

our news

good
energy

I'LL TAKE MY
EXAMS
WHEN YOU
TAKE ACTION

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a message from juliet

20 years ago I set up Good Energy to be a company that stands for change. Changing the energy market to fight the climate crisis – and to enable people to stand with us in that fight.

Today we stand for the same principles, creating a cleaner, greener world powered by renewable and clean energy technologies, working in partnership with our customers.

Thankfully the energy market has really changed since 1999. In the UK we've gone from around thirty large mainly fossil fuel generators, to a world where renewables generate just over a third of our electricity. And where the solar panels on home rooftops together have a greater capacity than our single largest power station.

Along with changes in the market, we have seen a transformation in offerings to customers. There is now a wide choice of energy tariffs, ranging from super cheap to quality green. But sometimes it can be quite hard to tell the difference between the two, with suppliers using the green certificate loophole to say they offer '100% renewable' electricity without actually buying electricity from renewable generators.

But now, the energy regulator has shone some light on the situation. In July Ofgem agreed that Good Energy is different, and that we provide a high level of support for renewables through our electricity and gas products. In practice this means we are exempt from their most recent regulation on price cap. It ruled that companies using "green certificates" only to back up their renewable tariffs, were just part of the everyday market, and doing no more than anyone else.

Further support with untangling green claims made by energy suppliers has come from consumer choice magazine, Which? In their recently published investigation into the green energy market, Good Energy was given the highest green rating. Both Ofgem and Which? recognised how we source power directly from renewable generators through Power Purchase Agreements, and that this helps the renewable market to grow.

Our regenerative model, and the choice our customers have made to support it, is why Good Energy is different. Proof that what we do truly makes a difference.

Juliet Davenport

Founder and Chief Executive Officer (CEO)



global climate action

The Global Climate Strikes on the 20th and 27th September were part of the school and youth climate strike movement that has been growing over the past year. With 2019 bringing fatal heatwaves and fierce storms; record melting of polar ice and mountain glaciers; and unprecedented fires in carbon-storing forests such as the Amazon, standing up for our world feels more urgent than ever before.

Many of you may have joined in the strikes, or have friends and family members that did. At Good Energy, we fully support the climate strikers and have committed to providing a platform to share their message. This has included attending protests and interviewing strikers about why they were taking part.

How else can you help fight climate breakdown?

Youth-led climate strikes look set to be a regular event. But if you can't take to the streets, there are plenty of other ways you can continue to fight climate breakdown, from eating less meat and using greener forms of transport, to writing to your MP. As a Good Energy customer, you are already standing up for the planet – and many of you may already be doing the above actions.

It's encouraging to see that the climate emergency is getting more attention on a national level. But we know it can also be a challenging issue to talk about on a more personal level, with friends and family. We hope the content within this issue of Our News gives you a good way to get started. You can also share £100 in credit if they join Good Energy with our refer a friend scheme.

If you haven't already signed up to our refer a friend scheme, you can visit goodenergy.co.uk/refer-a-friend to find out how it works.

we have been given the highest green energy rating by which?

It's not just the energy regulator Ofgem that has seen we are different. Consumer choice magazine Which? have recently published their investigation into the green energy market. Good Energy is one of only two suppliers to have been given the highest 'dark green' rating. You can read the article on the Which? website or in their October magazine.



making your heating cleaner & greener

When climate change and energy is debated by politicians and in the media, the focus is often on the emissions from generating electricity. This forgets that nearly one fifth of the country's total greenhouse gas emissions come from the energy used to heat our homes.

As the nights start to draw in, we have a responsibility to reduce the impact of our heating on the climate. Here are a few ideas to get things rolling:

Encourage your friends and family to sign up to Good Energy's carbon neutral gas

We source six percent of our carbon neutral gas from renewable biomethane sources in the UK. The emissions from the remainder are offset through investment in verified carbon reduction schemes around the world.

You may have already signed up to our referral programme, which enables you to get a £50 credit whenever someone switches to us on your recommendation. If you haven't, you can visit goodenergy.co.uk/refer-a-friend to find out how it works.

Make our homes more energy efficient

The vast majority of UK homes rank in the bottom three categories for energy efficiency. Proper insulation and draught proofing can help lower carbon emissions, lower our bills and make our homes more comfortable. Tell your local politicians to introduce a new scheme to insulate draughty properties and reduce demand for heating. For a simple way to contact them, go to writetothem.com

Light a fire under smart technologies

Harnessing new smart, digital technologies will give us a greater understanding and more control over how we're heating our homes. Smart thermostats are already changing the way we use energy by heating our homes more efficiently. In future, they could go even further – helping to make the most of when the wind is blowing, and the sun is shining.

Keep low carbon fuels at the 5% VAT rate.

This is the opposite of what the government has proposed. We recently delivered a petition against the planned VAT rise on solar and battery storage to the Chancellor, Sajid Javid. We'd love to hear your thoughts on how to get government, industry and people working towards a cleaner, greener Britain.



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