

“It would be symbolic if such a device moves from the sustainable to the fossil energy sector.” (VN25, 2012)

In the period right after the takeover by Vattenfall several other themes that do not promote the sustainability are brought up. Examples of this is the that organizations are called out for greenwashing in their commercials, and that green energy is still pretty grey. The article starts with introducing an example of Nuon/Vattenfall, which makes is very clear without mentioning them further that they are being called out for greenwashing their commercials. The article questions if organizations only focus on greenwashing, instead of just showing of their green energy product. Shelling green energy does not equal doing a good job on sustainability. Showing that just producing green energy will not immediately earn you GOI.

“Are energy organizations even doing anything else besides greenwashing their reputation?” (VN9, 2019)

Furthermore, Nuon/Vattenfall is furthermore also called out because it is petitioning for against climate change, meanwhile they are building fossil power plants in neighboring countries. This event is critically evaluated Greenpeace and the author is supports this opinion, quoting Greenpeace saying that there is not much wors than a lignite fueled power plant. Furthermore, the author also states the energy mix of Vattenfall showing that 75% of their power is from a fossil or nuclear source.

“Greenpeace is critical towards the Swedish energy company Vattenfall. The climate organization campaigns have a big campaign against the organization that wants to take over Nuon.” (TN14, 2009)

“Meanwhile is the organization [Vattenfall] building old-fashioned lignite fuel power plants. Something wors for the climate is hard to come up with.” (TN14, 2009)

Even when authors are not critical on the sustainability of Nuon/Vattenfall refer to them as “mastodonts” (VN17, 2009), referring to them as fossils, and wanting to change the fact that these organizations are in charge of the energy, this can only be changed if citizens invest in new energy (this case wind). Again, the EOI of Nuon/Vattenfall that they are an old and traditional organization. Furthermore during this time period, right after the takeover, the plans of Nuon/Vattenfall to build a new coal fired power plant are brought up, showing the limited social support as Greenpeace would rather see a differently fuel powerplants, pointing out that the permits are still retractable and scientist have bundled their power to convince energy organizations to stop their plans for the coal power plants. This plan for a power plant is clearly not supported throughout the articles as several different reasons are given to not go through with the plans and also different groups are quoted to really show the lacking overall support. As can be expected did their GOI not grow during this period and was their EOI of being a traditional energy organization only confirmed more.

“In an argument with environmental organization Greenpeace, which would like to see energy companies build purely gas-fired power stations instead of coal or nuclear power stations, Nuon points out that its new power station in Eemshaven gasifies coal.” (TN30, 2010)

“Boerma does not understands that E.ON and Essent are still building their coal fired power plants while protesters have proven that the permits are still retractable.” (TN31, 2011)

“When scientists together call on the companies (E.ON, Essent, Electrabel, Nuon and C.GEN) to stop their plans for five new coal-fired power plants, something is really going on. Coal is the most polluting fuel for generating energy” (TN34, 2011)

On top of the negative attention towards the coal fired powerplant, has Nuon/Vattenfall in the later years received much critique on their biomass fired power plant in Diemen. Highlighting the negative sides of biomass, how it is actually not really a sustainable source of energy, and also showing the lack of social support for this plan. One article even quotes that is this is actually a hostile plan towards sustainability, emphasizing that this is renewable energy source is often related more with fossil fuels rather than renewable sources. The overall theme and feeling towards this plan are clear as the authors of most articles are on the same page and depict this highly negative. This plan was also not beneficially for their GOI as their green reputation only decline because of this plan.

“Of course those trees will not grow at the rate at which Vattenfall will soon burn them in Diemen” (TN62, 2021)

“Wood is a scarce, finite resource and we need forests now more than ever to purify our polluted skies. Amsterdam wants more than half of the city to be heated in this way and thus leaves the Netherlands with an even larger CO2 debt. It [Nuon/Vattenfall’s biomass power plant] is an absurd and green hostile plan.” (TN55, 2020)

The research organization SOMO, trusted by Greenpeace, that assesses the sustainability of the whole organization as was mentioned in section 4.3.1. One of the organizations that does not score high on their ranking is Nuon/Vattenfall. The articles do not further talk about the organization; however, the author clearly stands behind the methods of assessing sustainability that SOMO employs. Again,

showing that compare to the other organization Nuon/Vattenfall is not keeping up with sustainability. Also, the author shows that this ranking was suspected as the ranking was as always had the other organization on top, so the sustainability of Nuon/Vattenfall has not increased or ever been on top. The GOI of the organization still low as the score was no surprise.

“At the beginning of this month, on the authority of research agency Somo, they presented their rankings, in which, as always, the Windunie, Greenchoice and Eneco end up high. Companies such as Essent and Nuon end up much lower” (VN31, 2013)

From 2020 Vattenfall's green reputation takes a hit. Their sustainable contributions are not taken well by the public. They provide district heating in Amsterdam, which seemed like a sustainable solution. However, the author explains that this still contributes to CO2 emissions, forces people to take part and makes it more difficult to implement other sustainable solutions. Their Biomass plant they plan to build in Diemen causes a lot of controversy. Biomass is, as mentioned before, counted towards zero emissions however in fact it does have CO2 emissions. Vattenfall has made themselves pretty unpopular with the building of this plant and one article even states that it has caused them reputation damage. This plant has no social support to be found in any of the articles, as citizens even petition against it.

“Nevertheless, Vattenfall urged the court last week to move forward with the lawsuit we [the authors] and a large number of citizens have against the company and its construction plans.” (TN64, 2021)

“Fear for a big reputation damage because of angry citizens, like happened to Vattenfall, and also billion-euro subsidy are at stake” (TN64, 2021)

Overall, it is clear that the authors do not praise the sustainability actions taken by the organization since it was taken over by Vattenfall. Their GOI has declined since this even. The sustainable plans made by the organization are contradicted with arguments why these are not sufficient options. A reputation change did thus take place.

4.4.2 Innovation

4.4.2.1 Identity enhancing innovation

The biomass central in Diemen is an innovation later on in the timeframe, also hardly an innovation rather expanding their production as they already have biomass co-fired power plants. This power plant is only intended for biomass. Similar to Essent, you can say that this is also hardly an innovation but is a very expensive continuation of their business-as-usual. This powerplant is considered an identity enhancing innovation, and even reducing their GOI. So, the plans to build a central fit with the business-as-usual practices of Vattenfall, where biomass in one of their main forms of green energy generation. Not giving people a reason to perceive Nuon/Vattenfall in a differently towards sustainability as this power plant fits with the business-as-usual practices of Nuon/Vattenfall.

4.4.2.2 Identity stretching innovation

Nuon/Vattenfall announced that they wanted to invest in CCS, showing that this is not a practice they already employ. Using CCS would mean that Nuon/Vattenfall can continue with their production of energy in their already existing power plants as per usual. This technology is therefore considered to be identity stretching, because they are investing in new green practices to reduce emissions while they do not have to change the way they would produce their energy. However, later the plans for CCS are canceled all together and can this non-existing innovation not influence their identity. Nuon/Vattenfall also introduce an E-manager, this tool helps consumers to limit their energy use. This tool is also considered identity stretching as if used correctly limits the demand of energy. Nuon/Vattenfall being a producer and supplier are undermining their own demand by helping

consumers lower their use and changing their position towards helping people with sustainability additionally to supplying green energy.

4.4.2.3 Identity challenging innovation

Identity challenging innovations for Nuon/Vattenfall would entail innovation into resources that they do not employ or changing their role. Before the takeover by Vattenfall Nuon was working on flexible solar panels, these panels were referred to as pioneering. However, after Vattenfall was in charge of the organization they decided to sell this project, as solar energy was not part of their core practices. This shows that they're this innovation if they would have kept it could have challenged the identity of Vattenfall by incorporating solar into their energy practice. As this innovation was not kept, it did not change anything in their identity only enhancing the fact that Vattenfall did not have solar as a core practice.

Nuon also announced they want to store solar and wind energy in ammonia. They are the first organization to actually announce that are launching a pilot phase of this project. Being able to store renewable energies is one of the first steps to eliminate fossil fuels (N45, 2016). Generating energy in power plants in one of the core practices of Nuon/Vattenfall, if this pilot succeeds and fossil fuels are going to be eliminated could challenge their identity as a conventional energy supplier.

4.4.3 Political and Authorial relation

For Nuon/Vattenfall this relation seems pretty unimportant to their identity. As the articles that have labeled to touch up on the relation often do not elaborate on this. Nuon, like Essent, was not happy about the law that separated them from their network operator, however their feelings towards this law are only discussed superficially, not adding any value toward the EOI. Many of the articles are about money form subsidies or concession for closing coal power-plants. The fact that they have to close their coal fired power-plants in the future, is not only for Nuon/Vattenfall but a faith that all the energy suppliers have to face and its context them to their fossil practices reminding the readers that the organizations have fossil fuels in their core practices and thus is part of their EOI.

“Competitors Nuon and Essent complied after some protest, which resulted in the sale of these companies to foreign companies Vattenfall and RWE” (VN24, 2012)

At first glance this subcategory seems pretty unimportant however this is not the case. Nuon/Vattenfall receive a lot of negative attention towards the build of their biomass fired powerplant in Diemen. This plant however does gets permission to be built even though there is strong social resistance. Besides this Nuon/Vattenfall also get subsidy for this project, that is labeled incomprehensible by one author. The municipality of Amsterdam and Nuon/Greenchoice are even accused of hiding the numbers concerning the subsidy, as this is the main reason the powerplant is even realized. Furthermore, is it also pointed out in the past that the management team of Nuon/Vattenfall receive high wages and bonuses, one municipality, who has an interest of 45%, responds that it is only fair to pay what was agreed upon. This relationship is upon closer look a bigger part of Nuon/Vattenfall and entangled in their EOI. As the organization is supported by the government, while the authors are not positive about the cases the government is supportive of.

“Last week it emerged that the municipality of Amsterdam had tried to keep measurement data from the AEB biomass plant under wraps. Both Amsterdam and Vattenfall now openly admitted that the government subsidy (SDE+) for biomass combustion is the main reason for building these and similar biomass plants” (VN60, 2021)

“A spokeswoman for the province of Gelderland, with an interest of almost 45 percent, by far the largest shareholder in Nuon, thinks it is reasonable that the company actually pays its directors the agreed amounts.” (TN17, 2009)

4.4.4 Customer relation

Similar to the other two organizations, this is the least discussed topic. However, the little attention this topic gets mostly is negative mostly. For example, Nuon/Vattenfall launched a product that helps people track their energy, the author goes into detail about the experience of the person who test it and the conclusion was that the E-managers is worth is because it paid itself off. However, the article is not quite raving about as points out there were problems with the tool. This action to build a better relationship with consumers by help them understand and control their energy usage did not result in a glowing article about the organization. The author also points out that consumers are started to switch provider as they were hesitant to do this before. Nuon/Vattenfall’s still grew in their customer base focusing mostly on the price they can offer their consumers, while other organizations lure in the consumers with a green strategy. Once again, showing that their core practice does not lie with green energy rather focusing on consumers who value a lower price.

“Pricewise and Vereniging Eigen Huis (VEH) do see Nuon and Eneco making headway when it comes to customer acquisition. “Nuon is placing more focus on price and Eneco presents itself as a green supplier”” (TN47, 2018)

Furthermore, Nuon/Vattenfall, does not offer dynamic energy contracts. They use the argument that this is better for the consumer because when using such a contact people have to be aware of their energy consumption continuously. However, the customer association thinks these contracts are a good for people who have the ability to constantly be aware of their energy consumption. Showing that the consumer association is pro this type of contract makes Nuon/Vattenfall loose sympathy as this a trusted association in the Netherlands that has the customers best interest at heart while Nuon/Vattenfall does not even offer the option for the consumer so they can decide for themselves. It can be concluded that even though the articles are seen as positive because Nuon/Vattenfall keeps the consumer in mind, the authors are not very impressed with the prestation of Nuon/Vattenfall, and their EOI does not seem to be focused around customer satisfaction.

“The Consumers' Association says it is 'certainly not' against dynamic contracts, but it is not suitable for everyone, according to the union” (VN64, 2022)

There are also articles that are directly negative on the customer relation of Nuon/Vattenfall. For instance, the district heating in a city forces people to become a consumer of that specific supplier. One article is dedicated to a family who tried to switch to Nuon/Vattenfall, however because this did not go through correctly the family struggles and even had to put a generator in the garden. The fault is given to Nuon/Vattenfall of this incident and the solutions that Nuon/Vattenfall offer is not discusses only what a different organization can offer the family. Showing little trust in Nuon/Vattenfall. Also, Nuon campaigns for new consumers while their current ‘loyal’ customers feel left behind. Showing how people are dissatisfied with the way they are treated and confusing and stunned people. The author shows that customers are not happy with Nuon\Vattenfall not promoting a good customer service or the organization. Furthermore, when district heating is discussed, a person being quoted can’t fathom this decision as Nuon/Vattenfall can now just increase the prices as the citizens have no other choice. This show again shows that they do not have much faith in the organization to treat the people right. There are other small incidents where customer relation is discussed poorly but not much value is given to this fact.

“A family from Zwartsluis that has been cut off from power after numerous fruitless attempts to become a Nuon customer has even put one emergency generator in the garden.” (TN3, 2005)

“Paul Eijgenhuijsen of the 'Voor Nijmegen.nu' faction also cannot fathom it: “Residents are being forced to have a heat network that connects them to the Nuon, which can increase the price indefinitely” (TN52, 2019)

4.4.5 Social reputation

The biggest consensus between both newspapers is their feeling towards Nuon/Vattenfall and their feelings towards the biomass fired powerplant in Diemen. Besides the fact that biomass is not a sustainable alternative as mentioned before. The authors are very critical towards the plans of still continuing with the build as there is a great social resistance against it. Hypocritical, as Nun/Vattenfall state that they only want to go through with projects if there is it is socially accepted. The statement that they only want to do socially accepted projects are directly criticized and marked as unbelievable.

“Vattenfall's Swedish spokesperson for 'sustainability' recently indicated that the company will not continue building if 'there is no local support'. It remains to be seen what these words are worth. Nobody believes in it anymore, except for the cabinet” (TN60, 2021)

The organizations are revered to as unbelievable, that their actions show no self-reflection and untrustworthy. This all impacts their EOI in a negative way, showing that they say one thing, but their actions reflect the opposite. Citizens even made a case against Vattenfall and the plans in Diemen, on which Nuon/Vattenfall want the judge to make haste as these jeopardies the subsidy potential, showing no understanding towards the citizens and the lack of local support. As mentioned before is the relationship between Nuon/Vattenfall and the government the reason that this power-plant can be realized. The author puts even more emphasis on this absurd teamwork as the subsidy the municipality is willing to give is incomprehensible, 400 euros per inhabitant. Aswell as the fact that they, Nuon/Vattenfall and the municipality, wanted to hide the numbers surrounding the subsidy showing that they are aware of the lacking

“These actions do not indicate that Vattenfall is reflecting on its actions, as it stated last summer they would. That is why we believe that Vattenfall should take a stand against biomass combustion to mark their words.” (TN60, 2021)

“The Swedish Vattenfall wants at least 400 million euros subsidy, otherwise are they not going to build the biomass fired power plant in Diemen. This is about €400 subsidy per inhabitant of Amsterdam, incomprehensible.” (TN 62, 2021)

4.4.6 Change EOI

The change regarding the GOI of the organization has actually seen a downward movement since it was acquired by Vattenfall. In the beginning of the timeline the authors of the newspaper focus for example on smaller projects or initiatives Nuon takes part in. However, the trustworthiness of the organization seemed to decline after Vattenfall took charge, this was because of their questionable strive towards a fossil free future while their actions are not great towards sustainability. It becomes very clear that the mission of Vattenfall seems to be sustainability and away from fossil fuels form the text in the articles, this is not translated in how they are viewed by the greater public. Besides the lowered GOI their EOI of trustworthiness was also damaged. Their bond with the government seems to have improved because even with social resistance they often stand behind the decision of the organization, before the takeover this bond was not highlighted.

4.5 Cases comparison

While in the section above the cases are analyzed separately, this section has focused on creating a case comparison of the three different cases. The cases are discussed comparatively per subcategory as discussed in 4.1. To also answer the second research question concerning the legitimacy of the investments and actions taken by the organizations, investment numbers are also reflected on for the three organizations and to what type of renewable energy source these investments are allocated. The report used for the numbers and facts on investments is by *SEO Economisch Onderzoek* (Economical Research) and only reflect the years 2016-2022. This report was chosen to make the comparison as fair as possible as the numbers gathered for the report, using the same criteria, it must be kept in mind that this report was commissioned by Vattenfall. Also added are the scores given by WISE (sustainability rankings) to give insight to the actual sustainability performance compared to their perceived sustainability efforts.

Greenchoice, being founded in a very different time period than the other two organizations, was expected to have quite a different imprinted identity. For Greenchoice, being founded most recent, it is very clear that throughout all the articles their GOI has stayed constant ever since they were founded, following a green strategy. For the other two organizations, Essent and Nuon/Vattenfall, it is clear that the imprinted identity during the founding period is persistent, even though this was long ago. This became evident as it is clear that these organizations are both seen as part of the original traditional energy suppliers, heavily relying on fossil fuels and being the biggest players in the field. It is clear that sustainability was not part or external pressures when these organization were founded in the same way as it was for Greenchoice, as sustainability is definitely not part of their originally imprinted EOI.

