

our news

good
energy

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A message from Juliet

As we start a new decade, Good Energy will be looking back on the achievements of our first twenty years – and forward to what more needs to be done. We are grateful to have so many passionate customers, who have chosen to join us in solving the climate crisis.

Good Energy has spent two decades encouraging people to act personally by choosing renewable energy generated in the UK. Recently, I had the opportunity to encourage global action, too. In December, I was invited to speak at the UN's climate change talks, called 'COP', or Conference of the Parties. The annual conference is designed to accelerate climate action and gain fresh commitments from nations to do more.

I spoke about Good Energy's role over the last two decades demonstrating that change is possible; how we have consistently offered a different outlook on the future and what can be achieved in the UK. We have always been a 100% renewable power company even when people were saying "you can't do it" or "the technology is not there". Our determination came from knowing that if the system around you is saying "no", the answer is to change the system and speaking truth to power.

COP provided an insight into different worlds pushing in different directions. On one side were the people, led by Greta Thunberg, ringing the alarm bell for rapid change as loudly as possible. On the other side were a group of nations, such as the US and Australia, seeking to block any progress.

The talks closed with a disappointingly minimal level of progress. A poor result caused by old-world thinking and an unwillingness to change. But one that will only strengthen the resolve of those of us calling for action as we move into a new decade. The 2020 conference will be in Glasgow, giving the UK the opportunity to showcase its leadership and capabilities and to galvanise the global community.

We are planning to be there to speak on behalf of our customers and all those who know climate action is not only possible, but necessary. And to show that there is a new way forward that involves everyone.



Juliet Davenport
Founder and Chief Executive
Officer (CEO)



New year's resolutions for the planet

Public awareness about the environment is growing. And with the start of a new year – and a new decade – people are feeling inspired to set goals not only for their own future, but also the future of the planet.

In a recent survey we ran, we learned that 61% of us Brits are concerned about climate change and 65% of us are prepared to make lifestyle changes to be more sustainable. However, only 5% were able to pinpoint some of the simple lifestyle changes that will have the biggest impact.

To help, here are our top five recommendations for living a lower carbon life:



1. Eat less meat

Red meat is carbon intensive. Cut it from your diet and limit portions of white meat. Vegetables are better for you and the planet – especially if they are locally sourced and in season.



2. Choose a green energy tariff

Almost half of the people we surveyed didn't know that choosing clean power is one of the most significant actions you can take to fight the climate crisis. Switching to 100% renewable power takes just a few minutes and will save the average household four tonnes of carbon each year. This is more than the emissions of four flights from London to New York.



3. Fly less

The aviation industry alone contributes over 2% of all global emissions. If you're planning a holiday, consider travelling by train to one of the UK, or Europe's, many beautiful destinations.



4. Switch to an ethical bank

Put your money where your mouth is. Many banks fund environmentally damaging activities such as oil and gas exploration. Make sure yours doesn't.



5. Walk or cycle more

There are 32 million cars in Great Britain and the majority of these emit dangerous air pollutants. Walk, cycle or use public transport wherever possible, or drive an electric vehicle to reduce the impact of your car journeys.

We are taking charge of EVs

Electric vehicles (EVs) are fast becoming commonplace in the UK. Six years ago, there were only 3,500 on our roads. As of November last year, that number had jumped to 249,000.

The direction of travel is clear and couldn't be more urgent. Road transport has long been a major source of climate-wrecking carbon emissions. Official statistics show the transport sector contributes around one fifth of the UK's greenhouse gas emissions.

How we're helping EVs accelerate

At Good Energy we know that EVs are a vital clean technology that will help enable a cleaner, greener future. To support their growth, we have an EV tariff which supports drivers charge their vehicles at a lower price with renewable power. In 2019 we also invested in **Zap-Map**, a digital EV charging platform which helps drivers plan routes and share charging points.

Our latest move is aimed at business. In October last year we launched One Point – a service which supports businesses wanting to offer EV charging to staff, customers and visitors. We kicked it off with a pilot installation at Watergate Bay Hotel in Cornwall, a Good Energy customer for a number of years.

The lessons from the pilot will help us expand One Point to companies up and down the country. We see businesses having a huge role to play in decarbonising the transport sector; an estimated 40% of UK homes do not have access to off-street parking, which means workplace and destination charging will continue to be important for EV drivers in the future.

Electric vehicles are here to stay. Costs are coming down and the number of charge points is **going up**. We're adapting our business to support this vital clean technology, giving consumers another way to fight climate change, reduce air pollution, and transform our energy system.



Read more from us

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Good Energy LTD, Monkton Reach,
Monkton Hill, Chippenham,
SN15 1EE