

Good Energy

Gas and Renewable Heat Scheme

Executive Summary

Good Energy responds to customer need for gas and introduces support for renewable heat

Customers have told us that they would like to buy their gas from us, as well as 100% renewable electricity

After eight years passionately promoting renewable energy, we couldn't just launch a standard gas product. We had to make it support our mission

Working with our campaign partners, we have decided that the most practical and effective option is to use revenues from our gas business to reward those customers who are generating their own heat from renewable.

We have tested our gas systems and are now trialling a gas tariff on broker sites before we make a full launch to existing and new customers in 2009

Renewable heat sounds easy, but no-one's done it yet in the UK. We are starting with Solar Thermal, and launching a research project to expand the scheme and create a benchmark for the industry.

CLICK here to switch your gas supply to Good Energy

Good Energy 

Customers have told us they would like to buy their gas from us

- 52% of our customers would rather buy gas from us than other suppliers
- Gas is essential to 75% of UK households for heating and/or cooking
- Two thirds of UK energy users get both services from one provider
- 85% of switchers through brokers want both services from one provider
- Customers growth is essential to our mission to promote renewable energy



We decided to launch gas to meet customer need

CLICK here to switch your gas supply to Good Energy

Good Energy^o

Good Energy cannot just launch a standard gas product

After eight years passionately promoting renewable energy
We had to find a way to make a gas product support our mission

- The national gas network isn't set up to deliver renewable gas and Good Energy can't change that overnight
- Off-setting is a crowded market
- Renewable heat is an area which has challenging targets and little focus. No-one else is tackling the challenge of creating a scheme for renewable heat. This is where Good Energy and our campaign partners feel we can make a big difference



Renewable heat is an area where we can have a big impact.

[CLICK here to switch your gas supply to Good Energy](#)

Good Energy

Good Energy Gas customers will lead the way in renewable heat

The most practical and effective option is to use revenues from our gas business to reward those customers who are generating their own heat from renewable sources

- The initiative will be audited by an independent reviewer
- We will simultaneously fund practical research to improve the solar thermal scheme and expand it to include heat pumps, biomass and maybe even micro CHP.
- By running an initiative where customers using renewable heat are rewarded, we will show leadership to the government on how to meet their renewable heat targets.
- As a gas supplier 'inside' the industry we will be well positioned to campaign actively for renewable heat in the UK and for incentives to reduce gas usage



Good Energy blog will keep you up to date on all our government interactions!

CLICK here to switch your gas supply to Good Energy

Good Energy 

Good Energy's Renewable Heat Incentive rewards customers with solar thermal installations for each unit they generate

- Our product is a 'Renewable Heat Incentive' under which customers who are generating heat or hot water from renewable sources are paid for each unit of heat they generate for themselves.
- The price we pay is intended to encourage people to invest in renewable heat
- To reward people we need to measure or estimate how much heat they generate
- We won't be metering (measure) heat – it's costly and tricky
- But, we can make an estimate for solar heating based on some simple calculations:
 - By looking at the orientation/angle/location of the generator, we can estimate how much heat should be generated and set up the appropriate payment
- It's not an exact science but it's better to do something sooner rather than later
- Solar hot water is the easiest to manage and test, so we are starting there
- We're going to look at heat-pumps and biomass next

[CLICK here to switch your gas supply to Good Energy](#)

Good Energy 

Good Energy's Renewable Heat Incentive makes an environmental investment an economic one

- Calling all solar heat generators – dramatically improve your return on investment
- By joining the Good Energy Renewable Heat Initiative your investment in renewable heating will be rewarded by payment for every unit of heat you generate
- Electricity generators already get the best rate from Good Energy for the electricity they generate whether they use it themselves or put it into the grid
- The Renewable Heat Initiative does the same for heat generators and is unique to Good Energy
- Initially the Initiative will apply to 'solar thermal' – the most popular method of renewable heat generation in the UK and the easiest to manage
- Under the Initiative we'll pay you 4.5 pence per kWh
- If you already have a solar installation in place, or are considering one, sign up to our electricity and gas tariffs and join the scheme to make a faster return.
- Our ambition is for Good Energy customers to have an alternative to putting money in a bank – by putting it on their roof. The Renewable Heat Incentive works in parallel with an R&D initiative, where we aim to make this a reality.

[CLICK here to switch your gas supply to Good Energy](#)

Good Energy 

Renewable Heat Incentive will be managed by Good Energy and has certain restrictions

- If you have any enquiries, please email: heat@good-energy.co.uk
- You must be a gas & electricity customer
- You will be eligible for only electricity if you are not on the gas grid
- The customer is sent a pack - please fill out the pack and send us the required information
- Good Energy reviews the application
- If you meet the criteria we will calculate your incentive!

CLICK here to switch your gas supply to Good Energy

Good Energy 