4.5.1 Sustainability

After conducting separate analysis of the cases, it has become clear that they are perceived very different regarding green energy. As mentioned before is Greenchoice in almost all cases referred to as a 'green energy supplier' where the other two organizations, Essent and Nuon/Vattenfall, are referred to as just 'energy suppliers'. In the articles it seems that Greenchoice is the only of the three organizations in question that has *milieukeur* certified green energy, however on the website of this independent quality mark, it becomes evident that Vattenfall sales Nederland also provides green energy up the *Milieukeur* standard (Milieukeur, n.d.). The fact that this is not taken up in the articles is interesting and showing that the authors highlight such accomplishments only for selected organizations, in a way unfairly increasing the GOI of Greenchoice while Nuon/Vattenfall perform equally. Essent and Nuon/Vattenfall seem to have a pretty similar GOI through to articles mostly focusing on their biomass practices and the fact that they are conventional energy producers with coal power plants.

4.5.1.1 Actual numbers

Figure 5, 6 & 7 show the scores the three organizations have received by wise throughout the years. Interesting to see is that Essent and Nuon/Vattenfall start with the same score in 2012. However, Essent's source stayed pretty close to this number going down mostly until 2017, increasing slightly for two years before going down to end with a 4.0 in 2021. Nuon/Vattenfall's score mostly increases only with a decline in 2020 to an insufficient to get back up to a 7,4 in 2021. This trend would not be expected looking at the GOI from the articles as their GOI seems to decline and pretty similar to the GOI of Essent. The score Greenchoice gets seems pretty similar with how they score in the articles. They start with a sufficient score of 7,4 in 2016 to end with a 9,9 in 2021.

It is also interesting to look at the actual numbers related to sustainability. Figure 8 and 9 show the amount of invested money or status of these investments per type of technology. Interestingly to see is that Vattenfall (formerly Nuon) is the second largest investor in the Netherlands on sustainable

energy. The biggest investments are made towards wind energy on sea followed by wind on land, biomass and lastly solar. Them being the second largest investor and majorly investing in wind power compared to biomass is not at all reflected in their GOI extracted from the newspaper articles. This seems to indicate that a negatively perceived GOI that stakeholders have can also have an influence on the other actions taken by the firm, in this case that these are not even really mentioned for their well-intentioned sustainability efforts.

RWE (Essent) is the third organization on the list of investments behind Vattenfall, focusing most of their investment on biomass followed by wind energy on land and a small percentage to solar energy. In an article discussing investment on wind farms on sea it is explicitly pointed out that they are absent in this area which is supported by in figure 8. Furthermore, is it not surprising that biomass the technology they invest the most in as this is thoroughly discussed in the articles. Again, it is interesting to see that they are right behind Vattenfall, with a significantly lower investment even though their GOI was evaluated the similarly it the newspapers.

The last of the chosen organizations to appear on the list is Greenchoice, about halfway down. Noticeably is that the relative difference between the investments is bigger between the organizations higher on the list than between the organizations further down. For Greenchoice the main two technologies they invest in are first solar power and secondly wind power on land. This was to be expected as the projects discussed in the articles are mostly about project on these technologies. Greenchoice’s investments are significantly lower than the investments made by Vattenfall and RWE(Essent). However, it is also important to take into account the different market shares and revenues of the three organizations to make a fair comparison. According to overstappen.nl (n.d.a; n.d.b; n.d.a) Essent provides energy to 2.2 million households in the Netherlands, Vattenfall to 2.0 million and Greenchoice 0.4 million. Putting their investments into perspective shows that Vattenfall still has the biggest investment share based on their consumers, followed by Greenchoice and lastly Essent. This chart does not show how much the organization invest in fossil fuels, however in the first half of 2022 the energy mix of the Netherlands was 58% conventional energy and 42% was renewable (Klimaatakkoord, 2022).

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
7,5	6,4	7,7	7,2	8,4	8,5	8,7	8	8,2	9,9

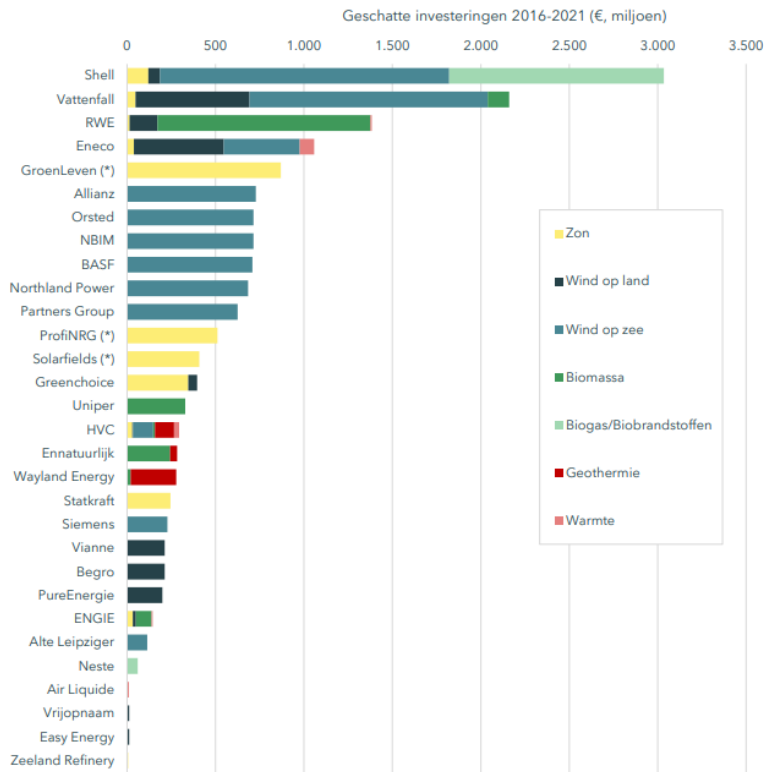
Figure 5: Wise score Greenchoice (Wise, n.d.a)

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
3.5	3.6	3.2	3.0	3.0	5.2	5.6	4.6	4.8	4,0

Figure 6: Wise score Essent (Wise, n.d.b)

2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
3.5	4.7	4.0	3.9	4.2	4.7	6.0	6.5	4,3	7,4

Figure 7: Wise score Nuon(Vattenfall) (Wise, n.d.c)



Legenda (*): Eigenaarschap niet volledig duidelijk

Figure 8: Amount of money invested in sustainable technologies per organization 2016-2021 (Tieben & Konijn, 2022)

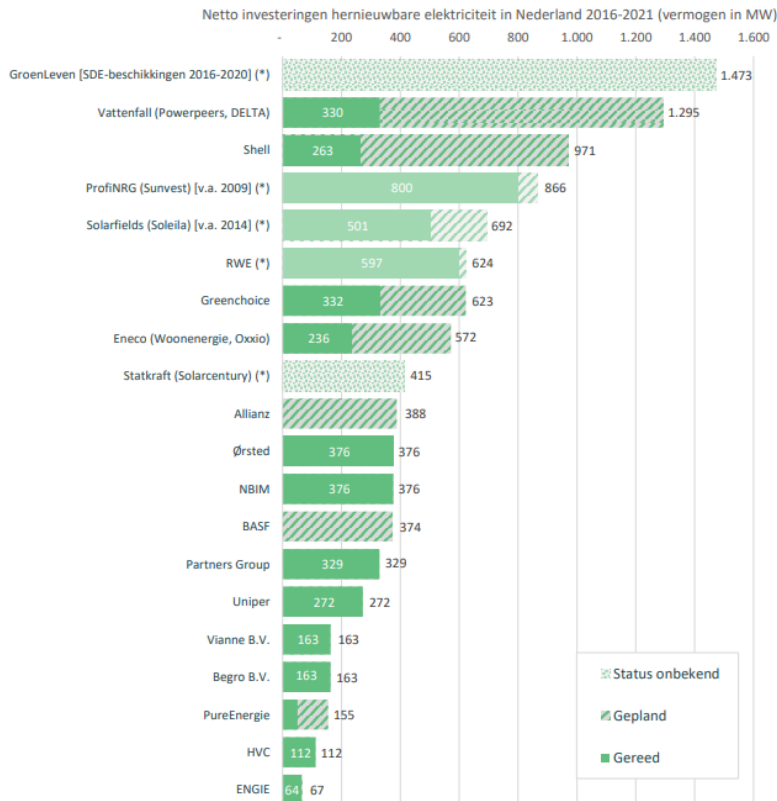


Figure 9: Amount of MW invested in sustainable technologies per organization 2016-2021 (Tieben & Konijn, 2022)

4.5.2 Innovation

For the three organizations active in the same industry the meaning of identity enhancing, stretching and challenging innovations is quite different especially comparing Greenchoice to the other two organizations. Their imprinted identity was as already discussed different where Essent and Nuon/Vattenfall date back further and are still seen as traditional energy organizations while Greenchoice was founded in a later period directly employing a green strategy imprinting this is their identity. Thus, enhancing stretching and challenging innovations have different meaning for the three organizations. Greenchoice did not have an identity challenging innovation and their green identity was mainly enhanced by the projects they took on. Essent and Nuon/Vattenfall seem to have a more similar innovation behavior. While they are present in all three characters of the innovation enhancing, stretching and challenging, they do not seem to succeed with the latter two in order to really change their identity on the green front as for both organizations there seems to be no improvement of the GOI.

4.5.3 Political relation

The three organizations have a very different type of relation with the government. Where Greenchoice seems to be quite dependent on decisions the government makes for their survival chances. They also seem to have convinced the government of their survival right as the NMa wants them to stay financially healthy and the left-wing politicians are fond of the organization, because Greenchoice has a successful GOI. Essent's relation with the government is discussed more superficial. Essent is more often against the decisions made unless favoring biomass. This shows that Essent is a bigger organization who is less dependent on decisions made, they do obey but are still resistant. Nuon/Vattenfall seem to have a good relationship that is, though, not really appreciated in the articles. Nuon/Vattenfall too were not pleased with the separation law. Even with a great social resistant to the biomass fired powerplant in Diemen they still get subsidies from the municipality. These relationships are not really part of their identity directly. However, they do show how powerful and independent the organizations are which is definitely part of their EOI. Throughout the whole data base this topic was not touched up on quite often, showing that this topic in combination with the sustainability keywords is not a very present topic in the sustainability debate and creating identity.

4.5.4 Customer relations

Customer relation is the topic that is least discussed throughout all three organizations. This is already an interesting finding by itself, as consumers are the major source of revenue for the organizations. Interesting to see was that the organization that is part of the biggest scandal within this topic, Greenchoice, does not even seem to suffer a major damage on their EOI and it did not seem to hurt their GOI at all. Greenchoice is even still recommended by the customer association, as a green energy supplier, showing that the customer association still has trust in the organization. While Essent and Nuon/Vattenfall are never part of such a big scandal still do not receive much positive attention. When discussing the positive relation to customers the articles also often have a negative undertone showing that the authors are not impressed with the efforts of the organizations towards their customers. However, it should be noted that the customer relation subcategory, as said before, is not touched up on in many articles and does not really seem to have a clear impact on the GOI of the organization.

4.5.5 Social reputation

The social reputation of the three organizations again is very different. For Essent and Greenchoice this topic is not present. The attention Greenchoice gets is mostly positive while the emphasis on Essent's social impact is assessed more critically, especially after the RWE takeover, however in both cases their EOI is not affected. For Nuon/Vattenfall this very different going through a major change that can be directly linked to the takeover of Vattenfall and their decision to build a biomass fired power plant in

Diemen. This effect was negative and did hurt the reliability and credibility that they had, also impacting their GOI. So, this category did have an indirect impact on the GOI, as Nuon/Vattenfall are perceived less trustworthy and little attention is paid towards their other and larger investments towards different renewable technologies as discussed in section 4.5.1.

5. Conclusion

This research aimed to answer the following research questions: *'How are imprinted external identities of organizations in the energy sector affecting their external identity judgements as a reaction to innovation caused by the energy transition?'* and *'How does this affect the legitimacy of these organizations' corporate sustainability efforts as perceived by the external public?'* These two research questions were drafted as they both shed light on OI in different ways. The first question was chosen to track the change in external organizational identity as perceived by the public through newspapers and how this identity might have changed based and could possibly be linked to certain events. The theory section already discussed possible events that can lead to a change in organizational identity and the aim of this research was to verify if this indeed happens and, as such, contribute to the already existing theory on organizational identities. The second question was drafted to find a relation between the external organizational identity and the recognition of the efforts made by organizations towards renewable energy sources or other sustainable actions. The theory on organizational identity states that identity is dynamic (Anthony & Tripsas, 2016). However, a change in identity does not happen spontaneously (Marquis & Tilcsik, 2013). This change can often be linked back to specific events, efforts or other organizations (Marquis & Tilcsik, 2013).

The first research question aims to answer if and why the identity of the three selected organizations (Greenchoice, Essent and Nuon) on the energy supply market in the Netherlands changed. In the case of Greenchoice, as discussed in the results section, there is little change to be noticed in the external organizational identity. Greenchoice does get some critique on their practices throughout the selected timeframe, however these negative evaluations do not seem to persist and become part of their organizational identity. As Greenchoice was founded as an organization that sells 100% green energy, which was imprinted in their organizational identity, it already from the beginning of the analysis had a good Green organizational identity and is referred to mostly as a "green energy supplier". The second organization that was analyzed was Essent. This organization did not go through any major change in identity. Even though this organization was taken over by RWE, a German energy organization, their identity stayed pretty similar to before. Interestingly though, it can be observed that identity change happened to Nuon since it has been taken over by Vattenfall. Since the merger the evaluations in the newspapers are increasingly negatively. This does not happen to Essent while RWE, the organization taking over Essent, is portrayed more negatively than Vattenfall, the organization taking over Nuon, during the takeover period. This does confirm the theory that it is possible to detect a change in identity as the caused by a takeover, but that this is not always the case. Furthermore, the effect of the takeover and change in identity also does not seem to be impacted by the imprinted identity of the organization in question, as Essent and Nuon have a similar founding period and imprinted identity before the takeovers took place and both received a similar ratio of positive attention before this event. The four themes found in the texts: sustainability, political relation, customer relation and social reputation, besides the sustainability category, were found to have little impact on the green organizational identity of the organizations. For Nuon/Vattenfall their social reputation did take a hit which resulted in a decreasing GOI, as they lost credibility and were not deemed trustworthy.

The three types of innovation related to identity were less present in the text of these articles. The meaning of the type of innovations per organizations was also very different as they have different imprinted identities and core practices. None of the organizations implemented an innovation that challenged their identity and caused major change. The organizations mostly kept identity enhancing innovation and sometimes implementing identity stretching innovations.

The second research question aims to look at the legitimacy of the actions taken by organizations in combination with their reputation and if these seem to be in line. The comparison of the three cases

shows clearly that both Essent and Nuon/Vattenfall receive substantial critique on their decisions towards biomass and that this technology causes the most significant impact on their GOI, receiving a lot of attention. The final section of the results where the three cases are compared to each other also gives as an overview of the rankings they have received through the years and also how much money, in what type of innovation and what investment are planned for renewable energy sources. As concluded in the results, Vattenfall makes the second largest investment in the Netherlands and are followed by RWE (Essent). Greenchoice is further down the list of investors. This was not expected after the analysis of the newspapers as the GOI of Vattenfall seems to be low, similar to Essent's GOI while Greenchoice has a positively evaluated GOI. Vattenfall also makes the largest investments when taking into account the different market shares. Additionally, Nuon/Vattenfall start with a similar score given by WISE, both insufficient. For Nuon/Vattenfall this score goes up significantly while Essent's score stayed pretty similar. This would also not be expected by the way these organizations are portrayed and seem to have a similar GOI. Thus, it can be concluded on the bases of these three cases that the GOI of an organization is important to get recognition for the sustainable actions and investment taken by organizations.

6. Discussion

6.1 Theoretical implications

This research focused on the External Organizational Identity (EOI) of organizations in the energy sector and studied the effect of different innovation activities on their EOI. While transitions in the energy sector have been extensively discussed in academic research, the role of EOI on the green energy innovation has thus far been neglected. To fill this apparent gap, it was deemed interesting to study imprinted identities and related legitimacies of pressure to change and how this affects the transition from fossil fuels to renewable energy and energy saving alternatives. As discussed in the theoretical framework, there appears to be an intrinsic relation between innovation and organizational identity (Anthony & Tripsas, 2016). Nonetheless, the effect of this intrinsic relation between innovation and organizational identity has largely been under-researched (Anthony & Tripsas, 2016). This thesis has contributed to this broader theoretical debate by attempting to determine the effect of this relation on three energy suppliers green energy activities.

Firstly, the results of this research supported the theoretical contributions that demonstrated that organizational identity is dynamic and complex in nature. Rather than observing a changing organizational identity over time, what became apparent was that the imprinted identity was persistent and changes to identities, if at all, were solely noticeable on a more superficial level within the studied organizations (Marquis & Tilcsik, 2013). This was seen in the case of Nuon/Vattenfall where although they appear to be the second largest investor in green energy innovation (*Figure 6*), their green organizational identity (GOI) did not appear to significantly differ from their imprinted organization identity. In fact, their perceived GOI declined with time (Chapter 4.4.1. & 4.4.6.). This was due to the fact that newspaper reporting seemed to focus solely on Nuon/Vattenfall's biomass investments. As the ecological benefits of biomass are currently under debate, this does not reflect positively on the GOI of Nuon/Vattenfall.

