

The logo for 'good energy' is a yellow circle containing the words 'good' and 'energy' stacked vertically in a lowercase, sans-serif font. The background of the entire page is a photograph of a climate change protest with people holding yellow signs.

good
energy

purpose report

• 2019 •

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Climate change is our responsibility

Let's keep the world our home



Purpose Report 2019

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Foreword from our CEO and Founder, Juliet Davenport

2019 marked 20 years since I founded Good Energy, with the explicit purpose of fighting climate change. It was also the year that the rest of the world stood up and joined the fight. Greta Thunberg's global climate strike movement, David Attenborough addressing climate change on BBC prime time, the UK government declaring a climate emergency and setting a net zero target. Our purpose of tackling climate change became well and truly mainstream. But the challenge of how we deliver it remains.

The clean energy grid we need to tackle climate change will be distributive. People generating, using, sharing and storing their own power. In 2019 we accelerated our investment in clean technologies to help change the way people engage with energy – from how they use it in the home to how they travel.

We have invested in systems that will enable us to serve more customers, with more services, at a lower cost. To empower more households and businesses to choose to use genuinely renewable power today, we had success in 2019 in calling for more transparency in the energy market. We were given the highest green rating from Which? magazine and saw Ofgem acknowledge that they intend to address the problem of consumers being misled by greenwashed tariffs.

Informing all of this is our new manifesto. This is a bold expression of who we are and our purpose, for a decade in which the world must achieve unprecedented cuts to carbon emissions.

2020 will be a crucial year. While in the UK a net zero goal has been set, how the country will achieve it is the real test. Of course, since that goal was set, societies have undergone dramatic changes to counter the COVID-19 pandemic. National lockdowns have caused carbon emissions to drop. But temporary reductions are not enough. Global governments must prioritise green economic recovery that enables sustained emissions reductions and cleaner, greener societies.

Last year I spoke at the United Nations Conference of Parties (COP25) of Good Energy's role in pushing the perceived limits of what is possible – proving that 100% renewable can be done. COP26 is due to take place in Glasgow, where the world's governments will assess progress on the Paris agreement. As the UK's climate action takes centre place on the global stage, we will continue to prove that 100% renewable is possible and necessary. Our time is now.



Juliet Davenport

Our purpose

Climate change is our responsibility.
Let's keep the world our home.

Our manifesto

We believe that everyone deserves a future on our home planet. Swimming in our rivers, walking in the forest or simply breathing clean air should always be an option; for us, for our children and for their children.

We know that to keep the planet our home we have to get to 100% renewable energy. So that's what we are working towards every single day.

We exist to give you the ability to generate your own power, not just buy ours. No one owns the sunshine, the wind or the rain, so let's share it.

Our goal is to turn every home and business into its own clean power station. Get your clean energy from families and businesses in your local community. Power generated by people like you, for people like you.

We believe that we all have our part to play. We do ours not only by empowering you to buy and share clean energy but also by investing in clean technologies.

We must be bold, stand up and take action to tackle climate change. We are more powerful together with our customers, generators, shareholders, partners and people.

We invite you to stand up with us.

A regenerative business

Sustainability is an increasingly important focus for businesses of all sizes. The UN's Sustainable Development Goals (SDGs) provide a guiding framework. These 17 goals range across environmental and social factors, from protecting life on land to ending hunger.

Good Energy is a founding member of the UK Stakeholders for Sustainable Development – a network of organisations working together to act on the SDGs in the UK.

Two of the SDGs are at the core of everything we do:



People: Affordable & clean energy (Goal 7)

Empowering our customers to be part of the solution to the climate crisis is central to our purpose. We do this by sourcing 100% of our electricity from certified renewable sources. And we continue to support households and businesses to benefit from generating their own renewable power – a distributive approach to increasing access to affordable, clean energy.



Planet: Climate action (Goal 13)

We started life as a business to fight climate change. This informs how we operate as a company on a day-to-day basis. We work hard to accelerate climate action in everything we do; from lobbying government to take stronger policy measures to public petitions in support of clean power.



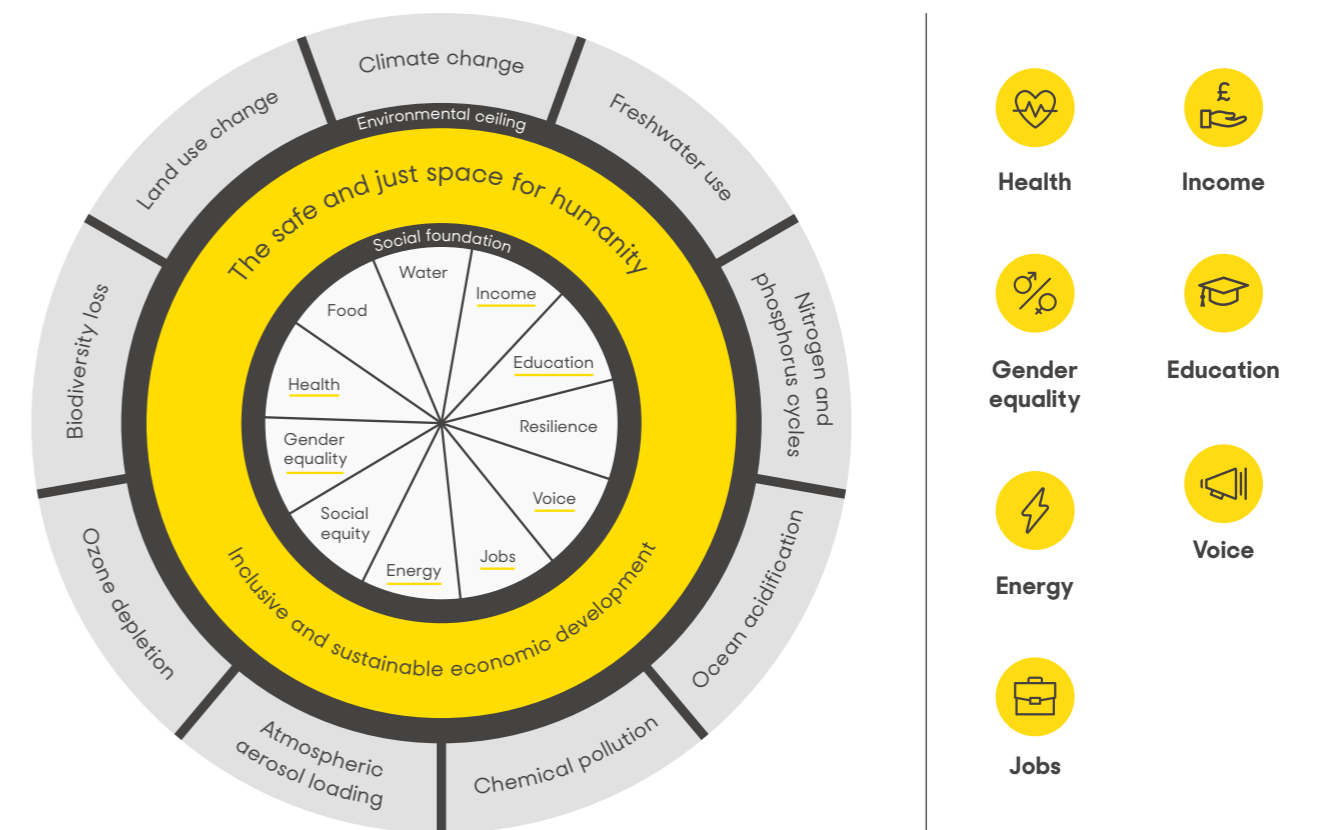
How can the SDGs be achieved?

