

GOOD NEWS

good energy

ISSUE ONE



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A message from Juliet

First of all, I'd like to thank you for being a Good Energy customer. This year a number of external costs have gone up and the enclosed letter gives you more specifics about this and how this affects you. We've worked hard to keep it to a minimum, and your continued support is helping us with achieving our ambition for a cleaner, greener world.

Climate change is one of the biggest challenges we face in delivering a future society that will be sustainable and a place we want our children and the next generation to live in.

At Good Energy, our purpose has always been to address the challenges society faces on climate change through finding solutions that everyone can get involved with. To make sure that we can communicate this clearly we have developed the following narrative:

Our purpose is to power the choice of a cleaner, greener future together.

For me, you need all the elements of our purpose to succeed. We need technologies that find new ways to deliver the wants of our society and that don't damage our future. We need to make this a choice where everyone has the option to choose a cleaner world. Doing it alone won't work – we need to work with all aspects of society, businesses, scientists, policy makers and customers of energy to make a real difference.

In the 18 years since I founded Good Energy, the energy industry has come a long way. Renewables are now providing almost 25% of the UK's electricity and April 2017 saw the first coal-free day in Britain since the industrial revolution.

Good Energy supports its customers in becoming part of the revolution in energy, generating power, using local power and being part of an energy system that can balance itself in people's homes and businesses. With the developments in renewables, as well as clean technologies like batteries, electric vehicles and smart products, this future is within our grasp.

I feel optimistic about the future. The technologies to solve society's problems are within our reach. We now need to harness them and engage with society in a way that can really make a difference to our future.



Juliet Davenport

Founder and Chief Executive Officer (CEO)



Good Energy launches battery storage solution

November brought with it the Energy Management Exhibition 2017 (EMEX).

Good Energy was once again thrilled to be sponsors of the event at London's ExCeL for a second year running. Bringing together energy managers from a wide selection of businesses of all sizes, the two day exhibition had a packed programme of free-to-attend seminars, and gave attendees the opportunity to meet with top industry experts.

This year, our team launched our Battery Storage Solution, which makes battery storage more accessible to a wider range of businesses for the first time.

As part of this, we were delighted to announce our first battery installation, working with the Eden Project.

On day one of the exhibition, Good Energy's Business Services Director, Dr. Randall Bowen, presented 'Making Battery Storage Work for your Business'. This seminar explained Good Energy's simple, bespoke storage solution for business customers providing guaranteed, annual revenue and savings.

The presentation was a success, with not a spare seat or extra standing room in the entire theatre area.

Breaking down the business model, Randall explained how Good Energy's unique solution enables customers to benefit from a range of revenue streams.

REVENUE STREAMS



1. On-site savings

The battery will discharge at peak times, reducing the amount of electricity your business imports and the charges for use of the transmission and distribution network.

2. Firm Frequency Response

Outside of peak times, the storage system will help balance national demand by providing frequency response services to the National Grid.

3. Capacity Market

The battery will also provide long-term capacity to the national electricity system by providing capacity and helping to avoid blackouts at peak times.



Image above:
Good Energy team members working at EMEX 2017.

Image right: Dr. Randall Bowen presenting our Good Energy seminar.



Discussing how battery storage can help businesses benefit from a 100% renewable electricity supply Randall added:

“We’re delighted to partner with our friends at the Eden Project to help them become the first commercial site of its kind to harness renewables through battery storage. Our unique proposition makes battery storage commercially viable for the first time at this scale. It’s a major breakthrough in supporting the challenges faced by National Grid which are inherent with the intermittent generation of Renewable Tech.”



The Eden Project is already powered by local renewable electricity via Good Energy’s Selectricity, our online business platform which enables businesses to purchase 100% renewable electricity from local generators. Once installed, the Eden Project plans to create an exhibit to show its visitors how the battery works and the environmental and economic benefits it provides.

Image left: Good Energy are delighted to work with the Eden Project for our first battery installation.

Making your TV shows more environmentally-friendly

If you've watched anything on television recently, you might have spotted a footprint logo appearing on the end credits. But do you know what this footprint actually stands for?



Good Energy is excited to partner with the British Academy of Film and Television Arts (BAFTA) Albert Consortium to form part of the Creative Energy Project. A project that looks to support the creative industry's move to a cleaner, greener future.

The aim is to make renewables more affordable for organisations, therefore increasing demand for green energy. The project achieves this by providing training, certification, procurement and carbon calculation.

An online calculator allows TV production companies to understand the total carbon they have emitted during the course of production of their programmes. Companies already signed-up include: Baby Cow Productions, Directors UK and BAFTA. Each one, helped

by Good Energy, has already made a difference to the industry's footprint.

Kevin Price BAFTA Chief Operating Officer and Albert Consortium Chair said, "*The international community have made some strong commitments for carbon reduction and we are delighted to be working with Good Energy to help make them a reality.*"

Juliet Davenport, founder and CEO of Good Energy, added, "*We're incredibly excited to be partnering with Albert, helping to achieve a more sustainable future for the UK's film and television industries. Switching to renewable electricity is the simplest step that businesses can take to cutting carbon emissions and one of the biggest solutions to tackle climate change.*"

FILM AND TELEVISION IS A HIGH-CARBON INDUSTRY



EVERY HOUR

OF CONTENT IS ESTIMATED TO PRODUCE APPROXIMATELY:



13 TONNES
OF CARBON EMISSIONS



3.9 TONNES

OF CARBON EMISSIONS
SAVED BY GOING GREEN*

*compared with grid average.

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Renewable Electricity – Facts

STATEMENT

WHY?



Electric vehicles are taking off

There are now more than 120,000 plug-in electric vehicles on the UK's roads. The International Energy Agency recently doubled its forecast for electric vehicles, predicting that there will be 280 million globally in 2040



The public want more renewable energy

A recent global survey found that 82% of the public think that it is important to create a world fully powered by renewable energy. In the UK, 82% of the public agreed but in China, 93% did.



A 100% renewable future is a reality

A recent study estimated that the cost of electricity from a 100% renewable grid in 2050 would be about £44/MWh. That's less than the current average cost of around £62/MWh.



15 years and a lot of power

We buy our electricity from over 1,400 independent renewable generators up and down the country, including our own wind and solar farms. Over the last 15 years this has meant purchasing 2.7 billion kWh of cleaner, greener electricity for our customers.

See our website at

for more renewable energy truths.

 **0800 254 0021**



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