Secondly, in line with existing literature, the results confirmed that changes in organizational identities that became apparent within the studied organizations, can be linked to sensitive periods, such as company takeovers (Marquis & Tilcsik, 2013). In the Nuon/Vattenfall case study this became apparent, where a change in organizational identity was observed and that this negative change in green organizational identity was ascribed to the takeover of Nuon by Vattenfall. This was due to the fact that the business operations of Nuon/Vattenfall since the takeover did not fit the green identity that Vattenfall thus far had propagated (Chapter 4.4.1.). However, as identified Marquis and Tilcsik (2013), a company takeover does not necessarily lead to changes in organizational identity, as was seen with Essent. Here it was observed that their imprinted identity remained consistent throughout and after the company takeover (Chapter 4.3.6.). This indicates that the relation between organizational identity and innovation as described by the literature holds true for transitions in the energy sector.

Diving deeper into the effect of the relation between specific organizational identities and innovation activities on the green competitive advantage of organizations exceeds the current theoretical debate regarding organizational identity. This, in turn, relates to the fail or success of green energy innovations. The results demonstrated the importance of the type and characteristics of innovations on the EOI. In the case of Nuon/Vattenfall the significant investments in biomass resulted in a declining GOI and related a negatively affected EOI. As was discussed and illustrated above, a perceived organizational identity proves difficult to alter (Marquis & Tilcsik, 2013; Chapter 4.4.1. & 4.4.6.). Moreover, a positively perceived EOI is important for organizations in gaining legitimacy with stakeholders. This demonstrates the importance of comprehending the effect of the relation between EOI and innovation when

strategizing green energy transition interventions. Ultimately, this demonstrates the significant difference of individual innovations on the EOI of organizations and implicates that a thorough understanding of the desired green innovation is necessary to prevent negative and/or difficult to reverse effects on organizational identity.

The demonstrated effect of organizational identity on the success or failure of innovations also aligns with the research goals of the field of transition studies. This research field aims to identify innovation ecosystem characteristics that affect the success and failure of innovations and transitions pathways (Matos et al., 2022; Geels, 2002; Suurs & Hekkert, 2007). Organizational identity has proven to be influential on the transpiration of transitions and with that the success and failure of innovations. By incorporating individual organizational identity to the innovation ecosystem characteristics as an influential factor that could potentially significantly alter transition pathways, this thesis provides an additional theoretical implication.

6.2 Societal relevance

Besides the theoretical implications, this thesis also yield relevance to society as a whole. The understanding of the effect and dynamics of EOI and GOI of organizations have the ability to contribute to a more successful implementation of green energy interventions. This, in turn, benefits society related to the urgent need to reduce and prevent CO₂ emissions deriving from fossil fueled energy supply.

Furthermore, this research is helpful for managers of organizations that are active in green energy transitions. Understanding that legitimacy is important for organizations to succeed and understanding how this legitimacy is created and what type of actions can steer the organization in a such a way that it gains this legitimacy can contribute significantly to the success of the transitions. Especially in a field where the urgency of green innovation is becoming increasingly clear. Organizations that want to steer their identity towards sustainability and therefor also want a positive GOI can use this research as a basis to gain more understanding of what type of events and innovations have had effect of the changing identity of organizations. A growing GOI among organizations will help with successfully implementing green innovations (Chang & Chen, 2013), which can increase in renewable energy or a decrease in energy consumption, both positive effects to reach the emission reduction targets.

Secondly, this research also is interesting for policymakers. The government can have a big influence on what technologies are popular, which they can steer by creating policies, goals or setting incentives. For organizations to enhance their GOI it became apparent that the type and characteristic of the green innovation chosen can have a large effect on their perceived GOI. If the organizations implement technologies that are perceived as less sustainable than alternatives or cause social resistance the credibility of the organization can suffer as well as the GOI. Policymakers can use this finding in two ways. First, they can assess which type of renewable energy clearly has a positive influence on the GOI of the organizations and use this for strategic policy making. However, in the case that policymakers favor another type of renewable energy that might have been linked to negatively influence the organizations GOI, such as social resistance, and therefor lose popularity among innovation managers of organizations in the energy sector. Policymakers can use the contributions of this thesis to acknowledge that the reputation of that type of renewable energy source needs to be changed, if they want it to be successfully implemented and adopted by the energy sector.

Lastly, besides the recognizing that the GOI of organizations in the energy sector is influenced by the type of green innovations, this can also be tested and applied to other sectors. Policymakers and innovation managers can try to apply the same principles to understand the impacts of different types

of innovations. Finding a relation between technologies and the success of organizations in enhancing their GOI, is potentially helpful in accelerating green innovations in other sectors.

6.3 Limitations

This study also has limitations that affected the data gathering and interpretation of the data. This research was limited to only analyze the external identity of organizations, while the internal identity might also be influential. Because of the limited timeframe and resources, a theoretical boundary was set at external reputation. Internal organizational identity might also be interesting as this gives more insights on innovation from the inside of the organizations and the decision-making process.

Furthermore, analyzing the EOI through newspapers limits the potential data gathering on innovations that are never presented to the external public. Assessing why organization choose to discontinue an innovation in combination with research to internal identity could yield interesting outcomes. Future researcher could therefor focus on internal identity research of one or several organizations to gain more insight in the relation between identity and innovation

Also, this research is based on a limited data set, only analyzing two newspapers and randomly selected articles, also related to the limited time frame of the research. The two newspapers, that were chosen because of their right and left political association, are still limited to two perspectives and usually the same authors on certain topics. Furthermore, because of the extensive amount of available articles of Essent and Nuon/Vattenfall and a limited number for Greenchoice, a selection was made for the first two organizations. Because of the significantly different distribution of available articles, the decision was made to select all 130 articles available for Greenchoice. For Essent and Nuon/Vattenfall a selection was made keeping the ratio of available articles per newspaper the same and randomizing the 130 selected articles. This, however, created an unfair sense of a holistic assessment of these organization, on the basis of which a conclusion was drawn. Future research could focus on gathering data form different platforms, as these also reflect the EOI. Future researchers should therefor also do an in-depth study on Essent and Nuon/Vattenfall, not reducing the database, to actually create a holistic assessment of the EOI and GOI to make sure important events are not left out.

Moreover, the study has a geographical limitation as well. As the research is conducted using only Dutch organizations and studying the EOI and GOI of these organization in the Netherlands. The results are therefore specific to the selected organizations. The organizations were analyzed in the same context, exposed to the same norms, values, laws and similar events. Some of these events cause a change in identity as was expected by the theory, however, it is unsure if this would have the same effect in a different country where there are different norms, values and laws. Future research could therefore be conducted on organizations that are located geography outside the Netherlands, to conclude what type of events are restricted to geographical boundaries and which events are not specific the location of the organizations but can be related to the energy transition in a different way.

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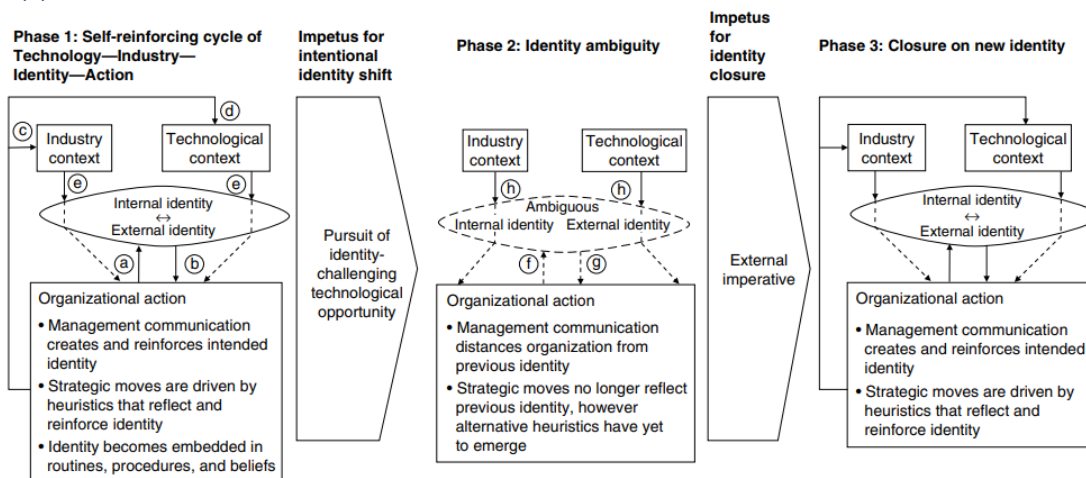
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8. Appendix

Appendix 8.1



Appendix 8.2

Table 3: Reference to the articles from Volkskrant

Datum	Titel	Bedrijf	Reference
07-06-2005	Buitenlands bedrijven grazen stroommarkt af ; Achtergrond	Greenchoice	VG1
10-09-2005	Winst op groene stroom kan subsidie kosten ; Exploitanten van stroom uit wind en biomassa vrezen inperkings overheidsteun	Greenchoice	VG2
28-02-2006	Groene stroom is bij klanten uit de gratie	Greenchoice	VG3
22-08-2006	Drie ton aan groene stroom weggegooid; Subsiestop op duurzame energie brengt boeren met windmolens en biogasinstallaties in nood	Greenchoice	VG4
19-10-2006	Stroom genoeg voor hele dorp	Greenchoice	VG5
30-11-2006	Eneco wordt eigenaar van ONS Energie; Overname levert tienduizenden klanten op	Greenchoice	VG6
12-12-2006	De opkomst en ondergang van duurzame stroom	Greenchoice	VG7
13-12-2006	Klant groene stroom haakt af; Duurzame elektriciteit Promotie van vaste prijscontracten gaat ten koste van duurzame energie	Greenchoice	VG8
11-10-2007	Klant maakt het groene verschil	Greenchoice	VG9
26-10-2007	Nachtterrein Madrid is leuker dan autorit.'; Hoe groen is Anne van Schaik	Greenchoice	VG10
15-02-2008	Ik eet biologisch tot de studiefinanciering op is'; Hoe groen is Joeri van der Hoff	Greenchoice	VG11
19-06-2008	Compensatiedilemma's; Bosbescherming compenseert broeikasgas wel/niet	Greenchoice	VG12
24-09-2008	Groene stroom fors duurder na Europees voorstel	Greenchoice	VG13
15-10-2008	Ruzie tussen CO -handelaren om begrip 'klimaatneutraal'2	Greenchoice	VG14
17-10-2008	Elk bos een klimaatbos	Greenchoice	VG15
20-10-2008	Eén keurmerk CO -compensatie 2	Greenchoice	VG16
23-10-2008	Fiscus wil premie groene stroom terug	Greenchoice	VG17

15-11-2008	Klokken' onder de douche loont; Spul	Greenchoice	VG18
03-01-2009	Groene' stroombedrijven nog erg grijs	Greenchoice	VG19
09-04-2009	Geen slimme meter nodig om te besparen'; interview Michel Rexwinkel	Greenchoice	VG20
30-05-2009	Groen filmfestival in Amsterdam	Greenchoice	VG21
01-08-2009	Centrica wil van Oxxio af, maar heeft nog geen koper	Greenchoice	VG22
21-11-2009	Greenchoice stapt in waterkracht	Greenchoice	VG23
02-01-2010	Tweederde groene stroom komt van buiten; consumenten Hoe schoon zijn de Nederlandse stroomleveranciers (deel 1)?	Greenchoice	VG24
13-02-2010	Iedereen werkt hier op de klantenservice'; Produceren Energieleverancier Greenchoice gooit hoge ogen met klantvriendelijkheid en bescheiden Beloning	Greenchoice	VG25
21-08-2010	Samen een groene vuist maken en bedrijven wakker schudden	Greenchoice	VG26
23-10-2010	Er warmpjes bij zitten met koeienmest	Greenchoice	VG27
03-12-2010	Consumenten als ontwikkelingshulp; Werk Geld Technologie mondialisering	Greenchoice	VG28
07-05-2011	Subsidievrije zonnepanelen	Greenchoice	VG29
14-05-2011	Atoomstroom wil graag zonne-energie	Greenchoice	VG30
09-07-2011	Koop via webportaal en steun zonne-energie Nieuws	Greenchoice	VG31
16-08-2011	De grote belofte van waterkracht	Greenchoice	VG32
17-12-2011	Forse NMa-boete voor Greenchoice Overstappende klanten kregen hun voorschot niet terug	Greenchoice	VG33
07-01-2012	Milieukeur is groener dan de wet; spel Groene stroom	Greenchoice	VG34
01-03-2012	Hoe groen is groene stroom?; Werk mondialisering Technologie GROEN & GELD Geld	Greenchoice	VG35
07-07-2012	Top Greenchoice krijgt hoge boete	Greenchoice	VG36
15-07-2012	Laat het maar waaien; Werk mondialisering Technologie GROEN & GELD Geld	Greenchoice	VG37
28-07-2012	Waarom de energiejongens bij u op de bank willen zitten	Greenchoice	VG38
17-11-2012	De gevaren van crowdfunding	Greenchoice	VG39
25-01-2013	Goed groen komt uit een groen bedrijf; Spul Groene stroom (2)	Greenchoice	VG40
15-03-2013	Als de stroom het goedkoopst is, gaat de wasmachine draaien	Greenchoice	VG41
15-05-2013	Jokkebrokken over groene stroom	Greenchoice	VG42
24-05-2013	Getwist over grone stroom	Greenchoice	VG43
19-10-2013	Beleggen met wind in de rug	Greenchoice	VG44
30-11-2013	Is 'onze' stroom nu vooral nog onze zorg?	Greenchoice	VG45
13-02-2014	Ranglijst toont duurzaamheid genegiebedrijf	Greenchoice	VG46
04-04-2014	Verse stroom, rechtstreeks van de boer	Greenchoice	VG47
16-04-2014	Eneco overhoop met Greenchoice	Greenchoice	VG48
26-06-2014	Rozengeur rondom zonnepanelen jeukt	Greenchoice	VG49
02-07-2014	Goedkopere energie zoeken loont	Greenchoice	VG50
12-07-2014	Top Greenchoice voerde wanbeleid	Greenchoice	VG51

28-11-2014	Milieuculbs binden eigen sponor groenst	Greenchoice	VG52
05-12-2014	OP pad met de auto van de buurman	Greenchoice	VG53
02-01-2015	Keuzestress voor groenestroomgebruiker	Greenchoice	VG54
24-02-2015	Stoephandel	Greenchoice	VG55
16-03-2015	Energievergelijkers zijn misleidend	Greenchoice	VG56
11-04-2015	Duurzaam uit je dak op een festival	Greenchoice	VG57
18-04-2015	Vind een zonnedak bij u in de buurt	Greenchoice	VG58
27-10-2015	Energiemaatschappijen minder groen geworden	Greenchoice	VG59
05-03-2016	Graantje meepikken van de windhausse	Greenchoice	VG60
28-06-2016	Het gaat de zon niet voor de wind	Greenchoice	VG61
17-09-2016	Niet voor niets gaat de zon op	Greenchoice	VG62
28-01-2017	Welke kant oop na de splitsing?	Greenchoice	VG63
25-10-2017	Groene stroom vaak facade voor grijze bulk	Greenchoice	VG64
22-02-2018	Ludiek protest tegen overschot CO2-rechten	Greenchoice	VG65
25-02-2019	Belangenverstrengeling baas postcodeloterij'	Greenchoice	VG66
20-11-2019	Rebels Vandebon opgekocht	Greenchoice	VG67
11-05-2021	Crowdfunding voor meer zonnestroomprojecten	Greenchoice	VG68
27-08-2021	Oliereus Shell gaat in groene stroom	Greenchoice	VG69
24-02-2022	Gemeenten moeten breken met Gazprom, ddat oorlogskas Poetin spekt	Greenchoice	VG70
26-02-2022	Hoelang blijft Gazprom onaantastbaar?	Greenchoice	VG71
21-03-2022	Stikstofprobleem,overbelast net, hoge energieprijzen: Werkelijk alles zit mee voor Greener	Greenchoice	VG72
25-07-2022	Oud geld en buitenlandse partijen zijn de grootste investeerders in zonnepanelen	Greenchoice	VG73
11-10-2022	ACM tikt energieleveranciers op de vingers om onterechte duurzaamheidsclaims	Greenchoice	VG74
22-10-2022	We moeten onze groene stroom tegen torenhoge prijzen inkopen'	Greenchoice	VG75
21-1-2005	Kamerlid trouw aan Nuon, Eneco of Essent	Essent	VE1
29-01-2005	Gemeenten dromen van kostbare glasvezel ; I Overheidsplannen lijken achterhaald te worden door supersnelle kabel-en adsl-verbindingen 'UPC en KPN zijn vet en lui' 'Kosten glas wegen nooit op tegen baten'	Essent	VE2
26-02-2005	Vlees noch vis ; Nooit gaf Campina zo veel uit voor een nieuw product	Essent	VE3
09-04-2005	Broeikasgassen worden duur betaald ; Vervuilende industrieen handelen sinds 1 januari in emissierechten om CO 2 te mogen uitstoten	Essent	VE4
07-06-2005	Buitenlandse bedrijven grazen stroommarkt af ; Achtergrond	Essent	VE5
27-08-2005	Derde Wereld opgezaald met Nederlands milieuprobleem'	Essent	VE6
02-09-2005	Kabinet wil Borssele langer open houden ; www. a i r f r a n c e . n l	Essent	VE7
26-11-2005	Zwalkend beleid nekt productie groene stroom; Energiebedrijven willen investeringszekerheid van Economische Zaken, maar krijgen nul op rekest	Essent	VE8
11-01-2006	Openhouden Borssele vooral juridische zet; Grote nucleaire problemen (vervuiling, proliferatie) zijn nog steeds onopgelost, maar de centrale draait door	Essent	VE9
09-08-2006	Wijn staakt subsidie op groene stroom	Essent	VE10