Economist Kate Raworth argues that sustainable development is nearly impossible under our current economic system: a linear economic model that relies on endlessly extracting resources.

To change this 'degenerative' linear economic system, Raworth proposes a 'doughnut' model for the economy that is based on the SDGs, covering environmental and social factors with a safe space in between. Being 'within the doughnut' means meeting the social needs of people, whilst not having a harmful impact on the planet. She explains that there are several levels of responsibility a business can take for its social and environmental impact: do nothing, do what pays, do your fair share, do net zero, or be regenerative.

Being regenerative means making a positive impact for both people and planet.

Good Energy is aiming to be in this category – we want to go beyond 'net zero' and have an actively positive impact on the world.



How Good Energy fits the model

The social foundation of our business is to provide energy in a way that doesn't contribute to – and works to combat – climate change.

In doing so, we also strive to positively engage with other elements of Raworth's model. Altogether, our aim is to become a fully regenerative business and have a net-positive impact across the SDGs.

Our environmental impact: combatting climate change with clean energy



Zero-carbon Britain

Good Energy has always set an example for what is achievable in clean energy for the UK. When the company was first founded, no other energy company was doing 100% renewable electricity. We created HomeGen in 2004, allowing people to get paid for generating clean power at home, which became the blueprint for the government's Feed-in Tariff scheme that led to an explosion of hundreds of thousands of small-scale renewable generators. With the UN's next international climate change conference, COP26, due to take place in Glasgow, the country has an opportunity to show global leadership.

We intend to build on our historical role in clean power – and lead further in the ever more pressing areas for decarbonisation: heat and transport.

Changing the energy conversation

We work hard to inform the debate around energy and climate change. The market is changing rapidly, and consumers need to play a central role in shaping the country's energy mix. We are supporting people to do this by calling for greater transparency about green energy tariffs.

The fight against greenwashing

Good Energy has been leading the fight against greenwashed energy tariffs for the past three years.

This is the practice of buying renewable certificates, called REGOs, separately from the power they relate to at a very low cost. Many energy suppliers are using the loophole to offer customers '100% renewable' tariffs without buying any renewable power.

In the past year, the campaign has drawn the attention of both the regulator, Ofgem, and Which? magazine. In September, Which? published a report on the problem, calling out the majority of energy suppliers and giving Good Energy the highest 'dark green' rating for its power.

Following this success, which was widely covered in the national media, Ofgem has revisited greenwashing in its new Decarbonisation Action Plan. The plan explicitly states: "We are aware of growing concerns about 'greenwashing'...we expect suppliers to be transparent about what constitutes a 'green tariff' and we will undertake work to ensure that consumers are not misled."

Price Cap Exemption

In 2019, Ofgem introduced the price cap on default energy tariffs, designed to protect consumers who are on the most expensive standard variable tariffs – often without realising it.

Good Energy was one of three green energy suppliers to be awarded a temporary derogation to the price cap when it was first introduced. After a lengthy application which went into every aspect of our business the regulator awarded us a permanent exemption to the cap, recognising we offer material support to new renewable generation in the UK. And our customers actively choose to support this unique service when they join one of our tariffs.

The exemption proves that Good Energy is different, offering a service to customers which can't be matched by the vast majority of energy suppliers.





Our wind farms and solar parks

The decarbonised energy system will be built on technology-enabled energy services, allowing the flexibility needed for a 100% renewable electricity grid in the UK. We are applying this vision of the future energy system to how we serve our customers. All underpinned by our own wind and solar parks which are the bedrock of our business and contribute to the UK's renewable generation capacity.

Good Energy owns and operates six solar parks and two wind farms. We've taken care to consider how the biodiversity of our sites can be protected and enhanced where possible, and also how our sites can benefit the communities in which they are based.



Delabole

Location: Cornwall

Capacity: 9.2MW

Homes powered: 6,400¹

Community fund: £9,200² per year.

Projects supported include new fencing for the allotment society and installing solar PV at the cricket club.



Hampole

Location: Yorkshire

Capacity: 8.2MW

Homes powered: 5,400

Community fund: £8,200 per year.

Projects supported include a public wildlife garden, improvements to local churches and support for community action and neighbourhood watch groups.



Rook Wood

Location: Wiltshire

Capacity: 5MW

Homes powered: 1,250

Biodiversity: Wildflower meadow to support pollinating insects, bird and bat boxes on existing mature trees.

Community fund: £5,000 per year.

Projects supported include a garden project at the local primary school and community coffee mornings.



Crossroads

Location: Dorset

Capacity: 5MW

Homes powered: 1,250

Biodiversity: Wildflower meadow to support pollinating insects, sheep grazing, on-site beehives.

Community fund: £6,000 per year.

Projects supported include the installation of solar PV on the roof of a local school and energy-efficient heating for the village hall.



Carloggas

Location: Cornwall

Capacity: 8.3MW

Homes powered: 2,200

Biodiversity: Diverse grassland, butterfly and moth friendly planting, bird and bat boxes on existing mature trees.

