

PRESS RELEASE

June 2006

Good Energy Wins £15,000 Prize at Ashden Awards

Good Energy scooped a major prize at the 2006 Ashden Awards for Home Generation, the scheme supporting homes and businesses using renewable microgeneration.

Home Generation pays people using technology such as solar panels and mini wind turbines for every unit of renewable electricity that they generate, even the ones used on site. The scheme is designed to encourage and inform people who want to generate their own, green electricity.

The Ashden Awards for Sustainable Energy, established in 2001 by the Sainsbury Family Charitable Trust, chose some outstanding projects to reach this year's finals such as BioRegional's TreeStation project and the Kirklees Council, solar energy programme.



Juliet Davenport CEO of Good Energy (right) with David Cameron MP and UK Ashden Award finalists

"We are delighted to win an Ashden Award. We are truly thankful to the judges and the Award organisers for recognising the achievements and the potential of Good Energy's Home Generation scheme. With this prize, we will be able to offer even greater assistance to microgenerators in the UK. At Good Energy we believe that every individual can turn their home and business into a micro power station and that this can provide a solution to the UK's energy shortage and help to combat Climate Change."

Juliet Davenport, Chief Executive, Good Energy.

The Leader of the Conservative Party, David Cameron MP presented the awards to the UK finalists and spoke on the merits of sustainable energy.

"One of the most encouraging things about politics today is that people are waking up to the reality of Climate Change and the urgent need to tackle it... it is a real privilege to be able to reward people who are making a difference on the ground. The people and projects we are celebrating today are pioneers in a global quest to save us from the consequences of our own actions."

David Cameron MP

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Notes to editors

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Ashden Awards

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Also available on request:

- Short snapshot summaries of each UK finalist project or view at http://www.ashdenawards.org/projects_UK_2006_photos
- 2-page summary on each UK finalist project
- Broadcast quality b-roll and short film on each project.

BACKGROUND INFORMATION MICROGENERATION

- The recent Energy Saving Trust report* stated that microgeneration can provide 40% of the power Britain needs by 2050. *<http://www.bwea.com/pdf/small/microgenerationest-report.pdf>
- There are 29 million electricity customers in the UK. Therefore the potential for micro-generation is almost the same figure. The majority of households and business' can have a small-scale renewable generator installed.
- There are 282 small-scale solar systems and just over 400 small-scale wind systems feeding into the National Grid at present.
- The Mayor's Energy Strategy, Feb 2004" aims for 7000 domestic solar panels and 500 small wind turbines within London by 2010.
- A typical domestic solar panel will provide about half of a households electricity needs and save up to £100 on their annual electricity bills
- If the small-scale hydro-electric power from all the streams and rivers in the UK could be tapped it would be possible to produce 10,000GWh (1GWh = 1,000,000kWh) per year - enough to meet just over 3% of our total electrical needs.

MICROGENERATION BENEFITS

- By adding or removing units, micro power system size can be adjusted to match demand.
- Small-scale power can be planned, sited, and built more quickly than larger systems, reducing the risks of overshooting demand, longer construction periods, and technological obsolescence.
- Micro power's more diverse, renewables-based mix of energy sources lessens exposure to fossil fuel price fluctuations.
- Some types of small-scale power, such as cogeneration and end-use efficiency, expand with growing loads; the flow of other resources, like solar and wind, can correlate closely with electricity demand.
- Small plants are unlikely to all fail simultaneously; they have shorter outages, are easier to repair, and are more geographically dispersed.
- Small-scale power can displace construction of new plants, reduce grid losses, and delay or avoid adding new grid capacity or connections.
- Micro power provides local choice and control and the option of relying on local fuels and spurring community economic development.
- Small-scale power generally emits lower amounts of particulates, sulphur dioxide and nitrogen oxides, heavy metals and carbon dioxide, and has a lower cumulative environmental impact on land and water supply and quality.