08-09-2006	Kamer fluit Wijn terug over MEP	Essent	VE11
30-10-2006	Polgar schittert tegen Topalov	Essent	VE12
05-04-2007	Essent-topman doet afstand van aandelenbonus van 1,3 miljoen	Essent	VE13
20-04-2007	Afal is een aantrekkelijke markt'	Essent	VE14
09-10-2007	Hollandsse groene stroom in het slop; Nuon, Essent en Eneco zouden last hebben van veranderlijke investeringsregels van de overheid	Essent	VE15
31-12-2007	No Headline in Original	Essent	VE16
01-02-2008	Aanvaller is nu allrounder met titel	Essent	VE17
08-03-2008	Consumenten kunnen vanaf 1 april het dak op - voor groene stroom	Essent	VE18
30-05-2008	Kolen eruit, kernenergie erin	Essent	VE19
19-06-2008	Waterstofeconomie blijft wellicht mooie droom	Essent	VE20
13-09-2008	Oplaadbaar is niet per definitie beter; Proef	Essent	VE21
23-10-2008	Fiscus wil premie groene stroom terug	Essent	VE22
08-11-2008	No Headline in Original	Essent	VE23
15-01-2009	Kerncentrale gaat niet mee in verkoop	Essent	VE24
15-01-2009	No Headline In Original	Essent	VE25
19-01-2009	No Headline In Original	Essent	VE26
10-03-2009	Een onverbeterlijke knuffelmoralist Dinsdagprofiel Midas Dekkers	Essent	VE27
06-04-2009	Delta heeft een overwichtiger mix aan brandstoffen'	Essent	VE28
16-04-2009	Partij voor de Dieren tegen overname van Essent	Essent	VE29
23-04-2009	Topman Vattenfall houdt vingers gekruist; Overname Nuon is zeker nog geen gelopen race	Essent	VE30
24-04-2009	Als Brabant nee zegt; Commentaar	Essent	VE31
29-04-2009	Essent en RWE zoeken uitweg uit fussieblokkade	Essent	VE32
10-11-2009	Tennet koopt Duits stroomnet	Essent	VE33
14-11-2009	Koeien verwarmen Friese huizen	Essent	VE34
09-04-2010	Essent legt tijdelijk biocentrale stil; Cuijk	Essent	VE35
14-06-2010	Een volle tank in een half uur	Essent	VE36
20-09-2010	op = op	Essent	VE37
09-10-2010	Burger betaalt groene subsidie	Essent	VE38
03-12-2010	Groene' afspraken onhaalbaar	Essent	VE39
19-01-2011	Gemeenten volop in wind Investeren in turbines op zee nodig om klimaatdoelstellingen te halen	Essent	VE40
18-02-2011	Een eindeloze reeks missers in elke provincie	Essent	VE41
11-03-2011	Provincies maken grijs geld groen'; interview typhoon en meewind	Essent	VE42
03-11-2011	Greenpeace luidt noodklok over handelsbeurs voor houtpallets	Essent	VE43
03-03-2012	De duurzame ambities van FC Groningen	Essent	VE44
08-01-2013	Gevecht om subsidie voor windenergie	Essent	VE45

30-01-2013	Kleine energiebedrijven geknipt en geschoren; Reconstructie Lokale energiecoöperaties met ondergang bedreigd	Essent	VE46
23-08-2013	Oude energiebron hout vormt een bron van moderne zorgen	Essent	VE47
23-09-2013	Eigenaar Essent schrappt 2-- banen in Nederland'	Essent	VE48
01-10-2013	Overheid moet groene energie afdwingen'	Essent	VE49
31-01-2014	Delfzijl krijgt paradepaardje schone stroom	Essent	VE50
04-03-2014	Steenkool is belangrijk om energie betaalbaar te houden'	Essent	VE51
16-04-2014	De menigte twijfelt: zullen we de generaal ontvoeren?	Essent	VE52
04-10-2014	Splitsing Eneco en Delta op lange baan	Essent	VE53
09-10-2014	Gouden Effie reclame Tridos	Essent	VE54
08-05-2015	[2 De Nederlandse High Line, wordt de Paleisbrug in...]*	Essent	VE55
28-11-2015	Lange termijn, korte beentjes	Essent	VE56
03-12-2015	Duurzame tak RWE in Nederland	Essent	VE57
31-12-2015	Drie dicht, nog acht te gaan	Essent	VE58
06-02-2016	Nederlander baas van duurzame tak RWE	Essent	VE59
04-07-2017	Maak kolencentrales klimaatneutraal	Essent	VE60
05-07-2017	Schuld	Essent	VE61
18-08-2017	Van vullis tot...	Essent	VE62
24-08-2017	Inpluggen op stroom uit de Sahara	Essent	VE63
05-10-2017	Eneco: gaan gemeenten voor geld of voor groen?	Essent	VE64
06-10-2017	Terechte twijfel	Essent	VE65
17-04-2018	Groene topman van Eneco moet plots veld ruimen	Essent	VE66
26-11-2019	Gek genoeg moeten we de broekriem aanhalen'	Essent	VE67
08-09-2020	Geachte redactie	Essent	VE68
28-05-2021	Het ligt voor de hand dat je een verdere reductie van de veestapel zult zien'	Essent	VE69
17-10-2023	Uw schuld is gekocht door een agressief incassobureau	Essent	VE70
20-01-2005	Zelfs de Kelder in het voorbeeldcomplex is een vondst	Nuon/ Vattenfall	VN1
14-04-2005	Nederlanders drinken koffie liefst zittend	Nuon/ Vattenfall	VN2
07-05-2005	Uitzicht op duizenden turbines voor de kust ; De bouw en exploitatie van windturbineparken voor de kust is een bedrijfstak geworden voor investeerders en bouwers	Nuon/ Vattenfall	VN3
30-07-2005	Einstein op het strand	Nuon/ Vattenfall	VN4
05-01-2006	Stroomvreeters	Nuon/ Vattenfall	VN5
20-03-2006	Splitsen energiebedrijven moet, privatiseren niet	Nuon/ Vattenfall	VN6
23-12-2006	We habbn racht op da gald!'	Nuon/ Vattenfall	VN7
09-06-2007	Rijke provincies strooien onbezonnen met hun geld Ruimtelijke Agenda: Hoe wordt wonen weer betaalbaar? Pagina 2	Nuon/ Vattenfall	VN8
16-07-2007	Essent en Nuon. investeer in schone energie	Nuon/ Vattenfall	VN9

04-12-2007	Reclame voor een betere wereld; Pieter Hilhorst	Nuon/ Vattenfall	VN10
26-04-2008	Televisie en spaarlamp branden op stroom van eigen teelt	Nuon/ Vattenfall	VN11
15-05-2008	Van koelkast tot tv en internet, alles kan straks op plantenstroom Bio-energie Wageningse onderzoekers laten bacteriën in plantenwortels onder water werken aan elektriciteitsproductie	Nuon/ Vattenfall	VN12
30-05-2008	De kleur oranje is holistisch gezien niet effectief	Nuon/ Vattenfall	VN13
18-06-2008	Nuon maakt zonnecellen	Nuon/ Vattenfall	VN14
09-09-2008	Markt ondermijnt publieke zaak	Nuon/ Vattenfall	VN15
27-12-2008	Elke consument die gewone stroom koopt, koopt kernenergie'	Nuon/ Vattenfall	VN16
03-01-2009	Elke spaarder kan geld in een molen steken	Nuon/ Vattenfall	VN17
03-01-2009	"Groene stroombedrijven nog erg grijs'	Nuon/ Vattenfall	VN18
17-08-2009	Stroomgebruiker betaalt voor file op net	Nuon/ Vattenfall	VN19
14-11-2009	Het stroomnet wordt slimmer; produceren Elektriciteitsnetwerk moet de komende decennia drastisch op de schop	Nuon/ Vattenfall	VN20
13-02-2010	Iedereen werkt hier op de klantenservice' Produceren Energieleverancier Greenchoice gooit hoge ogen met klantvriendelijkheid en bescheiden Beloning	Nuon/ Vattenfall	VN21
10-10-2011	Windindustrie laat zich niet wegvagen'; Interview Andrew Garrad, Windenergie-expert	Nuon/ Vattenfall	VN22
15-12-2011	Thialf kiest voor splinternieuw	Nuon/ Vattenfall	VN23
18-02-2012	Splitsing werkt contraproductief;'Interview Jeroen de Haas, bestuursvoorzitter Eneco	Nuon/ Vattenfall	VN24
04-04-2012	Dit is de Wolga, 1,90 euro per kilo reportage kijkdag bij helianthos, failliete proeffabriek voor zonnefolie	Nuon/ Vattenfall	VN25
06-04-2012	Stop energiesubsidies	Nuon/ Vattenfall	VN26
28-07-2012	Volwassen energiemarkt	Nuon/ Vattenfall	VN27
24-08-2012	Gascentrales vaker stil door import groene stroom	Nuon/ Vattenfall	VN28
18-12-2012	Stoofpotkiller Technologie; Bespreking Nuon E-manager, een jaar lang getest	Nuon/ Vattenfall	VN29
21-12-2012	Rapportage duurzame energie slordig	Nuon/ Vattenfall	VN30
25-01-2013	Goed groen komt uit een groen bedrijf; Spul Groene stroom (2)	Nuon/ Vattenfall	VN31
30-01-2013	Kleine energiebedrijven geknipt en geschoren; Reconstructie Lokale energiecoöperaties met ondergang bedreigd	Nuon/ Vattenfall	VN32
04-05-2013	Hé, iemand een elektriciteitscentrale kopen?	Nuon/ Vattenfall	VN33
14-06-2013	Een kamer met uitzicht	Nuon/ Vattenfall	VN34
20-09-2013	Ananassen in Alaska	Nuon/ Vattenfall	VN35
14-11-2014	Duurder aluminium en Duitse stroom deden de truc	Nuon/ Vattenfall	VN36
02-12-2014	Iedereen wil straks schone energie'	Nuon/ Vattenfall	VN37
10-01-2015	Vechten om de wind	Nuon/ Vattenfall	VN38
15-01-2015	LinkedIn lastig te stoppen, Nuon verwacht nog steeds	Nuon/ Vattenfall	VN39
11-02-2015	Offshoremonteur: niet voor landrot	Nuon/ Vattenfall	VN40
14-03-2015	Hie de energiemiljarden de provincies splijten	Nuon/ Vattenfall	VN41
17-03-2015	Netelige kwesties	Nuon/ Vattenfall	VN42
02-07-2015	Boos Eneco schrappt 400 miljoen aan duurzame investering	Nuon/ Vattenfall	VN43

23-03-2016	Problemen groeien Delta bocen het hoofd	Nuon/ Vattenfall	VN44
29-03-2016	Nieuw: stroomopslag in ammoniak	Nuon/ Vattenfall	VN45
03-09-2016	Eneco schrapt banan bij installatietak	Nuon/ Vattenfall	VN46
25-04-2017	Genzond verstand	Nuon/ Vattenfall	VN47
12-06-2017	Hoe het laatste nutsbedrijf ten onder ging	Nuon/ Vattenfall	VN48
20-10-2017	Lagere uitstoot CO2 in 2020 bijna onhaalbaar	Nuon/ Vattenfall	VN49
17-04-2018	Groene topman van Eneco meot plots veld ruimen	Nuon/ Vattenfall	VN50
09-10-2018	Ik zou nu kiezen voor die 10 miljard'	Nuon/ Vattenfall	VN51
23-01-2019	Klimaatdoel abinet raakt ver uit het zicht	Nuon/ Vattenfall	VN52
23-01-2019	Groede wil kabinet is niet genoeg	Nuon/ Vattenfall	VN53
11-04-2019	Flevoland pioniert met wind, in Drente is het oorlog	Nuon/ Vattenfall	VN54
18-09-2019	Essent van de hand in potje kwartet	Nuon/ Vattenfall	VN55
01-11-2019	Eind van een wolk en een tijdperk	Nuon/ Vattenfall	VN56
30-04-2020	Windpark op zee kost veel en levert steeds minder op	Nuon/ Vattenfall	VN57
31-08-2020	Stadsverwarming is niet dde duurzaamste optie	Nuon/ Vattenfall	VN58
06-10-2020	Molens draaien op kunstmest	Nuon/ Vattenfall	VN59
02-12-2020	Over de grens zijn de Zweden minder groen	Nuon/ Vattenfall	VN60
21-09-2021	Moet 'Slochteren'toch weer tijdelijk open?	Nuon/ Vattenfall	VN61
17-05-2022	Winparken en zonnevelden kunnen groene stroom niet kwijt, honderden miljoenen compensatie	Nuon/ Vattenfall	VN62
15-09-2022	Biomassa blijft in Europese strategie voor duurzame enerige	Nuon/ Vattenfall	VN63
19-11-2022	Groene stroom per uur betalen, is dat wrerkelijk voordeliger?	Nuon/ Vattenfall	VN64

Table 4: References to the articles of Telegraaf

13-03-2005	GESTALKT door verkopers Koop op afstand	Greenchoice	TG1
20-09-2005	Dromen van windmolens in de zee	Greenchoice	TG2
01-07-2006	Bezinning rond splitsing'	Greenchoice	TG3
05-07-2006	Gewild Greenchoice houdt kopers ferm buiten de deur	Greenchoice	TG4
24-09-2006	Beperken handel in groene stroom zal klant verwarren'	Greenchoice	TG5
22-02-2007	"Hip"Eneco slaat slag met duurzame energie	Greenchoice	TG6
07-04-2007	Kort bericht (Financieel)	Greenchoice	TG7
02-01-2010	Boer zoekt buur'; €50 euro winst op €250!	Greenchoice	TG8
23-01-2010	Schone stroom op stroom; Overstappen? Niet duur, weinig gedoe!	Greenchoice	TG9
12-06-2010	GEBREK AAN GROENE INFROMATIE; Luister beter naar consument	Greenchoice	TG10
20-07-2010	Calimero Greenchoice zit op hete kolen	Greenchoice	TG11
28-07-2010	Energiebedrijven ruziën om subsidie	Greenchoice	TG12

31-07-2010	Alders: Debacle met duurzaam afwenden; Extra heffing op stroom prijs nodig	Greenchoice	TG13
04-09-2010	Nudge	Greenchoice	TG14
04-10-2010	Essent kiest biomassa; Peter Terium: Minder braaf	Greenchoice	TG15
06-11-2010	Inwoners Lochem zich; Grote belangstelling voor energiecoöperaties	Greenchoice	TG16
06-11-2010	Bos	Greenchoice	TG17
10-03-2011	Groen energiebedrijf witheet om boete	Greenchoice	TG18
20-03-2011	Doel in thuis opwekken van stroom+ Energiemaatschappij Greenchoice start proef	Greenchoice	TG19
29-03-2011	Gratis zonnepanelen in ruil voor stroom	Greenchoice	TG20
15-04-2011	Marktplaats voor gaas en stroom verovert Europa	Greenchoice	TG21
05-10-2011	Hete Kolen; groene energie	Greenchoice	TG22
10-12-2011	Eneco baalt van stoute dochter	Greenchoice	TG23
16-05-2012	Windmolenboer is vak apart; Oude bedrijfstak stapt in nieuwe markt	Greenchoice	TG24
13-06-2012	Aan de slag met zonne-energie; Per 2 juli 2012 subsidie van 15%	Greenchoice	TG25
06-07-2012	Twee ex-directeuren Greenchoice geplukt	Greenchoice	TG26
21-08-2012	Ook energiebedrijf zet klant voor schut; Consument kon fluiten naar geld	Greenchoice	TG27
22-08-2012	GUUS GELUK; Fraude bij Greenchoice	Greenchoice	TG28
27-08-2012	Greenchoice-baas stijdbaar; Ik ben geen boef, wel slordig	Greenchoice	TG29
04-10-2012	Energiebedrijven rollen over straat	Greenchoice	TG30
11-10-2012	Essent wil kleur bekennen	Greenchoice	TG31
26-01-2013	Niet altijd wat het lijkt	Greenchoice	TG32
02-02-2013	Leefstijl	Greenchoice	TG33
04-10-2013	Greenchoice ging langs de 'rand van de afgrond'	Greenchoice	TG34
21-12-2013	Kort financieel	Greenchoice	TG35
04-04-2014	Winddeal lichtpuntje voor zeeuwse trots	Greenchoice	TG36
07-04-2014	Energiebedrijf Delta wil hvan laat betalend grootbedrijf af	Greenchoice	TG37
15-04-2014	Greenchoice-advocaten jagen op toezichthouder	Greenchoice	TG38
18-04-2014	Groene cashmachine smacht naar RvC	Greenchoice	TG39
12-07-2014	Strijd om Greenchoice trekt private equity aan	Greenchoice	TG40
04-09-2014	Energiebranche blijkt lucratief voor adviseur	Greenchoice	TG41
05-09-2014	Dagobert en Boris Boef toch geen zware jongens	Greenchoice	TG42
10-01-2015	Carrièrejournaal	Greenchoice	TG43
06-02-2015	Bekende Nederlanders zitten er warmpjes bij	Greenchoice	TG44
30-09-2015	Laatste strohalm Eneco; 'Energiewereld zal komende 20 jaar schudden op zijn grondvesten'	Greenchoice	TG45
16-08-2018	Groene energiedeal leidt tot lagere tarieven'	Greenchoice	TG46
15-09-2018	Overstap niet zonder hobbels	Greenchoice	TG47