Community fund: £8,300 per year.

Projects supported include installing a new heating system in a local community centre and providing community waste and recycling bins.



Woolbridge

Location: Dorset

Capacity: 5MW

Homes powered: 1,350

Biodiversity: Wildflower meadow, sheep grazing.

Community fund: £5,000 per year.

Projects supported including refurbishing a library, improving a local skatepark and installing solar PV at three primary schools.



Creathorne Farm

Location: Cornwall

Capacity: 1.8MW

Homes powered: 1,350

Biodiversity: Wildflower meadow to support pollinating insects, sheep grazing.

Community fund: £60,000 grant split between the parishes of Poundstock and Marhamchurch.



Lower End Farm

Location: Wiltshire

Capacity: 5MW

Homes powered: 1,300

Biodiversity: Enhancing existing hedgerows to support birdlife, diverse grassland, wildflower meadow to support pollinating insects, sheep grazing

Community fund: £7,500 per year.

Projects supported include enabling Worton and Marston Village Hall to run free community events, church repairs and buying a community defibrillator.

¹ Data for number of homes powered is approximate and based on average annual household electricity consumption for 2017 of 3,750.08kWh (Source: BEIS: Average annual domestic electricity bills by various consumption levels 2017)

² All community fund amounts rise with inflation



Carbon neutral gas

As well as 100% renewable electricity, we have thousands of customers signed up to our carbon neutral gas.



What makes it carbon neutral?

In 2019, we worked to increase the proportion of renewable biogas we're able to supply our customers from 6% up to 10%, with 10% representing the percentage of the UK's gas demand that it would be possible to source from UK-generated biogas. As of 1st April 2020, all our gas tariffs offer 10% biogas.

Biogas – also known as biomethane – is generated by breaking down organic matter such as farm waste in an anaerobic digester. The benefit of using biogas – rather than natural gas is that it maintains the carbon balance. This means that, when it's burned, it releases the same amount of carbon dioxide that the organic matter used to produce it absorbed while it grew. Burning natural gas, however, releases carbon dioxide locked up millions of years ago.

As well as using biogas, we neutralise emissions from all the gas our customers use by investing in verified carbon reduction schemes, in partnership with ClimateCare. All three projects we support have received Gold Standard accreditation, which is an internationally recognised benchmark for carbon offset projects.



India biogas

In India, more than 1,000 women and children die every day from exposure to smoke produced by household cooking with solid fuel.

This project works with rural districts to install biogas digesters. These turn a readily available fuel source, cattle dung, into clean, renewable energy for cooking.

Benefits include reducing deforestation from felling trees for fuel, protecting biodiversity and improving health within the home. The digestate produced at the end of the biogas generation process can also be used as crop fertilizer.



Sichuan biogas

Sichuan is one of China's poorest provinces, where average annual incomes equate to €500. The province was also struck by an earthquake in 2008, which left nearly 5 million people homeless.

Xuyong Biogas helps communities to rebuild by installing household biogas digesters – and providing training on how to maintain them. This allows farmers to use animal waste to generate clean fuel, reducing the need for households to spend money on polluting coal.

As well as improving access to clean, renewable energy, this project creates new job opportunities to become biogas installers.



Turkey commercial-scale biogas

This project works with one of Turkey's largest dairy companies, which has the capacity to process 500 million litres of milk annually.

Waste from the plant and surrounding farms is used to create biogas, which is then burned to create renewable electricity. This grid-scale generator is expected to generate over 14.9GWh annually. That's equivalent to the power demand of 4,500 typical UK homes.

As well as producing clean power and helping to make Turkey's power grid greener, benefits include the production of quality fertilizer and providing new green jobs.





Investing in innovation

The clean energy sector is constantly evolving, and we want our customers to be a part of it.

That's why we're working on new products and services to help customers support a clean energy future, along with investing in new technologies and research.



Zap-Map

In May 2019 we announced our investment in Zap-Map, taking a majority stake in the Bristol-based EV charging platform. The start-up simplifies the driving experience for EV owners, helping them share and pay for charge points. The app is widely used among the UK's 265,000 EV drivers, and we are helping the company develop new products for the fast-growing market. You can find more detail on our Zap-Map investment in our Annual Report and Accounts.



One Point

2019 saw the launch of One Point – our simple, end-to-end service that supports businesses wanting to offer EV charging to their staff, customers and visitors. A pilot scheme was put in place at the Watergate Bay Hotel in Cornwall, with Good Energy managing the installation of four charging points on the premises.

A second project has been approved at Ealing Studios, the world's oldest film studio. Lessons from the pilot scheme will help us continue to expand One Point to companies up and down the country.

Smarter smart meters

We have always believed in the power of smart meters to change people's relationship with energy. The next generation SMETS2 meters will offer detailed insights and control over our energy usage. This technology is crucial to supporting a zero-carbon energy grid. We are currently piloting our smart project with over 100 customers, ensuring we get the project right before rolling out nationwide.



HAVEN: using EVs for home energy storage

We completed an innovative research project with Honda, Upside Energy and Salford University. The study was designed to examine the value of 'vehicle-to-grid' (V2G) technology, where an electric vehicle is used alongside a special charger and other home systems: battery storage, solar panels, a smart hot water tank, and heat pumps. The technology is designed to maximise efficient energy usage, save money, and cut carbon emissions.

The study concluded that the technology could save up to £300 a year by enabling households to store and share electricity in their car's battery. But the new clean energy technology faces significant roadblocks, with fresh policy needed to enable its future.

"Vehicle to grid is the missing link between electrification of transport and decarbonisation of our grid and our homes. V2G is where solar power was 10 years ago – the technology exists but it requires innovation, investment and joined up thinking. With the right policy support it could become another clean technology British success story."

Juliet Davenport, CEO & Founder, Good Energy

Our customers



Eco-conscious households

Jay and family made the switch from a 'Big Six' supplier to Good Energy over 4 years ago.

"The reason we chose and have remained customers with Good Energy is because we care about the environment and want to be part of the green revolution, knowing all energy provided by the company is genuinely 100% renewable."



Home generators

At Good Energy, we administer Feed-in Tariff payments for over 150,000 sites. This makes us the only UK energy company that has more customers that generate their own power than who buy it from us. Bob is one of our long-standing Feed-in Tariff customers.

