



**Good
Energy**

Living our values 2011 - 2012



Introduction

Good Energy had a hugely successful 2011-2012. We maintained our electricity price freeze while the cost of traditional energy continued to rise, demonstrating that choosing renewables doesn't have to be a luxury. We also welcomed thousands of new supply customers who are using their choice of power provider as a way of signalling support for a green energy future. Our community of home generators also continued to grow, thanks primarily to thousands of people transforming their roofs into mini power stations with solar PV panels.



Our electricity fuel mix

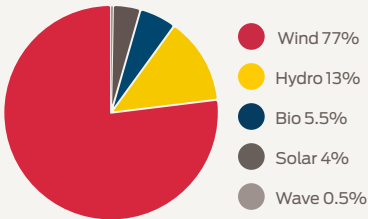
Once again we maintained our pledge to match all the electricity we sell to our supply customers over the course of a year with electricity sourced solely from renewables. We've also been working hard to increase the diversity of natural resources we rely on and are pleased that solar, hydro, wave and sustainable biogeneration now make up almost a quarter of our electricity production.

In August 2011 we announced that we would be aiming to source a third of our electricity from the sun. The exact figure we achieve will be recorded in our 2012/13 fuel mix so watch this space!

"The fact that Good Energy customers will now be getting around a third of their electricity from sunlight once again demonstrates Good Energy's commitment to renewables and shows that solar PV is a viable technology here in the UK. In fact, we get as much sunshine here as Germany does, although Germany generates much more solar power."

Juliet Davenport,
Good Energy CEO and Founder

2011/2012 Fuel Mix



"You only need to look out of the window to understand why it's so important for Good Energy to ensure it sources its electricity from a broad spread of renewables. In just one day we can experience pouring rain, bright sunshine and gusting wind, but by improving the balance of our power sources we can better protect ourselves against unexpected weather conditions. We're able to combine the varying outputs of different technologies across the country, which allows our trading to be as efficient as possible.

This year we've been able to increase the amount of electricity we buy from solar generators by offering a competitive price and striving to provide an excellent service. Our plan for the next few years is to continue adding more solar into the mix. We're also hoping to gain more sustainable biogeneration as it's usually simpler to forecast than other renewable sources. Electricity from hydro is another source we expect to see increase."

Nick Haines, Head of Trading



Nick Haines, Head of Trading

Our generators

Our wind farm in Delabole, Cornwall, which was repowered at the end of 2010, generated over 24,700MWh in its first year of operation – more than double that of the old wind farm and enough to power 5,790 typical homes*. By increasing the amount of green electricity we produce ourselves we're less reliant on the volatile energy market and this has played a significant part in helping us keep our prices stable for customers.

Supporting increasing numbers of independent renewable electricity generators is also a big part of achieving our vision. By taking control away from large, remote corporations and placing it in the hands of small businesses and communities across Britain we're encouraging a closer connection with energy and offering thousands of people the opportunity to benefit from involvement in the electricity market.

Our SmartGen generators (smaller generators between 30kW and 100kW) increased by 163% to 140 and the number of generators over 100kW that have a Power Purchase Agreement (PPA) to supply us with their green electricity almost quadrupled to 93. Offering these generators a good price for their electricity over several years can often be key to them securing the finance necessary to build new projects. And every new independent generator that joins us is a step towards a more decentralised, renewable UK energy system where power is made close to where it's used.

* This is calculated using the most recent statistics from the Department of Energy and Climate Change, showing that annual UK average domestic household consumption is 4,266kWh

Isle of Gigha

The Isle of Gigha has been generating its own energy since 2003, when three 250kW wind turbines, 'The Dancing Ladies' were installed. Any electricity that isn't used by the island's residents is sold back to the grid through Good Energy's PPA scheme, providing a healthy income for the community.

Willie McSporrán, the chairman of the Isle of Gigha Heritage Trust

"Until recently the Isle of Gigha was in decline with a dwindling population and economy. When Gigha's community bought the island in 2002, we realised we needed to develop in a sustainable way and that is what our three 'Dancing Ladies' are helping us to do.

"The wind turbines generate electricity and an income for the community and they help to protect one of the island's greatest assets – the environment. Gigha's community is small but we are making a difference. If every community acts on climate change then we can solve it."



Isle of Gigha, a community-owned wind farm at the southern tip of the Hebrides

Independent verification

Our main electricity tariff is certified by the Green Energy Scheme, an independent verification which guarantees that our electricity comes from exactly where we say it does and makes a measurable, positive difference to the environment.

As part of the scheme, we invest in renewable heat generation projects that will benefit communities. In April 2011 we funded the installation of a biomass boiler at Portishead Pool, which was saved from closure in 2009 and is now run by volunteers. The new boiler is powered by locally-sourced wood pellets that meet our stringent environmental procurement policy. Previously, the pool annually used the equivalent of one litre of oil on heating per swimmer, which means over its lifetime the new boiler will typically save the pool £6,000 on fuel bills a year.

Brian Hunt, Chairman of Portishead Community Trust said: “This is a great development for the pool, enabling us to replace ageing equipment, save on heating costs and significantly reduce our carbon footprint. We are delighted that Good Energy has chosen Portishead Open Air Pool as one of its community renewable heat projects.”