08-01-2019	Stroomstoring in Eredivisie	Greenchoice	TG48
01-03-2019	Feyenoord groeit door	Greenchoice	TG49
26-04-2019	Ik mag Eneco niet kopen	Greenchoice	TG50
02-07-2020	Wakkere vragen	Greenchoice	TG51
04-07-2020	Zonnepanelen kopen of huren?; Ruim tweehonderd vragen van lezers op het jaarlijkse energiespreekuur van de Telegraaf	Greenchoice	TG52
18-09-2020	Nuts groep in etalage, herkansing voor Shell; Ook KKR en buitenlandse energiebedrijven getipt	Greenchoice	TG53
11-10-2022	Duurzame claims vaag'; Greenchoice en Vattenfall	Greenchoice	TG54
01-11-2022	Groen onder de loep; Voorkom beschuldiging van greenwashing	Greenchoice	TG55
05-03-2005	Shell koopt recht CO2 van Essent	Essent	TE1
17-03-2005	Minister schoffeert sector met verwerpen akkoord	Essent	TE2
13-10-2005	Geen nee tegen nieuwe kerncentrale'	Essent	TE3
14-11-2005	Hoogenboom maakt feest compleet	Essent	TE4
14-07-2007	Groene stroom uit koffieschillen	Essent	TE5
07-09-2007	Ook EnergieNed split	Essent	TE6
23-12-2007	Nieuw leven voor 'HORRORBOSSEN'; Wrede dictator Idi Amin richtte ook in natuur waar slagveld aan "Door deze CO2-projecten kunnen we tienduizenden gezinnen van groene stroom voorzien"	Essent	TE7
12-02-2008	Stoom uit koffieschil	Essent	TE8
10-09-2008	Partner moet onze strategie begrijpen'; topman Nuon sluit beursintroductie uit Management is bezig met transformatie	Essent	TE9
16-01-2009	Onredelijk om wéér de Nederlanders te pakken!'	Essent	TE10
24-02-2009	Vattenfall brengt veel kennis in over kernenergie en afval	Essent	TE11
25-04-2009	Noord-Brabant tegen verkoop Essent	Essent	TE12
28-04-2009	Ook toekomst zónder Essent; RWE: combi met Arnhemse bedrijf zou perfect zijn, maar	Essent	TE13
16-05-2009	Zet je ego opzij en denk aan het grote geheel'	Essent	TE14
09-06-2009	Melkkoe	Essent	TE15
17-09-2009	Delta lijdt onder moeizame markt voor duurzaamheid	Essent	TE16
22-09-2009	Ergerlijk	Essent	TE17
26-05-2010	Prijzenoorlog bij energiebedrijven; Massaal goedkoop gas kopen	Essent	TE18
24-06-2010	Deels splitsen blijft optie Eneco en Zeeuwse Delta; nma-bestuurder bepleit bezinning 'Ineens is de wereld voor energieconcerns veranderd'	Essent	TE19
01-09-2010	Essent gaat de boer weer op	Essent	TE20
23-09-2010	Kort financieel	Essent	TE21
17-12-2010	Essent gaat huis van klant isoleren met geleend geld	Essent	TE22
21-05-2011	Prijs	Essent	TE23
15-07-2011	Tafelzilver Essent en RWE lokaas voor Russisch geld	Essent	TE24
18-10-2011	Duurzaam via het buitenland	Essent	TE25
05-11-2011	Groen licht Chelyabinsk	Essent	TE26

30-11-2011	Ockelsprijs geschrapt door ruzie met Wubbo	Essent	TE27
09-12-2011	Woestijnstroom komt nu ook naar ons land; Bouw zonnepark start in Marokko	Essent	TE28
20-06-2012	Groen licht voor kolencentrale	Essent	TE29
22-08-2012	GUUS GELUK; Fraude bij Greenchoice	Essent	TE30
23-08-2012	Koelkast en airco draaien op Duitse zonnestroom; Onze gascentrales in zomer te duur	Essent	TE31
15-09-2012	Jonge managers willen actieplan; Lange termijnvisie nodig voor continuïteit	Essent	TE32
09-10-2012	Vloot elektrische auto's strandt	Essent	TE33
11-10-2012	Essent wil kleur bekennen	Essent	TE34
01-02-2013	Kamp bewondert duurzame Duitse schwing	Essent	TE35
08-03-2013	Ook Eneco houdt hand op de knop	Essent	TE36
27-07-2013	Alliander onderneemt met mate	Essent	TE37
20-03-2014	Afscheid van succesploeg; TVM wil iconen inzetten als ambassadeurs eigen foundation	Essent	TE38
15-05-2014	Weer en prijzen raken RWE	Essent	TE39
23-07-2014	NLE nadert half miljard omzet, flirt met telecom	Essent	TE40
26-08-2014	Uitdagende markt	Essent	TE41
02-10-2014	Steekspel om splitsingswet	Essent	TE42
07-11-2014	BEURS wint door Draghi	Essent	TE43
11-03-2015	Energiecrisis bedreigt stroommarkt'	Essent	TE44
11-07-2015	Geen nieuwe centrales'; Essent-eigenaar RWE: Kolen en gas niet meer rendabel	Essent	TE45
30-09-2015	Laatste strohalm Eneco; 'Energiewereld zal komende 20 jaar schudden op zijn grondvesten'	Essent	TE46
06-02-2016	Terium aan roer duurzaam RWE'	Essent	TE47
28-04-2016	Duitse atoomclaims afgekocht	Essent	TE48
23-09-2016	Brandbreedte Innogy bekend	Essent	TE49
12-07-2017	Aandeelhouders	Essent	TE50
19-08-2017	Dit bedrijf is het waard om voor te vechten'	Essent	TE51
03-10-2017	Eneco-lobby harde strijd	Essent	TE52
11-05-2018	Recyclekoning stapt in wespennest Eneco	Essent	TE53
30-05-2018	Rekening transitie moet eerlijk verdeeld'	Essent	TE54
05-01-2019	Duurzaam de klos	Essent	TE55
08-01-2019	Stroomstoring in Eredivisie	Essent	TE56
15-01-2019	Mooie stap van Shell'	Essent	TE57
27-03-2019	een op twintig	Essent	TE58
29-05-2019	pensioenfonds in duel om Eneco	Essent	TE59
04-06-2022	Energieprijs	Essent	TE60
13-03-2005	GESTALKT door verkopers Koop op afstand	Nuon/Vattenfall	TN1

09-04-2005	CDA-top wil mes in topsalaris	Nuon/Vattenfall	TN2
10-05-2005	Noodstroom uit carport	Nuon/Vattenfall	TN3
06-09-2006	Koffertje vol goede ideeën	Nuon/Vattenfall	TN4
25-05-2007	Duurzame opslag energie in bodum Zuid-Limburg	Nuon/Vattenfall	TN5
18-03-2008	Cramer zet ons op niet in te lhalen achterstand'	Nuon/Vattenfall	TN6
09-04-2008	Molen gaat voor de wind; Eigen stroomfabriek laat meter achteruitlopen	Nuon/Vattenfall	TN7
13-04-2008	Zonder doelgroep is elk ontwerp zinloos' Maarten den Hartogh en Pamela Musch Huidige functie: gezamenlijk ontwerper/eigenaar van Studio DenHartogMusch Vorige functies: hij: diverse freelance werkzaamheden, zij: idem, docentschap Opleiding: beiden de TH in Delft industrieel ontwerpen Hobby's: hij: hardlopen, zij: yoga	Nuon/Vattenfall	TN8
08-05-2008	Warme grond	Nuon/Vattenfall	TN9
22-05-2008	Coöperaties willen houtkachels terug; Hoge gasprijs maakt overstap rendabel Ook explosieve vraag naar zonnepanelen	Nuon/Vattenfall	TN10
23-07-2008	Modernisering Afsluitdijk van start; Arcadis komt met ambitieus plan	Nuon/Vattenfall	TN11
31-10-2008	Lage rekening kost ondernemers veel tijd en energie; Vergelijken op prijs is door ondoorzichtige markt lastig	Nuon/Vattenfall	TN12
16-01-2009	Onredelijk om Wéér de Nederlander te pakken!	Nuon/Vattenfall	TN13
24-02-2009	Greenpeace uit kritiek op Zweden	Nuon/Vattenfall	TN14
24-02-2009	Vattenfall brengt veel kennis in over kernenergie en afval	Nuon/Vattenfall	TN15
24-02-2009	Overnamen Nuon positief'	Nuon/Vattenfall	TN16
03-04-2009	Top van Nuon royaal beloond; Bestuursleden kregen 4,5 miljoen euro	Nuon/Vattenfall	TN17
09-04-2009	Nuon wil geen CO2 onder wijk stoppen	Nuon/Vattenfall	TN18
30-05-2009	Hamburg gaat zelf in energie	Nuon/Vattenfall	TN19
03-06-2009	Wie niet stemt, is 'dom' en 'stom'tegelijk!'	Nuon/Vattenfall	TN20
09-06-2009	Melkkoe	Nuon/Vattenfall	TN21
19-08-2009	Markttucht scherpt ons'; Topman Alliander: energienet moet wél betaalbaar blijven	Nuon/Vattenfall	TN22
19-09-2009	Atoomstroom geweerd bij evenement in A'dam	Nuon/Vattenfall	TN23
23-09-2009	Stad van de Zon nog niet; Prins Willem-Alexander opent vandaak wijk zonneklaar	Nuon/Vattenfall	TN24
08-10-2009	Molensteen vooruitgerold; Tekort op aanleg Noord/Zuidlijn van half miljard niet gedekt in gemeentebegroting	Nuon/Vattenfall	TN25
17-02-2010	Donderwolken boven Delta; 'Zeeuws energiebedrijf schaakt op te veel borden tegelijk'	Nuon/Vattenfall	TN26
24-06-2010	Dewels splitsen blijft optie Eneco en Zeeuwse Delta; nma-bestuur bepleit bezinning 'Ineens is de wereld voor energieconcerns veranderd'	Nuon/Vattenfall	TN27
07-09-2010	Merkel paait Duitse stroomverzorgers	Nuon/Vattenfall	TN28
13-11-2010	13, 14 november	Nuon/Vattenfall	TN29
29-12-2010	Kolengestookte centrale nog jaren nodig voor elektriciteit	Nuon/Vattenfall	TN30
15-01-2011	Delta verwacht dit jaar vergunning Brossele II; Topman gelooft in privaat geld 'Kernafcal minder erg dan CO2'	Nuon/Vattenfall	TN31
26-01-2011	Gemeenten in de rij voor windpark	Nuon/Vattenfall	TN32
05-04-2011	Duitse energiereus RWE in geweer tegen regering	Nuon/Vattenfall	TN33
16-04-2011	Petje af	Nuon/Vattenfall	TN34
13-10-2011	Imtech kraakt groene denken in Nederland	Nuon/Vattenfall	TN35

04-01-2012	Uur U voor kostbare patenten Hollandse zonnefolie	Nuon/Vattenfall	TN36
03-02-2012	Water naar de Noordzee+ energie	Nuon/Vattenfall	TN37
24-03-2012	Acceptgiro vaker per mail	Nuon/Vattenfall	TN38
20-09-2012	Nuon-eigenaar voor kernenergie	Nuon/Vattenfall	TN39
08-10-2012	Marcato maat te groot; Niki Terpstra smaakmaker in Finale Parijs-Tours	Nuon/Vattenfall	TN40
03-04-2013	Grasmat Ajax tweedehands	Nuon/Vattenfall	TN41
18-04-2013	Rampscenario Delta en Eneco nadert rap; Netwerk wellicht toch afsplitsen	Nuon/Vattenfall	TN42
24-07-2013	Moederbedrijf Nuon trekt stekker uit Europa-project; Vattenfall verkoopt 'desnoods alles	Nuon/Vattenfall	TN43
11-11-2014	Groenste' clubs in de provincie	Nuon/Vattenfall	TN44
18-09-2015	Delta hoopt op kamer; Zeeuws energiebedrijf vecht tegen gedwongen splitsing	Nuon/Vattenfall	TN45
08-07-2017	Gemeenten willen cashen	Nuon/Vattenfall	TN46
24-01-2018	Groene stroom leeft meer in de Randstad	Nuon/Vattenfall	TN47
20-3-2018	Nu begint het echte werk	Nuon/Vattenfall	TN48
05-01-2019	Duurzaam de klos	Nuon/Vattenfall	TN49
08-03-2019	Hemwegcentrale gaat eerder dicht	Nuon/Vattenfall	TN50
20-03-2019	Vake rmes in dure merken	Nuon/Vattenfall	TN51
08-04-2019	Aardgas daar top, hier taboe	Nuon/Vattenfall	TN52
06-08-2019	TU-studenten sportief bezig met duurzame oplossing energievraagstuk	Nuon/Vattenfall	TN53
26-11-2019	Eneco in stilte opgelsokt	Nuon/Vattenfall	TN54
23-04-2020	Energieplan Amsterdam absurd en groenvijandig'	Nuon/Vattenfall	TN55
09-07-2020	Ook stadswarmte valt van voetstuk; Verschil van inzicht over energiebron	Nuon/Vattenfall	TN56
26-09-2020	Klimaatakkoord piept en kraakt; Biomassa, elektrisch vervoer, stroomnetten: alles loopt vast En we willen ook niet van het gas af...	Nuon/Vattenfall	TN57
18-11-2020	Brieven	Nuon/Vattenfall	TN58
03-12-2020	Polder tegen techreuzen	Nuon/Vattenfall	TN59
20-01-2021	Hoe duurzaam zijn de intenties van Vattenfall?'; OPINIE Swart, Visschers en Vollenbroek	Nuon/Vattenfall	TN60
30-01-2021	Levendig debat voor- en nadelen'	Nuon/Vattenfall	TN61
05-02-2021	Het klimaatplan is gemaakt door alfa's	Nuon/Vattenfall	TN62
09-09-2021	Lobbyberbod voor 'wegloopsters'	Nuon/Vattenfall	TN63
05-11-2021	Pacttegen ontbaosning, maar kaalpak gaat door; OPINIE Fenna Swart en Maarten Visschers	Nuon/Vattenfall	TN64
11-03-2022	Kolencentrales wachten op groen licht	Nuon/Vattenfall	TN65
15-11-2022	Brieven	Nuon/Vattenfall	TN66

Appendix 8.3

Table 5: Database Greenchoice

Datum	Titel	Gaat over bedrijf (Ja, Deels, Nee)	Gaat over duurzaamheid	Toon duurzaamheid (Positief, Negatief, Niet/zo goed als niet)	Reputatie duurzaamheid (Positief, Neutraal, Negatief, Niet)	Relatie politiek	Reputatie sociaal	Relatie Klant	Krant
13-03-2005	GESTALKT door verkopers Koop op afstand	Nee	Nee	-	Positief	-	Negatief	Negatief	Telegraaf
07-06-2005	Buitenlands bedrijven grazen stroommarkt af ; Achtergrond	Nee	Nee	-	Positief	-	-	-	Volkskrant
10-09-2005	Winst op groene stroom kan subsidie kosten ; Exploitanten van stroom uit wind en biomassa vrezen inperkings overheidsteun	Nee/Deels	ja	Positief	Positief	Negatief	-	-	Volkskrant
20-09-2005	Dromen van windmolens in de zee	Nee	Ja	Positief	Positief	-	-	Neutraal/Positief	Telegraaf
28-02-2006	Groene stroom is bij klanten uit de gratie	Deels	Ja	Negatief	Positief	-	-	-	Volkskrant
01-07-2006	Bezinning rond splitsing'	Nee	Nee	-	Neutraal	-	-	Positief	Telegraaf
05-07-2006	Gewild Greenchoice houdt kopers ferm buiten de deur	Ja	Nee/deels	Positief	Positief	-	-	Positief	Telegraaf
22-08-2006	Drie ton aan groene stroom weggegooid; Subsiestop op duurzame energie brengt boeren met windmolens en biogasinstallaties in nood	Nee	Ja	Negatief	-	-	-	-	Volkskrant
24-09-09	Beperken handel in groene stroom	Deels	Ja	Positief/Negatief	Positief	-	-	-	Telegraaf

2006	zal klant verwarren'								
19-10-2006	Stroom genoeg voor hele dorp	Nee/Deels	Ja	Positief	Positief	-	Positief	-	Volkskrant
30-11-2006	Eneco wordt eigenaar van ONS Energie; Overname levert tienduizenden klanten op	Deels	Nee	-	Positief	-	-	-	Volkskrant
12-12-2006	De opkomst en ondergang van duurzame stroom	Nee	Ja	Positief/Negatief	Positief	-	-	-	Volkskrant
13-12-2006	Klant groene stroom haakt af; Duurzame elektriciteit Promotie van vaste prijscontracten gaat ten koste van duurzame energie	Nee	Ja	Positief	Positief	-	-	Positief	Volkskrant
22-02-2007	"Hip"Eneco slaat slag met duurzame energie	Nee/Deels	Ja	Positief	Positief	-	-	-	Telegraaf
07-04-2007	Kort bericht (Financieel)	Ja	Deel	Positief	Positief	-	-	-	Telegraaf
11-10-2007	Klant maakt het groene verschil	Nee/Deels	Ja	Positief	Neutraal/Positief	-	-	-	Volkskrant
26-10-2007	Nachttrein Madrid is leuker dan autorit.'; Hoe groen is Anne van Schaik	Nee/Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
15-02-2008	Ik eet biologisch tot de studiefinanciering op is'; Hoe groen is Joeri van der Hoff	Nee/Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
19-06-2008	Compensatiedilemma's; Bosbescherming compenseert broeikasgas wel/niet	Ja	Ja	Negatief	Negatief/Positief	-	-	Negatief	Volkskrant