"When we installed our solar panels in 2007 (I believe we were the first to do this in Alton Hampshire) it was clear our energy supplier could not handle the changes. Good Energy were recommended and we soon joined.

We decided also to invest in what GE was planning to do so purchased shares and later bonds as well. This was to support the company's schemes for wind farms and community action. We had also put in Thermal Solar panels and together with our PVs got a good initial FiT. We consciously adapted our lifestyle to minimise energy use (and cut back on material use as well. I have purchased an electric vehicle and have also installed a Tesla Powerwall storage battery.

My wife and I are active in our town, joining a climate action group and local environmental group. It is noticeable that the arguments against tackling climate change have shifted considerably in recent years."



Small green businesses: The Garden

The Garden restaurant is just down the road from Good Energy's offices in Chippenham. Owner John says customers and staff like the fact that it runs on 100% renewable power.

"We are always striving to be green and to do things that help the world go round. Having Good Energy as our energy provider has helped us to become wholly sustainable. If we weren't using renewable energy I feel we would be missing out on something very important.

It's great to open people's eyes and make them understand that it's not that difficult to be green. I think the more and more we let people know about our relationship with Good Energy, the more and more people will enjoy what we do, and come to us."



Sustainable large businesses: Opera North

Opera North chose Good Energy as their supplier in 2017. And since switching to renewable electricity, the National Opera company has seen workplace culture transform into one that's far more energy conscious.

When looking for a new energy supplier Jamie Saye, a Senior Technician at Opera North, was impressed that we knew where every kW came from. "That's what really stood out. Good Energy knew more about the source of their electricity than the other suppliers."

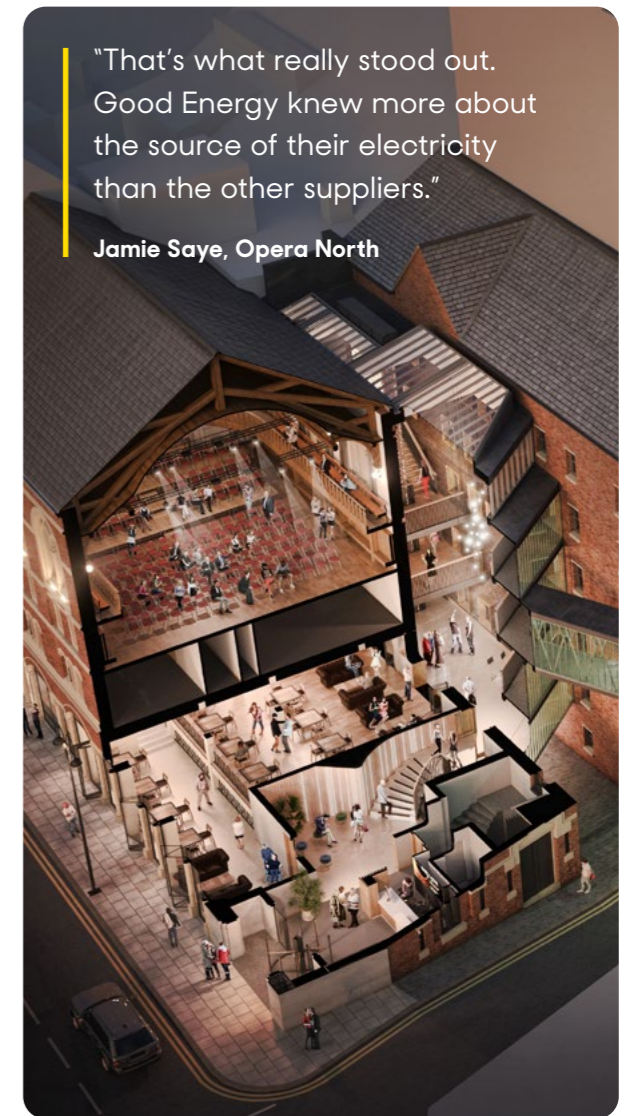
The Opera North facilities team saw the introduction of renewable electricity as an opportunity to also save energy at the organisation's headquarters, Premier House. The first step was encouraging staff to think about how they could cut their own electricity use. Thanks to Good Energy providing half-hourly data Jamie was able to produce graphs showing how their actions were making a difference.

Knowledge is power

Opera North uses our half-hourly data visualisation portal. It allows businesses to access more than 75 online reports to find out how and when they are consuming electricity. In addition it can compare data from the past two years to show year on year trends and average consumption ranges. Jamie says the data from Good Energy has been a game changer, making them fully informed consumers.

"That's what really stood out. Good Energy knew more about the source of their electricity than the other suppliers."

Jamie Saye, Opera North



Other businesses to have joined us in 2019 include:



Our independent generators



20 years and still flowing: our long relationship with Glen Lyn Gorge

One of our longest running partnerships is with Glen Lyn Gorge hydroelectric plant in Devon. A small-scale hydro scheme with a capacity of 300W, Glen Lyn generates 1.5GWh per year.



The scheme came online in 1987 and was the brainchild of Ken Oxenham. His son Matthew now runs the plant and signed up with Good Energy not long after we started – making Glen Lyn one of our first independent generators.

For two decades, they have relied on us to make sure they get the best deal for their power through our PPAs (Power Purchase Agreements). We also handle Glen Lyn's monthly ROC (Renewable Obligation Certificate) and REGO (Renewable Energy Guarantees of Origin) submissions to Ofgem. We ensure they arrive before the deadlines and that Matthew is paid on time.

