



**Good  
Energy**

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# Living our values 2010 - 2011



## Introduction

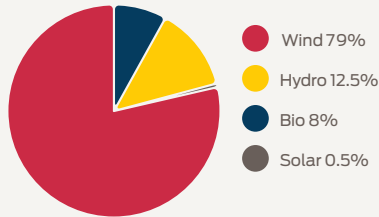
This was a year of pioneering projects coming to fruition for Good Energy. We completed the repower of the UK's first commercial wind farm in Cornwall – doubling its output while more than halving the number of turbines – and were involved with the introduction of the government's Feed-in Tariff in April 2010. The latter led to the blossoming of a people-powered green energy revolution – which began back in 2004 with the launch of our award-winning HomeGen scheme – as households and businesses across the country started generating their own renewable electricity.

From solar panels on roofs to wind turbines, 2010-2011 saw a number of exciting developments, large and small, taking us ever closer to a renewable energy future.

## Our electricity fuel mix

Making sure that over the course of a year our electricity fuel mix is 100% renewable is our number one priority. It's the bedrock upon which Good Energy was founded. But ensuring a balanced and robust energy supply is vital too, so we're working to broaden the spread of our electricity sources to include more solar and hydro power. The sun may not always be shining but if rain is falling or the wind is blowing, we can still make the most of Britain's abundant natural energy.

### 2010/2011 Fuel Mix



## Where our electricity comes from

At the end of 2010, after in-depth consultations with the local community, we completed the repowering of our wind farm at Delabole in Cornwall. Technological advancements mean that with just four turbines we can produce more than double the amount of electricity previously generated – enough to power around 5,500 typical homes. This marks the beginning of an exciting new chapter for us as we start to develop more of our own renewable electricity generation, giving us more control over our supply and ultimately our prices.

We source the majority of our electricity from a growing community of independent green generators across the UK that meet our strict procurement policies. We operate two different schemes – SmartGen for systems between 30kW and 100kW and Power Purchase Agreements (PPA) for generators over 100kW.

In 2010 the SmartGen scheme grew steadily and by the end of March 2011 we were supporting a total of 110 generators through SmartGen and Power Purchase Agreements.

**“We’re enormously proud of our investment in Delabole Wind Farm and it’s just the first in a pipeline of new wind energy projects we’re working on.”**

**Juliet Davenport,  
Good Energy CEO and Founder**



Juliet Davenport at Delabole Wind Farm

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## Our energy customers

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The number of people choosing our electricity supply increased to 26,501 this year. They used a total 127,763MWh of power over the year, which we matched entirely with electricity from renewables. This means together our customers have reduced their carbon footprint by the equivalent of 57,493 tonnes of CO<sub>2</sub>. That's the equivalent of flying 12,078 times around the earth's equator.\*

Our Gas+ tariff, which uses revenues to reward those generating their own renewable heat, grew in popularity too. We now supply 3,981 gas customers.

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## Our Feed-in Tariff customers

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We believe in a decentralised energy system where power is made close to where it's used. Our pioneering HomeGen scheme, introduced in 2004, was the UK's first initiative to provide financial support to domestic-scale renewable generators and paved the way for the government's own version, the Feed-in Tariff (FIT) in April 2010.

Thanks to the new scheme, this year the number of homes and businesses across the country we support in generating their own green electricity more than doubled to over 4,000. It's an impressive achievement and the beginning of a new type of power system where people are encouraged to take responsibility for their own energy needs.

\* Carbon dioxide equivalent based on DECC 2010/11 UK average fuel mix disclosure vs. Good Energy overall average emissions



South Penquite Farm, 5kW solar PV array, Bodmin Moor Cornwall



## Independent verification

In February 2010 the Green Energy Scheme was launched. It's an independent verification, which guarantees the provenance of green energy – something we've been advocating for many years.

Our main electricity tariff is now certified under the scheme, so customers can be sure they're reducing the environmental impact of their energy use when they switch. An additional carbon mitigation of 50kg per year per customer is also required so we've chosen to do this by investing in renewable heat generation projects that will benefit local communities, such as a biomass boiler at a primary school near Bath.

Our fuel mix is also subject to an independent annual assurance assessment, so all our customers can be confident our electricity is 100% renewably sourced.

## Our campaigns

The Electricity Market Reform, launched by the government in December 2010, was the main focus of our campaigning work this year. Despite being described as the most "ambitious plans to reform the energy market since privatisation" in order to attract investment in low carbon generation, we had our concerns.

While we welcomed the government's objectives to increase the amount of electricity the country gets from renewables, we felt that its plans simply didn't go far enough to deliver the kind of decentralised energy market we need to ensure we fully capitalise on our renewable energy potential.

Based on our experience of FIT we know that simple is best. That's why we were at the forefront of calling for the government to introduce renewable support mechanisms that would allow the maximum possible number of people to easily participate in the reform market.

So, we began campaigning in Westminster for the government to do just that, and of course our customers got involved too through letter writing campaigns to their own local MPs. It might take a while but we do believe that together we can change UK energy, for good.



## Awards

We're always pleased to be recognised for our achievements and in 2010 we received top marks from the Ethical Company Organisation in their Ethical Accreditation of renewable electricity suppliers. The independent verification looks at many things including how much power it gets from renewable sources. Our vision of a clean, green energy future is the driving force behind all that we do and to be recognised for this by the Ethical Company Organisation means a lot to us.

In 2010 our founder Juliet Davenport was named PLUS Markets CEO of the year for the second year running, a fantastic achievement for a small company.

Good Energy also won the Wiltshire Wildlife Award for Environmental Excellence in Business, given to companies which are financially successful as well as demonstrating a sustainable and responsible 'green' business model.

**“Our vision is to empower people to take control of their own energy. I am looking forward to another successful year in 2012, making this a reality.”**

**Juliet Davenport,  
CEO and Founder of Good Energy**



PLUS Market awards



Wiltshire Wildlife Awards



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Cover image:  
Delabole wind farm

Back page image:  
15kW hydro,  
Cocker Nook, Lake District