24-09-2008	Groene stroom fors duurder na Europees voorstel	Nee	Ja	Negatief	Positief	Negatief	-	-	Volkskrant
15-10-2008	Ruzie tussen CO ₂ -handelaren om 'klimaatneutraal'2	Nee	Ja	Negatief	Positief	Positief	-	-	Volkskrant
17-10-2008	Elk bos een klimaatbos	Nee/Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
20-10-2008	Eén keurmerk CO ₂ -compensatie 2	Nee	Ja	Positief	Positief	-	-	-	Volkskrant
23-10-2008	Fiscus wil premie groene stroom terug	Nee/Deels	Ja	Negatief	Positief	Positief	-	-	Volkskrant
15-11-2008	Klokken' onder de douche loont; Spul	Nee	Ja	Positief	Positief	-	Positief	Positief	Volkskrant
03-01-2009	Groene' stroombedrijven nog erg grijs	Nee/Deels	Ja	Negatief	Positief	-	-	Positief	Volkskrant
09-04-2009	Geen slimme meter nodig om te besparen'; interview Michel Rexwinkel	Nee/Deels	Ja	Negatief	Positief	-	-	Positief	Volkskrant
30-05-2009	Groen filmfestival in Amsterdam	Ja	Ja	Positief	Positief	-	Positief	-	Volkskrant
01-08-2009	Centrica wil van Oxxio af, maar heeft nog geen koper	Nee	Nee	-	-	-	-	-	Volkskrant
21-11-2009	Greenchoice stapt in waterkracht	Ja	Ja	Positief	Positief	-	-	-	Volkskrant
02-01-2010	Boer zoekt buur'; €50 euro winst op €250!	Deels	Ja	Positief	Neutraal	-	Positief	-	Telegraaf
02-01-2010	Tweede groene stroom komt van buiten; consumeren Hoe schoon zijn de Nederlandse	Deels	Ja	Positief	Positief	-	-	-	Volkskrant

	stroomleveranciers (deel 1)?								
23-01-2010	Schone stroom op stroom; Overstappen? Niet duur, weinig gedoe!	Nee	Ja	Positief	Positief	-	-	-	Telegraaf
13-02-2010	Iedereen werkt hier op de klantenservice'; Producenten Energieleveranciers Greenchoice gooit hoge ogen met klantvriendelijkheid en bescheiden Beloning	Ja	Ja	Positief	Positief	Positief	Positief	Positief	Volkscrant
12-06-2010	GEBREK AAN GROENE INFORMATIE; Luister beter naar consument	Nee	Ja	Positief	Positief	-	-	-	Telegraaf
20-07-2010	Calimero Greenchoice zit op hete kolen	Ja	Ja	Negatief	Positief	Negatief	-	-	Telegraaf
28-07-2010	Energiebedrijven ruziën om subsidie	Nee	Ja	Neutraal	Neutraal	Negatief	-	-	Telegraaf
31-07-2010	Alders: Debacle met duurzaam afwenden; Extra heffing op stroom prijs nodig	Nee	Ja	Positief	Positief	-	-	-	Telegraaf
21-08-2010	Samen een groene vuist maken en bedrijven wakker schudden	Nee	Ja	Positief	Positief	-	Positief	-	Volkscrant
04-09-2010	Nudge	Deels	Ja	Positief	Positief	-	Positief	-	Telegraaf
04-10-2010	Essent kiest biomassa; Peter Terium: Minder braaf	Nee/Deels	Ja	Positief	Positief	Negatief	-	-	Telegraaf
23-10-2010	Er warmpjes bij zitten met koeienmest	Ja	Ja	Positief	Positief	-	Positief	-	Volkscrant
06-11-	Inwonders Lochem zich; Grote	Nee	Ja	Positief	Neutraal	-	Positief	Positief	Telegraaf

2010	belangstelling voor energiecoöperaties								
06-11-2010	Bos	Ja	Ja	Positief	Positief	-	Positief	-	Telegraaf
03-12-2010	Consumenten als ontwikkelingshulp; Werk Geld Technologie mondialisering	Nee/Deels	Ja	Positief	Positief	-	Positief	-	Volkskrant
10-03-2011	Groen energiebedrijf wil theet om boete	Ja	Nee	-	Positief	Negatief	Negatief	Negatief	Telegraaf
20-03-2011	Doel in thuis opwekken van stroom+ Energiemaatschappij Greenchoice start proef	Ja	Ja	Positief	Positief	-	-	Positief	Telegraaf
29-03-2011	Gratis zonnepanelen in ruil voor stroom	-	-	-	-	-	-	-	Telegraaf
15-04-2011	Marktplaats voor gaas en stroom veroverft Europa	Nee	Nee	-	-	-	-	-	Telegraaf
07-05-2011	Subsidievrije zonnepanelen	Deels	Ja	Positief	Positief	-	Positief	Positief	Volkskrant
14-05-2011	Atoomstroom wil graag zonne-energie	Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
09-07-2011	Koop via webportaal en steun zonne-energie Nieuws	Nee/Deels	Ja	Positief	Neutraal	-	-	-	Volkskrant
16-08-2011	De grote belofte van waterkracht	Nee	Neutraal	Neutraal	Neutraal	-	-	-	Volkskrant
05-10-2011	Hete Kolen; groene energie	Nee/Deels	Ja	Positief	Positief	Negatief	-	-	Telegraaf
10-12-2011	Eneco baalt van stoute dochter	Ja	Nee	-	Positief	Negatief	Negatief	Negatief	Telegraaf

17-12-2011	Forse NMA-boete voor Greenchoice Overstappende klanten kregen hun voorschot niet terug	Ja	Nee	-	Positief	Negatief	Negatief	Negatief	Volkskrant
07-01-2012	Milieukeur is groener dan de wet; spel Groenestroom	Ja/Deels	Ja	Positief	Positief	-	-	-	Volkskrant
01-03-2012	Hoe groen is groene stroom?; Werk mondialisering Technologie GROEN & GELD Geld	Nee	Ja	Negatief	Positief	-	Positief	-	Volkskrant
16-05-2012	Windmolenboer is vak apart; Oude bedrijfstak stapt in nieuwe markt	Nee	Ja	Positief	Positief	-	-	-	Telegraaf
13-06-2012	Aan de slag met zonne-energie; Per 2 juli 2012 subsidie van 15%	Nee	Ja	Positief	-	-	Positief	Positief	Telegraaf
06-07-2012	Twee ex-directeuren Greenchoice geplukt	Ja	Nee	-	Positief	Positief	Negatief/Positief	Negatief	Telegraaf
07-07-2012	Top Greenchoice krijgt hoge boete	Ja	Nee	-	Positief	Negatief	Negatief	Negatief	Volkskrant
15-07-2012	Laat het maar waaien; Werk mondialisering Technologie GROEN & GELD Geld	Nee/Deels	Ja	Positief	Positief	-	-	-	Volkskrant
28-07-2012	Waarom de energiejongens bij u op de bank willen zitten	Nee/Deels	Nee	-	Positief	-	-	-	Volkskrant
21-08-2012	Ook energiebedrijf zet klant voor schut; Consument kon fluiten naar geld	Ja	Nee	-	Positief	Positief	Negatief	Negatief	Telegraaf
22-08-2012	GUUS GELUK; Fraude bij Greenchoice	Ja	Nee	-	Positief	-	Negatief	Negatief	Telegraaf

27-08-2012	Greenchoice-baas stijdbaar; Ik ben geen boef, wel slordig	Ja	Nee	-	Positief	Positief	Negatief	Negatief	Telegraaf
04-10-2012	Energiebedrijven rollen over straat	Nee	Deels	Neutraal	Positief	-	-	-	Telegraaf
11-10-2012	Essent wil kleur bekennen	Nee	Ja	Negatief	Positief	-	-	-	Telegraaf
17-11-2012	De gevaren van crowdfunding	Nee	Nee	-	Positief	-	-	-	Volkskrant
25-01-2013	Goed groen komt uit een groen bedrijf; Spul Groene stroom (2)	Nee/Deels	Ja	Positief	Positief	-	-	-	Volkskrant
26-01-2013	Niet altijd wat het lijkt	Nee/Deels	Ja	Negatief	Negatief/Positief	-	-	-	Telegraaf
02-02-2013	Leefstijl	Ja	Ja	Positief	Positief	-	Positief	-	Telegraaf
15-03-2013	Als de stroom het goedkoopst is, gaat de wasmachine draaien	Nee	Deels	Positief	Neutraal	-	-	Positief	Volkskrant
15-05-2013	Jokkebrokken over groene stroom	Nee	Ja	Negatief	Positief	-	-	-	Volkskrant
24-05-2013	Getwist over grone stroom	Deels	Ja	Negatief	Negatief	-	-	-	Volkskrant
04-10-2013	Greenchoice ging langs de 'rand van de afgrond'	Ja	Nee	-	Positief	Negatief	Negatief	-	Telegraaf
19-10-2013	Beleggen met wind in de rug	Nee	Ja	Positief	Positief	-	-	-	Volkskrant
30-11-2013	Is 'onze' stroom nu vooral nog onze zorg?	Nee	Nee/Deels	Positief	-	-	-	-	Volkskrant
21-12-	Kort financieel	Ja	Nee	-	Positief	-	-	-	Telegraaf

201 3									
13- 02- 201 4	Ranglijst toont duurzaamheid genergiebedrijf	Ja	Ja	Positief	Positief	-	-	-	Volksk rant
04- 04- 201 4	Winddeal lichtpuntje voor zeeuwse trots	Nee	Ja	Positief	Positief		-	-	Telegr aaf
04- 04- 201 4	Verse stroom, rechstreeks van de boer	Nee	Ja	Positief	Positief	-	-	-	Volksk rant
07- 04- 201 4	Energiebedrijf Delta wil hvan laat betalend grootbedrijf af	Nee/D eels	Nee	-	Positief	-	-	-	Telegr aaf
15- 04- 201 4	Greenchoice- advocaten jagen op toezichthouder	Ja	Nee	-	Positief	-	Negatief	Negatief/ Positeif	Telegr aaf
16- 04- 201 4	Eneco overhoop met Greenchoice	Ja	Nee	-	Positief	Neg atief	Negatief	Negatief	Volksk rant
18- 04- 201 4	Groene cashmachine smacht naar RvC	Ja	Nee	-	Positief	Neg atief	Negatief	Negatief	Telegr aaf
26- 06- 201 4	Rozengeur rondom zonnepanelen jeukt	Ja	Ja/Deels	Negatief	Positief	-	Neutraal	Negatief	Volksk rant
02- 07- 201 4	Goedkopere energie zoeken loont	Nee	Nee	-	Positief	-	-	-	Volksk rant
12- 07- 201 4	Strijd om Greenchoice trekt private equityy aan	Ja	Nee	-	Positief	Neg atief	Negatief	Negatief/ Positeif	Telegr aaf
12- 07- 201 4	Top Greenchoice voerde wanbeleid	Ja	Nee	-	Positief	Neg atief	Negatief	Negatief	Volksk rant
04- 09- 201 4	Energiebranche blijkt lucratief voor adviseur	Nee	Nee	-	-	-	-	-	Telegr aaf
05- 09- 201 4	Dagobert en Boris Boef toch geen zware jongens	Ja	Nee	-	Positief	Posit ief	Positief	-	Telegr aaf

28-11-2014	Milieuculbs binden eigen sponor groenst	Nee/Deels	Ja	Negatief	Positief	-	-	-	Volkskrant
05-12-2014	OP pad met de auto van de buurman	Nee	Deels	Positief	Positief	-	-	-	Volkskrant
02-01-2015	Keuzestress voor groenestroomgebruiker	Nee	Ja	Negatief	Positief	-	-	-	Volkskrant
10-01-2015	Carrièrejournaal	Nee	Nee	-	Positief	-	-	-	Telegraaf
06-02-2015	Bekende Nederlanders zitten er warmpjes bij	Deels	Ja	Positief	Positief	-	-	-	Telegraaf
24-02-2015	Stoephandel	Nee/Deels	Nee	-	-	-	Negatief	Negatief	Volkskrant
16-03-2015	Energievergelijkingen zijn misleidend	Nee/Deels	Ja	Negatief	Positief	-	-	-	Volkskrant
11-04-2015	Duurzaam uit je dak op een festival	Nee/Deels	Ja	Positief	Positief	-	Positief	-	Volkskrant
18-04-2015	Vind een zonedak bij u in de buurt	Nee/Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
30-09-2015	Laatste strohalm Eneco; 'Energiewereld zal komende 20 jaar schudden op zijn grondvesten'	Nee	Nee	-	-	-	-	-	Telegraaf
27-10-2015	Energiemaatschappijen minder groen geworden	Nee/Deels	Ja	Negatief	Positief	-	-	-	Volkskrant
05-03-2016	Graantje meepikken van de windhause	Nee/Deels	Ja	Positief	Positief	-	-	Positief	Volkskrant
28-06-2016	Het gaat de zon niet voor de wind	Nee/Deels	Ja	Positief	Neutraal/Positief	-	-	-	Volkskrant
17-09-2016	Niet voor niets gaat de zon op	Nee	Ja	Positief	Positief	-	-	Positief	Volkskrant

2016									
28-01-2017	Welke kant oop na de splitsing?	Nee	Nee	-	-	-	-	-	Volkskrant
25-10-2017	Groene stroom vaak facade voor gruijze bulk	Nee	Ja	Negatief	Positief	-	-	-	Volkskrant
22-02-2018	Ludiek protest tegen overschot CO2-rechten	Ja	Ja	Positief	Positief	-	-	-	Volkskrant
16-08-2018	Groene energiedeal leidt tot lagere tarieven'	Ja	Deels	Positief	Positief	-	-	Positief	Telegraaf
15-09-2018	Overstap niet zonder hobbels	Nee	Nee	Positief	Positief	-	-	Positief	Telegraaf
08-01-2019	Stroomstoring in Eredivisie	-	-	-	-	-	-	-	Telegraaf
25-02-2019	Belangenverstrengeling baas postcodeloterij'	Ja	Nee	-	-	-	Negatief	-	Volkskrant
01-03-2019	Feyenoord groeit door	-	-	-	-	-	-	-	Telegraaf
26-04-2019	Ik mag Eneco niet kopen	Nee	Deels	Negatief	-	-	-	-	Telegraaf
20-11-2019	Rebels Vandebron opgekocht	Nee	Deels	Positief	Neutraal/ Positief	-	-	-	Volkskrant
02-07-2020	Wakkere vragen	Nee	Nee	Negatief	Negatief	-	-	-	Telegraaf
04-07-2020	Zonnepanelen kopen of huren?; Ruim tweehonderd vragen van lezers op het jaarlijkse energiespreekuur van de Telegraaf	Nee	Ja	Neutraal	Negatief	-	-	-	Telegraaf

18-09-2020	Nuts groep in etalage, herkansing voor Shell; Ook KKR en buitenlandse energiebedrijven getipt	Nee	Nee	-	-	-	-	Positief?	Telegraaf
11-05-2021	Crowdfunding voor meer zonnestroomprojecten	Ja	Ja	Positief	Positief	-	-	Positief	Volkscrant
27-08-2021	Oliereus Shell gaat in groene stroom	Nee	Ja	Negatief	-	-	-	-	Volkscrant
24-02-2022	Gemeenten moeten breken met Gazprom, ddat oorlogskas Poetin spekt	Nee	Ja	Negatief	Positief	-	-	-	Volkscrant
26-02-2022	Hoelang blijft Gazprom onaantastbaar?	Nee	Nee	-	-	-	Negatief	-	Volkscrant
21-03-2022	Stikstofprobleem, overbelast net, hoge energieprijzen: Werkelijk alles zit mee voor Greener	Nee	Nee	Neutraal	Positief	-	-	-	Volkscrant
25-07-2022	Oud geld en buitenlandse partijen zijn de grootste investeerders in zonnepanelen	Deels	Ja	Positief	Positief	-	-	-	Volkscrant
11-10-2022	Duurzame claims vaag'; Greenchoice en Vattenfall	Ja	Ja	Negatief	Negatief	-	Negatief	Negatief	Telegraaf
11-10-2022	ACM tikt energieleveranciers op de vingers om onterechte duurzaamheidsclaims	Ja	Ja	Negatief	Negatief	Negatief	-	-	Volkscrant
22-10-2022	We moeten onze groene stroom tegen torenhoge prijzen inkopen'	Ja	Ja	Neutraal/Positief	Positief	-	-	Negatief	Volkscrant
01-11-2022	Groen onder de loep; Voorkom beschuldiging van greenwashing	Nee	Ja	Negatief	Negatief	Negatief	Negatief	-	Telegraaf

Table 6: Database Essent

Datum	Titel	Gaat over bedrijf (Ja, Deels, Nee)	Gaat over duurzaamheid	Toon duurzaamheid (Positief, Negatief, Niet/zo goed als niet)	Reputatie duurzaamheid (Positief, Neutraal, Negatief, Niet)	Relatie politiek	Reputatie sociaal	Relatie Klant
21-1-2005	Kamerlid trouw aan Nuon, Eneco of Essent	Deels	Nee	Neutraal	Neutraal	-	Neutraal/Goed	Neutraal/Positief
29-01-2005	Gemeenten dromen van kostbare glasvezel ; I Overheidsplannen lijken achterhaald te worden door supersnelle kabel-en adsl-verbindingen 'UPC en KPN zijn vet en lui' 'Kosten glas wegen nooit op tegen baten'	-	-	-	-	-	-	-
26-02-2005	Vlees noch vis ; Nooit gaf Campina zo veel uit voor een nieuw product	-	-	-	-	-	-	-
05-03-2005	Shell koopt recht CO2 van Essent	Ja	Ja	Neutraal	Positief	-	-	-
17-03-2005	Minister schoffeert sector met verwerpen akkoord	Nee/Deels	Nee	Neutraal	-	Negatief	-	-
09-04-2005	Broeikasgassen worden duur betaald ; Vervuilende industrieën handelen sinds 1 januari in emissierechten om CO2 te mogen uitstoten	Ja	Ja	Positief	Neutraal/Positief	Positief	Neutraal/Positief	-