Juliet Davenport, CEO of Good Energy, added: “People using Portishead Pool can now be confident that their swim is a low-carbon one! By switching from oil to biomass, Portishead Pool will be saving over 2,000 tonnes of CO2 and helping the UK along the pathway to a 100% renewable future.”

Our fuel mix is also subject to an [independent annual assurance assessment](#), so customers can be confident our electricity is sourced entirely from renewables.



Portishead Community Lido biomass boiler

Our energy customers

The number of people choosing our electricity supply increased 13% to 30,000 this year. Together they used 132,386MWh of power over the year, which we matched entirely from renewables. This means they have reduced their carbon footprint by the equivalent of 56,926 tonnes of CO₂. That's the equivalent of flying 11,900 times around the world at the equator.*

Our Gas+ tariff, where revenues provide financial support to those generating their own renewable heat, grew by an impressive 68%. We now supply 6,700 gas customers.

Our Feed-in Tariff customers

Encouraging more people to take control of their own energy generation is at the heart of what we do as we move towards a renewable future for the UK. At the end of 2011 and beginning of 2012, thousands of households across the country became mini power stations, generating their own green electricity with the support of the government's Feed-in Tariff (FIT) scheme. By the end of June 2012 we supported a community of 39,000 such generators – an incredible increase of 1,816%, making us one of the largest FIT administrators in the country.

“Having a young family has given me a clear sense of responsibility to make a difference to climate change”

Will Hitchcock, Good Energy microgenerator and FIT customer

When Will and his family moved to a small village with a big sense of community they didn't waste much time in refurbishing their 19th century cottage to be more energy efficient.

After retrofitting the cottage, Will installed solar thermal panels, which meet 60% of the family's annual hot water demands, and a 2.7kW solar PV array, which provides for 70% of their electricity needs – including powering the electric motorbike he uses to commute to Colchester every day.

With the family home both saving and generating electricity, Will saw opportunities for the local village too. He founded a Transition group and decided to raise money for renewable energy projects by teaming up with other local people to create a community enterprise company. The group has already completed one project to install 84 solar PV panels on the village school.



Will Hitchcock, Good Energy microgenerator and FIT customer, on his electric motorbike

* Carbon dioxide equivalent based on DECC 2011/12 UK average fuel mix disclosure vs. Good Energy overall average emissions

Our campaigns

This year, our work on the Electricity Market Reform (EMR) continued against the backdrop of a heated public row around support for solar PV through the FIT.

After giving evidence to the Parliamentary Energy & Climate Change Committee, meeting Ministers, backbench MPs and working with various other organisations, the government set up a Ministerial Distributed Energy Working Group to look at the issues that Good Energy highlighted in relation to EMR. Good Energy joined the working group and together we continue to examine the issues raised as the EMR begins to be implemented.

Meanwhile, significant changes to the Feed-in Tariff were being discussed. As the popularity of the scheme grew, so did the government's concerns about it exceeding its budget. In both Westminster and the national, local and green media, Good Energy sought to act as a constructive voice in an often fraught debate, calling for the government to focus not on individual subsidy levels but on the measures that were necessary to put the scheme on a sustainable footing.

And finally, with energy bills rising, so did the political attention given to energy tariffs. After Ofgem and DECC launched proposals to simplify them, Good Energy acted as a vocal supporter for tariffs that were easy for consumers to understand yet still allowed companies like us to offer innovative products.

Awards

We were extremely proud to win the Which? customer satisfaction survey for the second time in January 2012. Our customer care team are energy experts trained by the Energy Saving Trust and can help with everything from efficiency to Feed-in Tariff queries.

Since founding Good Energy in 1999, our CEO and Founder, Juliet Davenport, has worked tirelessly to promote green energy in the UK. In June 2011 she was recognised for her hard work when she won the First Woman Award (Retail and Consumer) before going on to win the PEA Business Awards CEO of the Year and Overall Winner in January 2012.

We also 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 energy it gets from renewable sources.

The year ahead

On 30 June 2012 we announced an aim to build 110MW of new renewable generation capacity by 2016. We're also planning to grow our total supply and generation customer base to 125,000 by the same date – an ambitious target of 65% growth.

In 2013 we're planning to develop more partnerships with like-minded organisations, so they can benefit from green electricity and help us take the Good Energy message to a larger audience.

On a wider scale, we'll continue to play our part in working towards a vision of a 100% renewable Britain by 2050 and continue to campaign for government commitment to a decarbonised and decentralised energy sector.

“Looking at what has been achieved in the last year it's hard not to be excited about what's to come. I feel confident that with the continued support of our customers, generators, partners and extended community, together we can make sure 2013 is the year renewables truly enter the mainstream and bring their benefits to more people today and for generations to come.”

Juliet Davenport,
Good Energy CEO and Founder



Juliet Davenport at the First Woman Awards





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Cover image:
One 2.3MW turbine,
Delabole Wind Farm, Cornwall

Back page image:
Westmill Wind and Solar Farm,
Image with thanks to Ben Cavanna