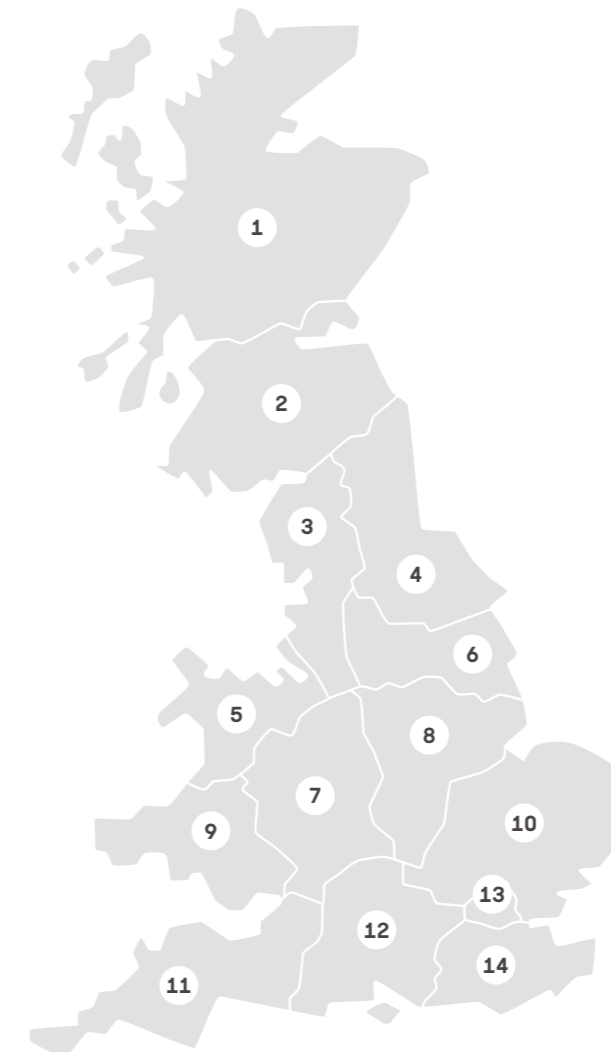
Matthew is a committed environmentalist and avoids computer use where possible; "I've chosen to make a principled stand on computers because of the amount of energy they use."

All our dealings have been through the post or over the phone because that's the way Glen Lyn prefer it and we're happy to accommodate that. "I stay with Good Energy because of my principles and theirs, particularly their commitment to renewable energy", says Matthew. "I have only positive things to say about Good Energy."



Our generator map

Glen Lyn Gorge is just one of 1,500 independent renewable generators that we source power from. This map and the table show the number and type of generators we buy from across the country.



	Generation type			
	Solar	Wind	Hydro	Bio
1. North Scotland	17	55	22	2
2. South Scotland	17	45	10	6
3. North Western England	29	12	19	4
4. North Eastern England	20	5	6	3
5. Merseyside & North Wales	31	14	25	6
6. Yorkshire	47	23	4	2
7. West Midlands	78	14	4	4
8. East Midlands	78	14	4	4
9. South Wales	35	25	7	5
10. Eastern England	123	11	1	2
11. South Western England	260	51	7	6
12. Southern England	185	51	4	5
13. London	10	-	-	-
14. South Eastern England	128	-	-	2

*Based on data from October 2019

Partners for change



We work with sustainability organisations across different sectors. Together, we're helping businesses of all sizes to reduce their environmental impact and tackle the climate crisis.

BAFTA Albert



Overseen by BAFTA (British Academy of Film and Television Arts) the Albert Consortium is the UK's flagship thinktank on sustainability in film and television. We work with them to enable more creative organisations and production studios to cut their carbon emissions by switching to 100% renewable electricity.



Through Albert's Creative Energy Partnership, Good Energy has already signed-up BAFTA as well as TV companies including Baby Cow Productions, Mammoth Screen and Directors UK to power their production spaces and head offices.

BAFTA's Chief Operating Officer Kevin Price thinks industry needs to take a lead when it come the climate emergency.

"A long journey starts with a single step and I think what's been brilliant about Albert is that every week we've got examples of progress being made. And those are all small steps towards a much bigger endeavour. The more steps we take the more confidence there is that we can make a difference."

We work with a range of organisations created to promote sustainability in various industries, including:

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



eden project



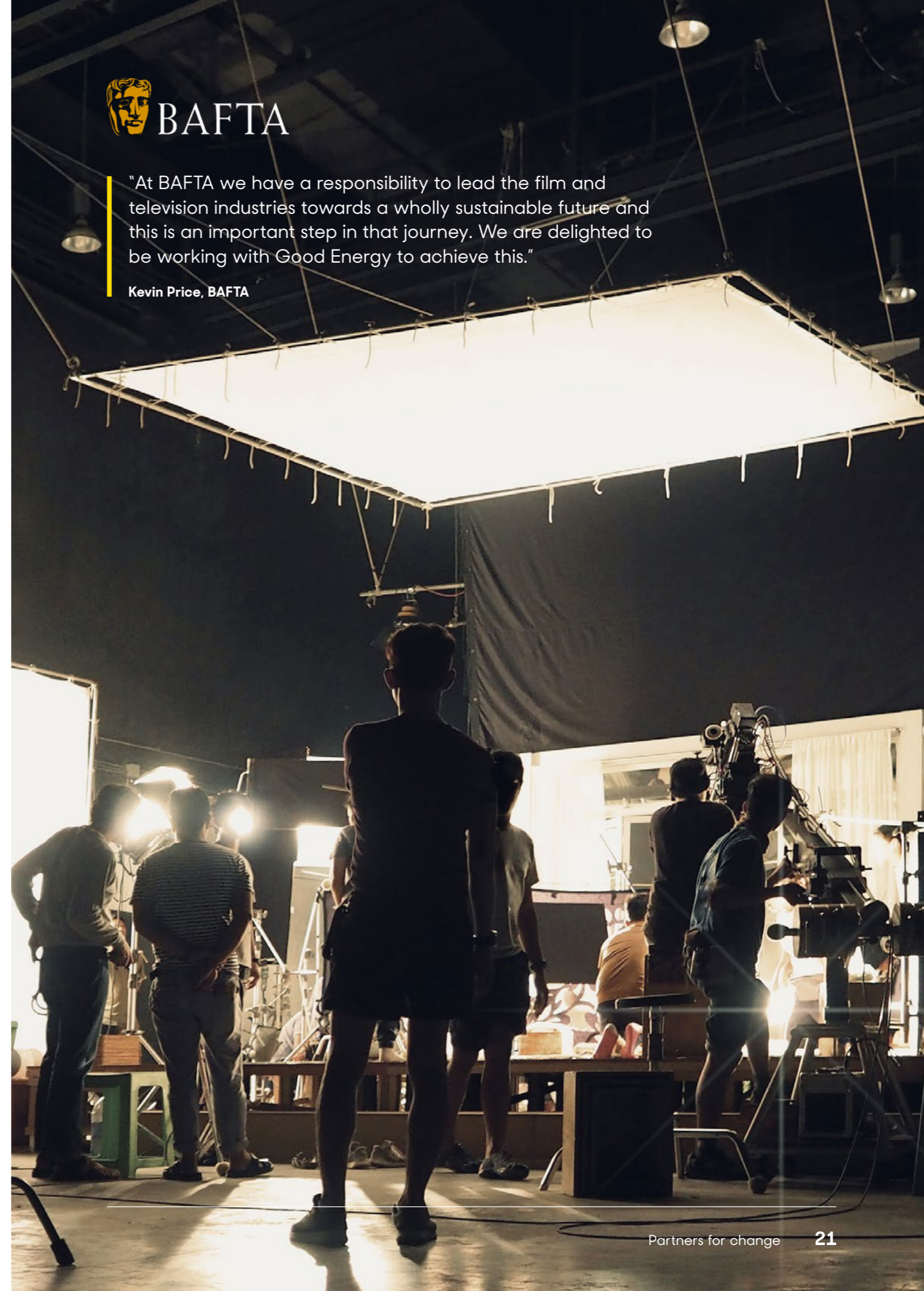
ADGREEN

We're also proud to work with charities and organisations that share our commitment to tackling the climate crisis and creating a cleaner, greener future.



"At BAFTA we have a responsibility to lead the film and television industries towards a wholly sustainable future and this is an important step in that journey. We are delighted to be working with Good Energy to achieve this."

Kevin Price, BAFTA



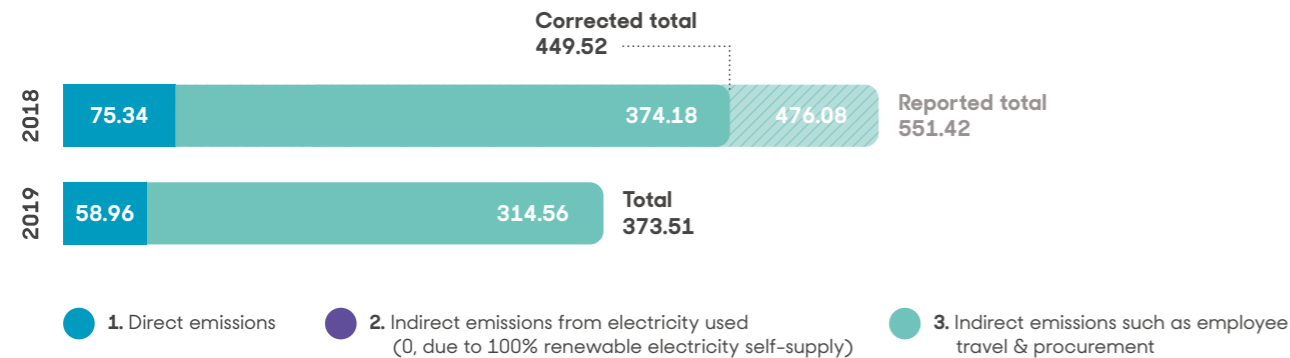
Reducing our business's environmental impact

Everything we do is about reducing society's impact on the environment. But inevitably there are elements of running a business that do have an impact. We track and work to reduce these elements to make sure we're treading as lightly on the planet as possible.



Measuring and mitigating our carbon emissions

We have achieved ISO14001 accreditation, which confirms that we're meeting international standards for measuring and continually improving our environmental performance.



A correction to our 2018 figures

We work hard to make sure our emissions reporting is as detailed as possible. More up to date information about employee travel for 2018 became available, which has allowed us to provide corrected figures for the year.

2019 reductions

We're pleased to report an emissions reduction of 12% between 2018 and 2019. This was mostly due to reductions in our Scope 3 emissions, which covers factors such as emissions of companies in our supply chain as well as employee travel. From our Green Travel Allowance to increased home working, we're exploring ways to continue making progress in this area. We continue to neutralise emissions we can't yet avoid by investing in the carbon reduction schemes we support through our carbon neutral gas.

How the Green Travel Allowance is driving down emissions

The daily commute can rack up a considerable cost not just in money, but in carbon. Colleen and Kira were looking to reduce theirs by car sharing.

In 2019 we introduced a Green Travel Allowance to reward people that choose a greener way to commute, whether that's car sharing, driving an EV or travelling by public transport.

"It's a great way to encourage people to think about how they travel", says Colleen. "Car sharing just makes sense - it reduces your running costs and it means there's one less car on the road."

Thanks to our annual travel survey, we were able to measure that due to shifts in commuting, we were able to save 65 tonnes of carbon emissions. "It's great to know that some relatively small changes to my lifestyle do actually have an impact", says Kira.