07-06-2005	Buitenlandse bedrijven grazen stroommarkt af ; Achtergrond	-	-	-	-	-	-	-
27-08-2005	Derde Wereld opgezaald met Nederlands milieuprobleem'	Deels	Ja	Negatief	Negatief	-	Negatief	-
02-09-2005	Kabinet wil Borssele langer open houden ; www. a i r f r a n c e . n l	Ja	Deels	Negatief	Negatief/Positief	Negatief	Negatief/positief	-
13-10-2005	Geen nee tegen nieuwe kerncentrale'	Nee	Ja	Positief/Neutraal	Neutraal	Neutraal	-	-
14-11-2005	Hoogenboom maakt feest compleet	-	-	-	-	-	-	-
26-11-2005	Zwalkend beleid nekt productie groene stroom; Energiebedrijven willen investeringszekerheid van Economische Zaken, maar krijgen nul op rekest	Ja	Ja	Negatief	Positief	Negatief	-	-
11-01-2006	Openhouden Borssele vooral juridische zet; Grote nucleaire problemen (vervuiling, proliferatie) zijn nog steeds onopgelost, maar de centrale draait door	Ja	Nee/Deels	Negatief	Negatief	Negatief	Neutraal	-
09-08-2006	Wijn staakt subsidie op groene stroom	Nee/Deels	Ja	Negatief	Positief	Negatief	Neutraal	-

08-09-2006	Kamer fluit Wijn terug over MEP	Nee	Ja	Negatief	Neutraal	Negatief	-	-
30-10-2006	Polgar schittert tegen Topalov	-	-	-	-	-	-	-
05-04-2007	Essent-topman doet afstand van aandelenbonus van 1,3 miljoen	Ja	Nee/Deels	Neutraal	Positief	-	Negatief	-
20-04-2007	Afal is een aantrekkelijke markt'	Nee	Deels	Negatief	Negatief	-	-	-
14-07-2007	Groene stroom uit koffieschillen	Ja	Ja	Positief	Positief	-	Positief	-
07-09-2007	Ook EnergieNed split	Nee	Nee	Neutraal	-	-	-	-
09-10-2007	Hollandsse groene stroom in het slop; Nuon, Essent en Eneco zouden last hebben van veranderlijke investeringsregels van de overheid	Ja	Ja	Negatief	Negatief	Negatief	-	-
23-12-2007	Nieuw leven voor 'HORRORBOSSSEN'; Wrede dictator Idi Amin richtte ook in natuur waar slagveld aan "Door deze CO2-projecten kunnen we tienduizenden gezinnen van groene stroom voorzien"	Nee	Ja	Positief	Positief	-	Positief	-

31-12-2007	No Headline in Original	-	-	-	-	-	-	-
01-02-2008	Aanvaller is nu allrounder met titel	-	-	-	-	-	-	-
12-02-2008	Stoom uit koffieschil	Ja	Ja	Positief	Positief	Positief	-	-
08-03-2008	Consumenten kunnen vanaf 1 april het dak op - voor groene stroom	Nee	Ja	Positief	Neutraal	-	-	-
30-05-2008	Kolen eruit, kernenergie erin	Ja	Ja	Negatief	Negatief	Negatief	-	-
19-06-2008	Waterstofcononomie blijft wellicht mooie droom	Ja	Ja	Positief	Positief	-	positief	-
10-09-2008	Partner moet onze strategie begrijpen'; topman Nuon sluit beursintrodctie uit Management is bezig met transformatie	Nee	Nee/Deels	Positief/Neutraal	-	-	-	-
13-09-2008	Oplaadbaar is niet per definitie beter; Proef	Nee	Nee	Neutraal	Neutraal	-	-	-
23-10-2008	Fiscus wil premie groene stroom terug	Deels	Ja	Negatief	Negatief	Negatief	Neutraal/Negatief	Neutraal/Negatief
08-11-2008	No Headline in Original	-	-	-	-	-	-	-
15-01-2009	Kerncentrale gaat niet mee in verkoop	Ja	Ja	Negatief	Negatief	Negatief	-	-
15-01-2009	No Headline In Original	Ja	Deels	Negatief	Negatief	Negatief	-	-

16-01-2009	Onredelijk om wéér de Nederlanders te pakken!	-	-	-	-	-	-	-
19-01-2009	No Headline In Original	-	-	-	-	-	-	-
24-02-2009	Vattenfall brengt veel kennis in over kernenergie en afval	Nee	Ja	Positief	-	-	-	-
10-03-2009	Een onverbeterlijke knuffelmoralist Dinsdagprofiel Midas Dekkers	-	-	-	-	-	-	-
06-04-2009	Delta heeft een ovenwichtiger mix aan brandstoffen'	Nee/Deels	Nee	Neutraal	Neutraal	-	-	-
16-04-2009	Partij voor de Dieren tegen overname van Essent	Ja	Nee	Neutraal	Neutraal/Positief	Negatief	-	-
23-04-2009	Topman Vattenfall houdt vingers gekruist; Overname Nuon is zeker nog geen gelopen race	Nee/Deels	Nee	Neutraal	Neutraal	-	-	-
24-04-2009	Als Brabant nee zegt; Commentaar	Ja	Nee	Neutraal	Negatief	Negatief	-	-
25-04-2009	Noord-Brabant tegen verkoop Essent	Ja	Deels	Neutraal/Negatief	Neutraal/Negatief	Negatief	-	-
28-04-2009	Ook toekomst zonder Essent; RWE: combi met Arnhemse bedrijf zou perfect zijn, maar	Ja	Ja	Positief	Positief	-	-	-
29-04-2009	Essent en RWE zoeken uitweg uit	Ja	Ja	Negatief	Positief	Negatief	-	-

2009	fussieblokkade							
16-05-2009	Zet je ego opzij en denk aan het grote geheel'	-	-	-	-	-	-	-
09-06-2009	Melkkoe	Nee	Deels	Neutraal	-	-	-	-
17-09-2009	Delta lijdt onder moeizame markt voor duurzaamheid	Nee	Ja	Negatief	Neutraal/Positief	-	-	-
22-09-2009	Ergerlijk	Nee/Deels	Ja	Negatief	Negatief	-	Negatief	Negatief
10-11-2009	Tennet koopt Duits stroomnet	-	-	-	-	-	-	-
14-11-2009	Koeien verwarmen Friese huizen	Ja	Ja	Positief	Positief	-	Positief	-
09-04-2010	Essent legt tijdelijk biocentrale stil; Cuijk	Ja	Ja	Negatief	Negatief	Negatief/Neutraal	--	Neutraal
26-05-2010	Prijzenoorlog bij energiebedrijven; Massaal goedkoop gas kopen	Deels	Nee/Deels	Neutraal	-	-	-	-
14-06-2010	Een volle tank in een half uur	Nee	Deels	Positief	Neutraal/Negatief	-	-	-
24-06-2010	Deels splitsen blijft optie Eneco en Zeeuwse Delta; nma-bestuurder bepleit bezinning 'Ineens is de wereld voor energieconcerns veranderd'	Nee	Nee	-	-	Negatief	-	Negatief?
01-09-09	Essent gaat de boer weer op	Ja	Ja	Positief	Positief	-	Positief	-

2010								
20-09-2010	op = op	Ja	Ja	Neutraal	Negatief	-	-	Negatief
23-09-2010	Kort financieel	Ja	Ja	Positief	Positief	-	Positief	-
09-10-2010	Burger betaalt groene subsidie	Nee	Ja	Positief	Neutraal/Positief	Positief	Positief	-
03-12-2010	Groene' afspraken onhaalbaar	Nee	Ja	Negatief	Neutraal	Positief	-	-
17-12-2010	Essent gaat huis van klant isoleren met geleend geld	Ja	Ja	Positief/Neutraal	Positief	-	Negatief	Positief
19-01-2011	Gemeenten volop in wind Investeren in turbines op zee nodig om klimaatdoelstellingen te halen	Nee	Ja	Positief	Neutraal	-	-	-
18-02-2011	Een eindeloze reeks missers in elke provincie	-	-	-	-	-	-	-
11-03-2011	Provincies maken grijs geld groen'; interview typhoon en meewind	Nee	Ja	Positief	Neutraal/Negatief	-	-	-
21-05-2011	Prijs	Ja	Ja	Positief	Positief	-	-	-
15-07-2011	Tafelzilver Essent en RWE lokaas voor Russisch geld	Ja	Nee/Deels	Neutraal	Positief	-	Positief	Negatief/Neutraal
18-10-2011	Duurzaam via het buitenland	Deels	Ja	Negatief	Positief	-	-	-
03-11-	Greenpeace luidt noodklok over	Deels	Ja	Negatief	Negatief	-	-	-

201 1	handelsbeurs voor houtpallets							
05- 11- 201 1	Groen licht Chelyabinsk	-	-	-	-	-	-	-
30- 11- 201 1	Ockelsprijs geschrapt door ruzie met Wubbo	Deels	Ja	Positief	Negatief	-	-	-
09- 12- 201 1	Woestijnstroo m komt nu ook naar ons land; Bouw zonnepark start in Marokko	Nee	Ja	Positief	-	-	-	-
03- 03- 201 2	De duurzame ambities van FC Groningen	Deels	Ja	Positief	Positief	-	Positief	-
20- 06- 201 2	Groen licht voor kolencentrale	-	-	-	-	-	-	-
22- 08- 201 2	GUUS GELUK; Fraude bij Greenchoice	Nee	Nee	-	-	-	-	-
23- 08- 201 2	Koelkast en airco draaien op Duitse zonnestroom; Onze gascentrales in zomer te duur	Deels	Deels	Neutraal	Negatief	-	-	-
15- 09- 201 2	Jonge managers willen actieplan; Lange termijnvisie nodig voor continuïteit	Deels	Ja/Deels	Positeif	Positeif	-	-	-
09- 10- 201 2	Vloot elektrische auto s strandt	Nee	Deels	-	-	Positief/Ne utraal	-	-
11- 10- 201 2	Essent wil kleur bekennen	Ja	Ja	Negatief	Negatief	-	-	-

08-01-2013	Gevecht om subsidie voor windenergie	Nee/Deels	Ja	Positief	Positief	Negatief/Neutraal	-	-
30-01-2013	Kleine energiebedrijven geknipt en geschoren; Reconstructie Lokale energiecoöperaties met ondergang bedreigd	Deels	Nee/Deels	Neutraal	Negatief	-	Negatief	Negatief
01-02-2013	Kamp bewondert duurzame Duitse schwung	Nee	Ja	Positief	-	-	-	-
08-03-2013	Ook Eneco houdt hand op de knoip	Nee	Nee/Deels	Neutraal	-	-	-	-
27-07-2013	Alliander onderneemt met mate	Nee	Nee/Deels	Positief	Negatief	-	-	-
23-08-2013	Oude energiebron hout vormt een bron van moderne zorgen	Nee/Deels	Ja	Negatief	Positief	-	-	-
23-09-2013	Eigenaar Essent schrapt 2-banen in Nederland'	Ja	Deels	Neutraal	Negatief	-	Negatief	-
01-10-2013	Overheid moet groene energie afdwingen'	Ja	Ja	Negatief	Negatief	Neutraal/Negatief	Neutraal/negatief	Neutraal negatief
31-01-2014	Delfzijl krijgt paradepaardje schone stroom	Nee	Ja	Positief	Negatief	-	-	-
04-03-2014	Steenkool is belangrijk om energie betaalbaar te houden'	Ja	Ja	Negatief	Negatief	Negatief/Neutraal	-	-
20-03-2014	Afscheid van succesploeg; TVM wil iconen inzetten als ambassadeur	-	-	-	-	-	-	-

	s eigen foundation							
16-04-2014	De menigte twijfelt: zullen we de generaal ontvoeren?	-	-	-	-		-	-
15-05-2014	Weer en prijzen raken RWE	Ja	Nee/Deels	Negatief	Negatief	-	-	-
23-07-2014	NLE nadert half miljard omzet, flirt met telecom	Nee	Nee	-	-	-	-	-
26-08-2014	Uitdagende markt	Nee	Nee/Deels	Neutraal/Negatief	Neutraal	-	-	-
02-10-2014	Steekspel om splitsingswet	Deels	Nee	-	-	Negatief	-	-
04-10-2014	Splitsing Eneco en Delta op lange baan	Nee/Deels	Nee	Neutraal/Negatief	-	Negatief	-	-
09-10-2014	Gouden Effie reclame Tridos	-	-	-	-	-	-	-
07-11-2014	BEURS wint door Draghi	-	-	-	-	-	-	-
11-03-2015	Energiecrisis bedreigt stroommarkt'	Deels	Ja	Negatief	Negatief	-	-	-
08-05-2015	[2 De Nederlandse High Line, wordt de Paleisbrug in...]*	-	-	-	-	-	-	-
11-07-2015	Geen nieuwe centrales'; Essent-eigenaar RWE: Kolen en gas niet meer rendabel	Ja	Deels	Neutraal	Positief	Neutraal	-	-
30-09-09	Laatste strohalm Eneco;	Nee	Nee/Deels	Positief/Neutraal	Negatief	-	-	-

2015	'Energiewereld zal komende 20 jaar schudden op zijn grondvesten'								
28-11-2015	Lange termijn, korte beentjes	Ja	Deels	Neutraal	Negatief	Negatief	-	-	
03-12-2015	Duurzame tak RWE in Nederland	Ja	Ja	Neutraal	Negatief	Negatief	-	-	
31-12-2015	Drie dicht, nog acht te gaan	Deels	Ja	Positief	Negatief	Positief	-	-	
06-02-2016	Terium aan roer duurzaam RWE'	Ja	Ja	Positief	Positief	-	-	-	
06-02-2016	Nederlander baas van duurzame tak RWE	Ja	Ja	Positief	Positief	-	-	-	
28-04-2016	Duitse atoomclaims afgekocht	Nee	Deels	Negatief	-	-	-	-	
23-09-2016	Brandbreedte Innogy bekend	Ja	Ja	Neutraal/Positief	Positief	-	-	-	
04-07-2017	Maak kolencentrales klimaatneutraal	-	-	-	Negatief	-	-	-	
05-07-2017	Schuld	-	-	-	-	-	-	-	
12-07-2017	Aandeelhouders	Nee	Ja	Positief/Neutraal	Negatief	-	-	-	
18-08-2017	Van vullis tot...	Nee	Ja	Positief	Positief	-	-	-	
19-08-2017	Dit bedrijf is het waard om voor te vechten'	Nee	Nee	-	-	-	-	-	

24-08-2017	Inpluggen op stroom uit de Sahara	Nee	Ja	Neutraal	Neutraal/Positief	-	-	-
03-10-2017	Eneco-lobby harde strijd	Nee	Nee	-	-	-	-	-
05-10-2017	Eneco: gaan gemeenten voor geld of voor groen?	Nee	Deels	Negatief	Negatief	-	-	-
06-10-2017	Terechte twijfel	Nee	Deels	Positief	-	Neutraal	-	-
17-04-2018	Groene topman van Eneco moet plots veld ruimen	Nee	Deels	Negatief	-	Positief	-	-
11-05-2018	Recyclekonink stapt in wespennest Eneco	Nee	Nee	-	-	-	-	-
30-05-2018	Rekening transitie moet eerlijk verdeeld'	Deels	Ja	Neutraal	Positief	Positief	Positief	Positief
05-01-2019	Duurzaam de klos	Nee	Ja	Negatief	-	-	-	-
08-01-2019	Stroomstoring in Eredivisie	-	-	-	-	-	-	-
15-01-2019	Mooie stap van Shell'	Nee	Deels	Positief	-	-	Negatief	-
27-03-2019	een op twintig	Ja	Ja	Positief	Positief	-	Positief	Positief
29-05-2019	pensioenfondsen in duel om Eneco	Nee	Deels	Neutraal/Positief	-	-	-	-
26-11-2019	Gek genoeg moeten we de broekriem aanhalen'	Nee	Ja	Positief	Neutraal/Negatief	-	-	-
08-09-	Geachte redactie	-	-	-	-	-	-	-

2020								
28-05-2021	Het ligt voor de hand dat je een verdere reductie van de veestapel zult zien'	-	-	-	-	-	-	-
04-06-2022	Energieprijs	Nee/Deels	Ja	Negatief	-	-	-	Negatief
17-10-2023	Uw schuld is gekocht door een agressief incassobureau	-	-	-	-	-	-	-

Table 7: Database Nuon/Vattenfall

Datum	Titel	Gaat over bedrijf (Ja, Deels, Nee)	Gaat over duurzaamheid	Toon duurzaamheid (Positief, Negatief, Niet/zo goed als niet)	Reputatie duurzaamheid (Positief, Neutraal, Negatief, Niet)	Relatie politiek	Reputatie sociaal	Relatie Klant
20-01-2005	Zelfs de Kelder in het voorbeeldcomplex is een vondst	Deels	Ja	Positief	Positief	-	Negatief	-
13-03-2005	GESTALKT door verkopers Koop op afstand	Nee	Nee	-	-	-	-	Negatief
09-04-2005	CDA-top wil mes in topsalaris	-	-	-	-	-	-	-
14-04-2005	Nederlanders drinken koffie liefst zittend	-	-	-	-	-	-	-
07-05-2005	Uitzicht op duizenden turbines voor de kust ; De bouw en exploitatie van windturbineparken voor de kust is een bedrijfstak geworden voor investeerders en bouwers	Deels	Ja	Positief	Positief	Positief	Positief	-