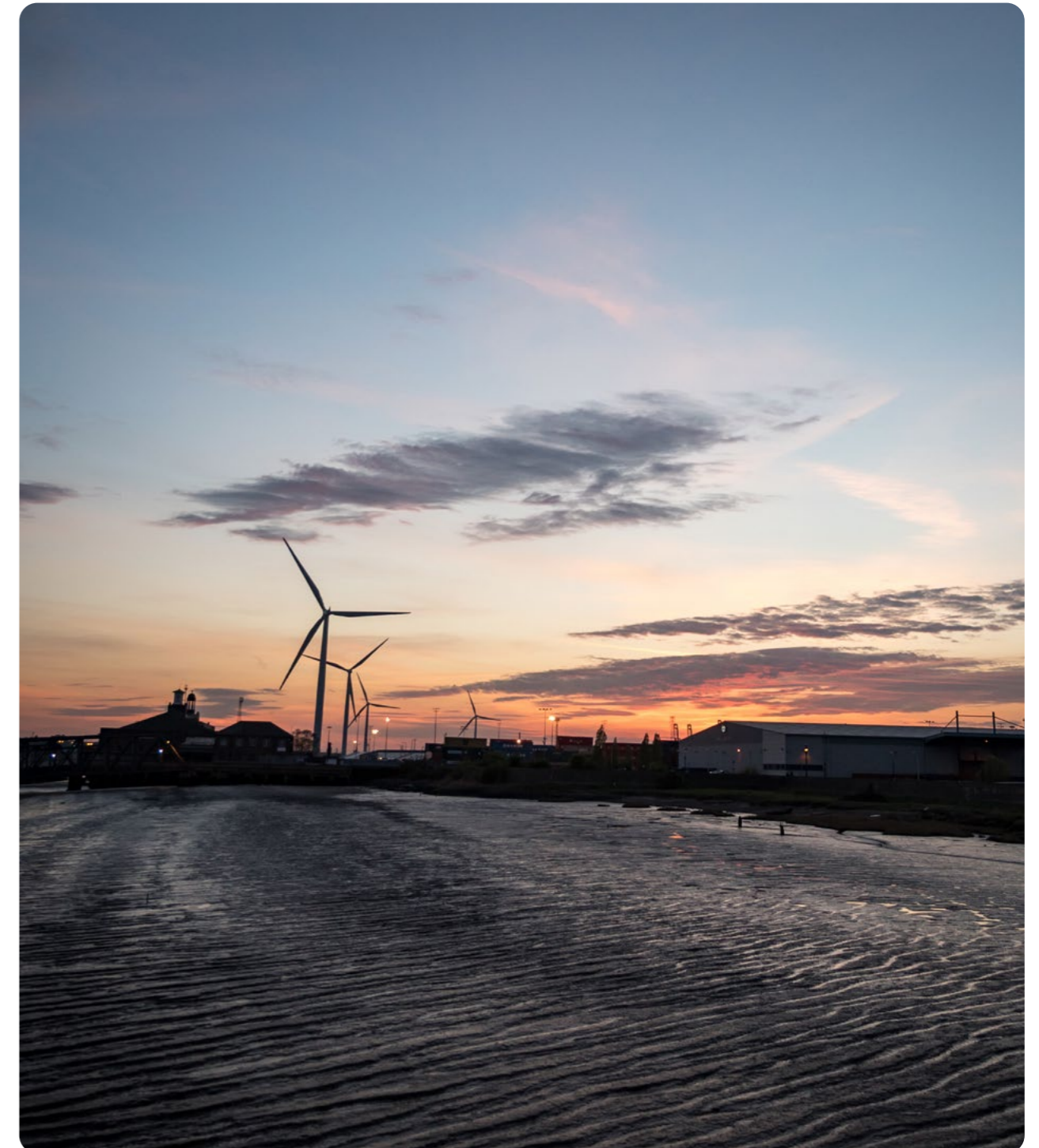
"Being able to reduce my own carbon footprint in itself is a good feeling, but to get recognition from your employer for making the choice to travel sustainably is even better!"



Ethical, sustainable procurement

We're proud to be on the Ethical Consumer Best Buy list and strive to put ethical choices at the core of our business operations.

We also aim to procure day-to-day office essentials as sustainably as we can. Our coffee comes from Cool Earth, which supports indigenous communities to stand strong against rainforest deforestation. The coffee that we buy helps protect 168 acres of rainforest in Asháninka in the Peruvian Amazon, storing 1014 tonnes of carbon.



Our social impact: an ethical business

From the moment people join Good Energy, we focus on providing all they need to work in a way that reflects our values: Straightforward, Inclusive, Fair and Determined. This is how we bring our purpose to life.

Here are just a few examples of how we put our values into action:

- Having an inclusive workplace with people of diverse backgrounds and characteristics. We include Diversity and Inclusion training in our induction programme, bringing this commitment to life in practical ways so that it can inform how we serve our customers and work together.
- Providing leadership training to all our managers in giving straightforward, useful feedback that encourages their teams to achieve their potential.
- Appointing Culture Champions from across the business to play a key role in developing our people policies, infrastructure, employee engagement initiatives and more.

£ Fair pay

To reflect the skill level of our roles, our people receive a rate of pay that's substantially above the wage set by the Real Living Wage Foundation. The pay for every role is benchmarked against equivalent jobs to make sure that we pay people fairly.

🎓 Supporting our local community

Good Energy is based in Chippenham, Wiltshire. As well as being one of the biggest employers in the area, we're always exploring ways to have a positive impact on our surrounding community. We continued our sponsorship of Chippenham Rugby Football Club, supported town cultural events and teamed up with local schools to talk about clean energy, climate change and careers in STEM subjects.



♀️ Gender equality

Gender pay gap reporting

We're committed to tackling our gender pay gap and making sure we have an equal gender balance at all levels of our organisation. Our overall workforce is made up of 52% women to 48% men.

We already have equal numbers of men and women in our most senior board and executive team roles. We are working towards a balanced gender split in our middle management roles, aiming to have a senior leadership team that is at least 30% female by April 2022.

Our mean gender pay gap for 2019 was just under 27%. The reason we have a pay gap is that we have fewer women than men within our middle manager population, particularly in science, technology, engineering and maths (STEM) related roles. To close the gap, we're stepping up our efforts to recruit women in this area and develop more women within the business to middle and senior management.

Women in energy

Our CEO, Juliet Davenport, started Good Energy in a market dominated by men. 20 years later and out of over 50 UK energy suppliers, you can still count the number led by women on one hand.

Promoting the next generation of women to take on STEM subjects is a key part of fixing this problem. That's why we have teamed up with the STEMettes, a UK social enterprise seeking to encourage more girls to pursue careers in science, technology, engineering and maths.

2019 was our second year of collaborating with the charity which involved a workshop with local secondary schools in Wiltshire. The day-long event included a mini-hackathon, app designing and talks from women across the company.

"It is vital to run STEM experience days with companies like Good Energy because only 21% of the UK's STEM workforce is female. Stemettes' mission is to raise this number to more than 30%."

Lucy Cox, Community & Schools Manager, Stemettes

🎓 Education

Working with schools

As sustainability issues are a regular part of the school curriculum, Good Energy's experience as an ethical company is sought after. Our people often go into local schools to give talks about climate change and renewable energy, and over the past year our experts have spoken to hundreds of students. We are building on this work to create a wider educational programme for primary and secondary schools.



Working with universities

Good Energy CEO, Juliet Davenport, regularly speaks at events for students and higher education professionals. In 2019 she spoke for MBA students at the Said Business School, discussed the future of the retail energy sector at the Aurora Spring Forum at the University of Oxford and spoke at the Sustainability in Higher Education conference at the University of Wales. Juliet also featured on a panel about reducing urban transport emissions through building links with the renewable energy sector as part of the London School of Economics Cities Series.

Physical wellbeing

We offer a range of benefits designed to support our people's wellbeing: lunchtime sports clubs, subsidised local gym memberships, showers and bike lock ups to support active commuting – as well as a health insurance scheme which gives people financial support towards medical and wellbeing treatments.

By supporting green travel for our people and working to improve access to clean transport more widely, we're also playing our part in improving air quality in towns and cities.

🏠 Health

Mental health and wellbeing

In the UK, around one in four of us will experience mental ill health in any year, and we want to make sure our people feel comfortable asking for support when they need it.

We already offer free access to counselling services through our Unum Lifeworks Employee Assistance programme. We have also teamed up with MHFA England to train 11 people across the business to be mental health first aiders, as well as offering mental health awareness training to every one of our people.

Building on this, in 2019 we worked with the Time to Change social movement, to endorse their mental health pledge. By signing the pledge, businesses agree to change the way they think and act about mental health at work.



"We want to make sure mental health is recognised as being as important as physical health. And our mental health first aiders are there to give people a helping hand. This could simply mean having a chat over a cup of coffee or offering advice on how to access further support."

Fran Woodward, Director of People & Culture



Voice: providing a platform for change

We have always stood for action against the climate crisis - and for enabling people to take action themselves. In 2019, we were inspired by the rise of the youth climate strike movement sparked by Greta Thunberg's solo school strike.

As the school strike movement continues to grow, we want to amplify their message. We worked with our local youth climate group in Bath, arranging a takeover of our social media feeds on the day of the first global school strike in March 2019. We also posted an interview with a youth climate activist on our blog, and attended the September global climate strike to interview protesters and share their views. We have continued to support the strikes, including encouraging our people to attend the strike in Bristol this March to hear Greta Thunberg speak.

"In my last job I had to take a day off work to go on the last climate strike. My passions are now aligned with my company's and I hope that as a collective we can encourage more people to show their support for making a difference."

Johanna Pettipher, Good Energy Accounts Specialist

Sponsoring the first Local Conference of Youth

In November, we were the exclusive sponsor of the first UK Local Conference of Youth, part of an international programme coordinated by the United Nations Framework Convention on Climate Change.

Run for and by young people, over the course of a weekend attendees worked together to shape a policy proposal for tackling climate change. This fed into a global Conference of Youth policy to help inform the agenda for COP25, which took place the following month in Madrid.

As well as sponsoring the event, Good Energy ran a workshop introducing renewable energy, clean technologies and our vision for a 100% renewable Britain.

COP25

Our CEO and Founder Juliet Davenport spoke at the UN's global climate conference COP25 in Madrid. Taking part in a panel as part of the Energy Action Event, Juliet explained that "one of the roles of an organisation like Good Energy, is to be in the room when we are talking about possibilities."



Engaging customers in our purpose

Many of our customers are committed to helping create a cleaner, greener future in any way they can. We aim to share news of how the energy industry is changing and, when we can, encourage people to stand alongside us in driving change ourselves.

In 2019, we challenged the proposed take increase on low carbon energy generation and storage systems to 20% - while coal was set to remain at 5%. After setting up a petition we went out to our customers, who helped us secure over 18,000 signatures. Unfortunately, the planned tax increase is set to go ahead. But we won't give up the fight for a zero carbon Britain. And neither will everyone that has joined us.



Our people



We couldn't work towards reaching 100% renewable energy without the dedication and expertise of our people. Get to know some of them – from their roles here at Good Energy to how they put our commitment to being green into action outside the office.

Robbie

Trading Analyst, Trading & Portfolio Management



Robbie first walked into the Good Energy office for his school work experience at age 16. After studying climate science at university, he came back to join us. Starting in our domestic Feed-in Tariff team, Robbie moved into Levelisation to work on claiming FIT payments and paying them out to our 140,000 FiT sites. He's now part of the trading team and loves the new challenges this presents.

"The best part of my job is how my role naturally keeps me up-to-date with the world, energy market and policy. That and being able to work with lots of other like-minded people keeps me feeling really immersed and interested every day."

I like to think I'm pretty green. I walk or catch the train almost always. And I'm a Good Energy customer for power and gas – and have solar panels on my roof."

India

Employee Engagement Coordinator and Personal Assistant to Fran Woodward, People & Customer Operations Director



From sourcing on brand hard hats to arranging 'pint pulling' training for the Exec team ahead of company parties, no two days are the same for India. Her role is focused on making sure everyone at Good Energy feels like part of one team – and can get together to celebrate our successes. India also works with our team of Culture Champions, who explore ways to make sure Good Energy is an engaging, supportive place to work.

"The best part of my job is how wide ranging it is. I love that every day is completely different."

My whole career so far has been spent in renewables. My first job out of university was as a renewable energy planner. There are a couple of wind turbines that I got planning permission for in Cornwall. Today, as well as working at Good Energy I'm a customer and shareholder."



Nicola

Senior Operations Manager, Customer Operations



It's safe to say that Nic is good with people. Having worked at Good Energy for six years heading up our business account management and sales support teams, she also volunteers for a mentoring charity. Nic's latest role includes supporting the implementation of our new billing system. Every day, she and the team focus on providing our business customers with the best possible service, which is what keeps many with us for the long term.

"It's amazing when the team receive feedback directly from customers and I get the chance to read or hear it. It makes me so proud to work with them."

When it comes to being green in my own life, like most people I'm reducing how much plastic I buy and try to recycle what I can. I've also changed all the bulbs in my house to LED to save on energy and I turn absolutely everything off!"

Connor

Service Desk Analyst Apprentice, IT & Digital



At Good Energy we're pleased to support the apprenticeship scheme, which Connor joined us through in 2019. As a Service Desk Analyst, Connor helps make sure our people have the IT equipment and software they need to do their job.

"I've always wanted to go down the apprenticeship route as I just wanted to get stuck into working life. The best part of what I do is getting the satisfaction of fixing something and knowing that I'm helping someone by making their job easier."

I do my best to recycle and put rubbish in the right bins. I also walk to work and, at the moment don't drive."

Choose power with purpose

One of the most significant actions you can take to tackle the climate crisis is choosing clean power.

-  **Switch your home to Good Energy** – go to goodenergy.co.uk
-  **Switch your business to Good Energy** – go to goodenergy.co.uk/business
-  **Find out about investing in our future** – go to group.goodenergy.co.uk
-  **Already a customer? Spread the word about clean power by referring friends and family** – go to goodenergy.co.uk/refer-a-friend



Purpose Report 2019

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