10-05-2005	Noodstroom uit carport	Ja	Nee/Deels	Negatief	Positief	-	-	Negatief
30-07-2005	Einstein op het strand	Nee/Deels	Ja	Positief	Positief	-	Positief	-
05-01-2006	Stroomvreters	-	-	-	-	-	-	-
20-03-2006	Splitsen energiebedrijven moet, privatiseren niet	Deels	Nee	-	-	Negatief	-	-
06-09-2006	Koffertje vol goede ideeën	Deels	Ja	Positief	Positief	-	-	-
23-12-2006	We hebben recht op da gald!	-	-	-	-	-	-	-
25-05-2007	Duurzame opslag energie in bodem Zuid-Limburg	Ja	Ja	Positief	Positief	-	-	-
09-06-2007	Rijke provincies strooien onbezonnen met hun geld Ruimtelijke Agenda: Hoe wordt wonen weer betaalbaar? Pagina 2	Nee	Deels	Positief	-	-	-	-
16-07-2007	Essent en Nuon. investeer in schone energie	Ja	Ja	Negatief	Negatief	-	Negatief	-
04-12-2007	Reclame voor een betere wereld; Pieter Hilhorst	Ja/Deels	Ja/Deels	Positief	Positief	-	Negatief	-
18-03-2008	Cramer zet ons op niet in te lhalen achterstand'	Deel	Ja	Negatief	Negatief	-	-	-
09-04-2008	Molen gaat voor de wind; Eigen stroomfabriek laat meter achteruitlopen	Nee/Deels	Ja	Positief	Neutraal/Positief	-	-	-
13-04-	Zonder doelgroep is elk ontwerp	Nee/Deels	Nee	-	Positief	-	-	-

2008	zinloos' Maarten den Hartogh en Pamela Musch Huidige functie: gezamenlijk ontwerper/eigenaar van Studio DenHartogMusch Vorige functies: hij: diverse freelance werkzaamheden, zij: idem, docentschap Opleiding: beiden de TH in Delft industrieel ontwerpen Hobby's: hij: hardlopen, zij: yoga							
26-04-2008	Televisie en spaarlamp branden op stroom van eigen teelt	Deels	Nee/Deels	Positief	Negatief	-	-	-
08-05-2008	Warme grond	Deels	Ja	Positief	Positief	-	-	-
15-05-2008	Van koelkast tot tv en internet, alles kan straks op plantenstroom Bio-energie Wageningse onderzoekers laten bacteriën in plantenwortels onder water werken aan elektriciteitsproductie	Nee	Ja	Positief	Positief	-	Positief	-
22-05-2008	Coöperaties willen houtkachels terug; Hoge gasprijs maakt overstap rendabel Ook explosieve vraag naar zonnepanelen	Deels	Deels	Positief	Positief	-	-	-
30-05-2008	De kleur oranje is holistisch gezien niet effectief	-	-	-	-	-	-	-
18-06-2008	Nuon maakt zonnecellen	Ja	Ja	Positief	Positief	Positief	Positief	-

23-07-2008	Modernisering Afsluitdijk van start; Arcadis komt met ambitieus plan	Ja	Ja	Positief	Positief	Positief	-	-
09-09-2008	Markt ondermijnt publieke zaak	Nee	Nee	-	-	-	Negatief	Negatief
31-10-2008	Lage rekening kost ondernemers veel tijd en energie; Vergelijken op prijs is door ondoorzichtige markt lastig	Deels	Deels	Positief	Neutraal	-	-	-
27-12-2008	Elke consument die gewone stroom koopt, koopt kernenergie'	Nee	Ja	Positief	-	-	-	-
03-01-2009	Elke spaarder kan geld in een molen steken	Nee	Ja	Positief	Positief	-	-	-
03-01-2009	"Groene stroombedrijven nog erg grijs'	Deels	Ja	Negatief	Negatief	Negatief	Negatief	-
16-01-2009	Onredelijk om Wéér de Nederlander te pakken!	-	-	-	-	-	-	-
24-02-2009	Greenpeace uit kritiek op Zweden	Ja	Ja	Negatief	Negatief	-	-	-
24-02-2009	Vattenfall brengt veel kennis in over kernenergie en afval	Ja	Ja	Positief	Positief	-	Positief	-
24-02-2009	Overnamen Nuon positief'	Ja	Deels	Positief	Positief	Positief	-	-
03-04-2009	Top van Nuon royaal beloond; Bestuursleden kregen 4,5 miljoen euro	Ja	Nee	-	-	-	Negatief	-
09-04-2009	Nuon wil geen CO2 onder wijk stoppen	Ja	Ja	Positief	Positief	-	-	-
30-05-2009	Hamburg gaat zelf in energie	Deels	Deels	Positief	-	-	-	-

03-06-2009	Wie niet stemt, is 'dom' en 'stom'tegelijk!	-	-	-	-	-	-	-
09-06-2009	Melkkoe	Nee	Deels	-	-	-	-	-
17-08-2009	Stroomgebruiker betaalt voor file op net	Nee	Ja/Deels	Positief	Negatief	-	-	-
19-08-2009	Markttucht scherpt ons'; Topman Alliander: energienet moet wél betaalbaar blijven	Nee	Nee	-	-	-	-	-
19-09-2009	Atoomstroom geweerd bij evenement in A'dam	Nee	Ja	Negatief	Negatief	-	-	-
23-09-2009	Stad van de Zon nog niet; Prins Willem-Alexander opent vandaak wijk zonneklaar	Nee	Ja	Positief	-	-	-	-
08-10-2009	Molensteen vooruitgerold; Tekort op aanleg Noord/Zuidlijn van half miljard niet gedekt in gemeentebegroting	-	-	-	-	-	-	-
14-11-2009	Het stroomnet wordt slimmer; produceren Elektriciteitsnetwerk moet de komende decennia drastisch op de schop	Deels	Nee	Positief	-	-	-	-
13-02-2010	Iedereen werkt hier op de klantenservice' Produceren Energieleverancier Greenchoice gooit hoge ogen met klantvriendelijkheid en bescheiden Beloning	Nee	Ja	Positief	-	-	Negatief	-
17-02-2010	Donderwolken boven Delta; 'Zeeuws energiebedrijf	Nee	Deels	Negatief	-	-	-	-

	schaakt op te veel borden tegelijk'							
24-06-2010	Dewels splitsen blijft optie Eneco en Zeeuwse Delta; nma-bestuur bepleit bezinning 'Ineens is de wereld voor energieconcerns veranderd'	Nee	Nee	-	-	-	-	-
07-09-2010	Merkel paait Duitse stroomverzorgers	Nee	Nee/Deels	Positief	-	-	-	-
13-11-2010	13, 14 november	-	-	-	-	-	-	-
29-12-2010	Kolengestookte centrale nog jaren nodig voor elektriciteit	Nee	Ja	Negatief	Negatief	-	-	-
15-01-2011	Delta verwacht dit jaar vergunning Brossele II; Topman gelooft in privaat geld 'Kernafcal minder erg dan CO2'	Nee	Nee	-	Negatief	-	-	-
26-01-2011	Gemeenten in de rij voor windpark	Nee	Ja	Positief	-	-	-	-
05-04-2011	Duitse energiereus RWE in geweer tegen regering	Nee	Nee	-	-	-	-	-
16-04-2011	Petje af	Deels	Ja	Negatief	Negatief	Negatief	-	-
10-10-2011	Windindustrie laat zich niet wegvagen'; Interview Andrew Garrad, Windenergie-expert	Ja	Nee	Positief	-	-	-	-
13-10-2011	Imtech kraakt groene denken in Nederland	Nee	Ja	Positief	Negatief	-	-	-
15-12-	Thialf kiest voor splinternieuw	Nee	Nee	-	-	-	-	-

201 1								
04- 01- 201 2	Uur U voor kostbare patenten Hollandse zonnepanelen	Ja	Deels	Positief	Negatief	-	-	-
03- 02- 201 2	Water naar de Noordzee+ energie	Deels	Ja	Positief	Positief/Neg atief	-	-	-
18- 02- 201 2	Splitsing werkt contraproductief; 'In terview Jeroen de Haas, bestuursvoorzitter Eneco	Nee	Ja	Positief	-	-	-	-
24- 03- 201 2	Acceptgiro vaker per mail	-	-	-	-	-	-	-
04- 04- 201 2	Dit is de Wolga, 1,90 euro per kilo reportage kijkdag bij helianthos, failliete proeffabriek voor zonnepanelen	Ja	Nee	-	Negatief	-	-	-
06- 04- 201 2	Stop energiesubsidies	Nee	Ja	Negatief	-	-	Positie f	-
28- 07- 201 2	Volwassen energiemarkt	Nee	Deels	Positief	Neutraal/Ne gatief	-	-	Negati ef
24- 08- 201 2	Gascentrales vaker stil door import groene stroom	Deels	Ja	Positief	Negatief	-	-	-
20- 09- 201 2	Nuon-eigenaar voor kernenergie	Ja	Ja	Positief	Positief	-	-	-
08- 10- 201 2	Marcato maat te groot; Niki Terpstra smaakmaker in Finale Parijs-Tours	-	-	-	-	-	-	-
18- 12- 201 2	Stoofpotkiller Technologie; Bespreking Nuon E-manager, een jaar lang getest	Ja	Ja	Positief	Positief	-	-	Positi ef
21- 12- 201 2	Rapportage duurzame energie slordig	Ja	Ja	Negatief	Positief	-	-	-

25-01-2013	Goed groen komt uit een groen bedrijf; Spul Groene stroom (2)	Deels	Ja	Positief	Negatief	-	-	-
30-01-2013	Kleine energiebedrijven geknipt en geschoren; Reconstructie Lokale energiecoöperaties met ondergang bedreigd	Nee/Deels	Nee/Deels	-	Negatief	-	Negatief	Negatief
03-04-2013	Grasmat Ajax tweedehands	Deels	Ja	Positief	Positief	-	-	-
18-04-2013	Rampscenario Delta en Eneco nadert rap; Netwerk wellicht toch afsplitsen	Nee	Nee	-	-	Positief/Negatief	-	-
04-05-2013	Hé, iemand een elektriciteitscentrale kopen?							
14-06-2013	Een kamer met uitzicht	-	-	-	-	-	-	-
24-07-2013	Moederbedrijf Nuon trekt stekker uit Europa-project; Vattenfall verkoopt 'desnoods alles	Ja	Nee	-	Negatief	-	-	-
20-09-2013	Ananassen in Alaska	Deels	Ja	Negatief	Negatief	Negatief	-	-
11-11-2014	Groenste' clubs in de provincie	Deels	Deels	Negatief	Neutraal/Positief	-	Positief	-
14-11-2014	Duurder aluminium en Duitse stroom deden de truc	Nee	Nee	-	Negatief	-	-	-
02-12-2014	Iedereen wil straks schone energie'	Deels	Ja	Negatief	Negatief	-	-	-
10-01-2015	Vechten om de wind	Deels	Ja	Positief	Positief	Neutraal/Negatief	-	-

15-01-2015	LinkedIn lastig te stoppen, Nuon verwacht nog steeds	Deels	Nee	-	Negatief	-	-	Negatief
11-02-2015	Offshoremonteur: niet voor landrot	Nee/Deels	Ja	Positief	Positief	-	Positief	-
14-03-2015	Hie de energiemiljarden de provincies splijten	-	-	-	--	-	-	-
17-03-2015	Netelige kwesties	-	-	-	-	-	-	-
02-07-2015	Boos Eneco schrappt 400 miljoen aan duurzame investering	Nee	Ja	Negatief	-	-	-	-
18-09-2015	Delta hoopt op kamer; Zeeuws energiebedrijf vecht tegen gedwongen splitsing	Nee	Nee	-	-	-	-	-
23-03-2016	Problemen groeien Delta bocen het hoofd	Nee	Nee/Deels	Negatief	-	-	-	-
29-03-2016	Nieuw: stroomopslag in ammoniak	Ja	Ja	Positief	Positief	-	-	-
03-09-2016	Eneco schrappt banan bij installatietak	Nee/Deels	Nee/Deels	Negatief	Negatief	-	Negatief	-
25-04-2017	Genzond verstand	Nee/Deels	Deels	Negatief	Negatief	-	-	-
12-06-2017	Hoe het laatste nutsbedrijf ten onder ging	Nee	Nee	-	-	-	-	-
08-07-2017	Gemeenten willen cashen	Nee	Nee	-	-	-	-	-
20-10-2017	Lagere uitstoot CO2 in 2020 bijna onhaalbaar	Nee/Deels	Ja	Negatief	Negatief	Negatief	-	-

24-01-2018	Groene stroom leeft meer in de Randstad	Nee/Deels	Ja	Positief	Negatief	-	-	Positief
20-03-2018	Nu begint het echte werk	Ja	Ja	Positief	Positief	Positief	-	-
17-04-2018	Groene topman van Eneco meot plots veld ruimen	Nee	Nee	-	-	Positief	-	-
09-10-2018	Ik zou nu kiezen voor die 10 miljard'	Ja	Deels	Positief	Positief/Negatief	-	-	-
05-01-2019	Duurzaam de klos	Nee	Nee/Deels	Negatief	-	-	-	Neutraal
23-01-2019	Klimaatdoel abinet raakt ver uit het zicht	Deels	Ja	Negatief	Negatief	Negatief	-	-
23-01-2019	Groede wil kabinet is niet genoeg	Deels	Ja	Negatief	Negatief	Positief	-	-
08-03-2019	Hemwegcentrale gaat eerder dicht	Ja	Ja	Positief	Negatief	Negatief	Negatief	-
20-03-2019	Vakkermes in dure merken	Deels	Nee	-	-	-	-	-
08-04-2019	Aardgas daar top, hier taboe	Nee	Deels	Negatief	-	-	Negatief	Negatief
11-04-2019	Flevoland pioniert met wind, in Drente is het oorlog	Nee	Ja	Positief	Positief	-	-	-
06-08-2019	TU-studenten sportief bezig met duurzame oplossing energievraagstuk	Nee	Deels	Positief	Positief	-	-	-
18-09-2019	Essent van de hand in potje kwartet	Nee	Nee	-	-	-	-	-
01-11-2019	Eind van een wolk en een tijdperk	Ja	Ja	Negatief	Negatief	Positief/Negatief	-	-

2019								
26-11-2019	Eneco in stilte opgelost	Nee	Nee	-	-	-	-	-
23-04-2020	Energieplan Amsterdam absurd en groenvijandig'	Deels	Ja	Positief	Positief	Negatief	-	-
30-04-2020	Windpark op zee kost veel en levert steeds minder op	Deels	Ja	Negatief	Negatief	-	-	-
09-07-2020	Ook stadswarmte valt van voetstuk; Verschil van inzicht over energiebron	Nee/Deels	Ja	Negatief	Negatief	-	-	-
31-08-2020	Stadsverwarming is niet de duurzaamste optie	Ja	Ja	Negatief	Negatief	-	Negatief	-
26-09-2020	Klimaatakkoord piept en kraakt; Biomassa, elektrisch vervoer, stroomnetten: alles loopt vast En we willen ook niet van het gas af...	Nee	Ja	Negatief	Negatief	Positief	-	-
06-10-2020	Molens draaien op kunstmest	Nee/Deels	Ja	Positief	Positief	-	-	-
18-11-2020	Brieven	-	-	-	-	-	-	-
02-12-2020	Over de grens zijn de Zweden minder groen	Deels	Ja	Negatief	Negatief	-	Negatief	-
03-12-2020	Polder tegen techreuzen	Nee/Deels	Nee	-	Positief	-	Negatief	-
20-01-2021	Hoe duurzaam zijn de intenties van Vattenfall?'; OPINIE Swart, Visschers en Vollenbroek	Ja	Ja	Negatief	Negatief	Positief	-	-
30-01-2021	Levendig debat voor- en nadelen'	Ja	Ja	Positief	Negatief	Positief	-	-

05-02-2021	Het klimaatplan is gemaakt door alfa's	Deels	Ja	Negatief	Negatief	Negatief	Negatief	-
09-09-2021	Lobbyberbod voor 'wegloopsters'	Nee	Nee	-	-	-	-	-
21-09-2021	Moet 'Slochteren'toch weer tijdelijk open?	Nee	Nee	-	Negatief	-	-	-
05-11-2021	Pacttegen ontbaassing, maar kaalpak gaat door; OPINIE Fenna Swart en Maarten Visschers	Nee	Ja	Negatief	Negatief	-	Negatief	-
11-03-2022	Kolencentrales wachten op groen licht	-	-	-	-	-	-	-
17-05-2022	Winparken en zonnevelden kunnen groene stroom niet kwijt, honderden miljoenen compensatie	Nee	Ja	Negatief	Positief	Negatief	-	-
15-09-2022	Biomassa blijft in Europese strategie voor duurzame energie	Deels	Ja	Negatief	Negatief	-	-	-
15-11-2022	Brieven	-	-	-	-	-	-	-
19-11-2022	Groene stroom per uur betalen, is dat wrekkelijk voordeliger?	Deels	Ja	Positief	-	-	Negatief	Positief