



purpose report 2018





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foreword from our CEO and founder, Juliet Davenport OBE

2019 marks 20 years since I set up Good Energy with the purpose of allowing people to help tackle climate change by choosing clean power. Between then and now, it feels like momentum has truly started to build. More and more of us know that the way we generate and use energy has to change. Urgently.

Looking back at the past year, 2018 brought stark warnings that climate change is not a far-off threat, but something that is already impacting communities worldwide. These warnings have come not just in the form of fierce storms and searing heatwaves, but in the Intergovernmental Panel on Climate Change's October report, which set 2030 as a deadline for limiting global warming to 1.5°C above pre-industrial levels.

Even with the clock ticking, there is a huge amount to be positive about. Across the world, 2018 was another good year for renewables. 171 gigawatts of new renewable power was installed across the globe, taking the total to a third of all generation capacity. Countries such as Costa Rica and Uruguay are close to meeting 100% of their electricity demand with renewable sources.

Renewables reached significant milestones in the UK, too. In the summer, renewable generation capacity passed that of fossil fuels for the first time². The weeks of cloudless skies even saw solar briefly overtake gas to become our number one energy source. And then in October, Scotland's wind farms generated the equivalent of 98% of its energy demand for the month.

There were set-backs in the UK too. The fated closure of the Feed-in Tariff was made official, shutting down the enormously successful scheme for driving roof-top solar. Good Energy has always supported small scale renewable generation, and we believe there is a bigger role for it moving forward. Paired with smart metering, battery storage and electric vehicle charging, a localised grid in which everyone has the chance to ownership of their energy, is how we continue to build a greener future.

As we move into 2019, I want to say how grateful I am to all our customers, generators, investors and partners in continuing to support us. We're delighted that the energy landscape is changing. But we know there is still a long way to go. And we won't rest until the UK is powered entirely by clean, green energy.



Juliet Davenport OBE

CEO and founder

our purpose

Good Energy was set up in 1999 with a clear purpose: to power the choice of a cleaner, greener future together.

About this report

In this report, we discuss what we've done to work towards achieving our purpose in 2018. From the generators we buy power from and new customers that have joined us, to research projects into clean technology that we've been involved with.

As well as how we source, supply and invest in renewable energy, this report covers what we're doing to create a positive place to work and engage our people in our purpose.

¹ International Renewable Energy Agency: [irena.org/publications/2019/Mar/Capacity-Statistics-2019](https://www.irena.org/publications/2019/Mar/Capacity-Statistics-2019)

² BEIS, Energy Trends September 2018: assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/743696/Energy_Trends_September_2018.pdf

good energy & the sustainable development goals

The UN has agreed 17 goals for sustainable global development to be achieved by 2030. From promoting clean energy to reducing food waste, they're the map to a better world for everyone.

As a company whose purpose is to power a cleaner, greener future, our values align with many of the Sustainable Development Goals (SDGs). We're a founding member of the UK Stakeholders for Sustainable Development – a network of organisations working together to act on the SDGs in the UK. And we're also a founding member of the Social Stock Exchange, which sets strict criteria for its member organisations to make a positive social and environmental impact through their activities.

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



Goal 7: Affordable & clean energy

Energy is central to nearly every major challenge and opportunity

We know that, to tackle climate change, society must leave fossil fuels where they belong: in the ground. This is fundamental to our purpose as a business; we empower people to generate their own clean power, and the electricity we supply is from certified 100% renewable sources.



Goal 13: Climate action

Climate change is a global challenge that affects everyone, everywhere

At the UN-sponsored climate talks in Poland in December 2018, Sir David Attenborough called climate change "our greatest threat in thousands of years". Tackling climate change calls for action on a global scale. And Good Energy was set up to empower individuals and businesses in the UK to make a difference.



Other goals that we work towards

While these two are fundamental to Good Energy, as a business focussed on sustainability they are not the only goals relevant to how we operate. These are the other goals that we have made progress with:



Goal 3: Health & wellbeing

Ensuring healthy lives and promoting wellbeing for all, at all ages

- Promoting clean technology such as electric vehicles
- Investing in certified carbon reduction projects that reduce air pollution
- Health and wellbeing initiatives at our workplace, including green travel and mental health first aid training



Goal 11: Sustainable cities

Cycle, walk or use public transport to keep our cities' air clean

- Incentivising our people to use green transport to and from work
- Helping increase the take-up of electric vehicles



Goal 12: Responsible production & consumption

Promoting resource and energy efficiency – doing more and better, with less

- Educating potential and existing customers about green energy and energy efficiency
- Supporting homes and businesses to generate and sell their own energy
- Exploring new technologies to better integrate renewable generation into existing power grids



Goal 5: Gender equality

Gender equality is a necessary foundation for a peaceful, prosperous and sustainable world

- Working to close the gender pay gap within our organisation
- Encouraging more girls to choose STEM careers
- Being a public voice for gender equality in the energy industry



Goal 17: Partnerships for the goals

Strengthen how we implement and revitalise global partnerships for sustainable development

- Engaging with energy market regulators to support investment in renewable generation
- Supplying and working with sustainable organisations
- Partnering with research organisations to explore renewable technologies



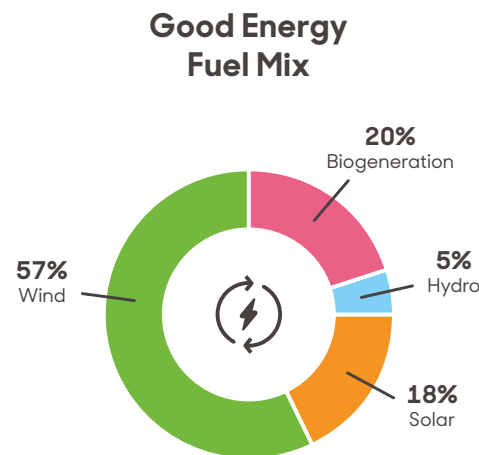
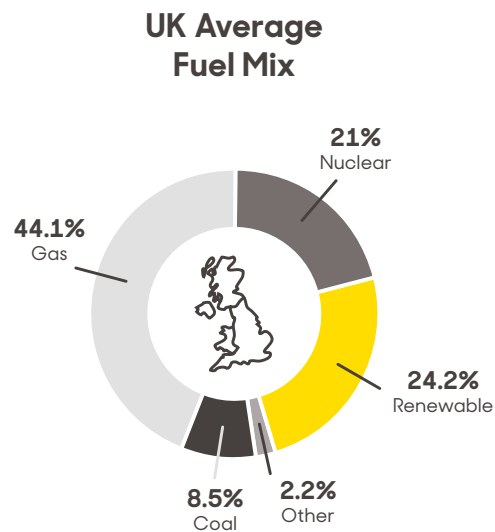
Goal 8: Decent work & economic growth

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs

- Paying all of our people a living wage, not just a minimum wage
- Providing and supporting jobs within the growing green economy
- Investing in certified carbon reduction projects that provide skilled work to local communities

As you read through the report, look out for the icons above. We've included icons for the SDGs we work towards in the chapters that are relevant to certain goals.

powering our purpose: our energy



At Good Energy, we match all the electricity our customers use in a year with electricity generated from renewable sources. Since we started out in 1999, we've grown to serve more than 250,000 customers. This includes our domestic, business and 'Feed-in Tariff' customers.

*Fuel mix disclosure period April 2017 – March 2018

Renewable is more than just a label

Many energy suppliers that offer green tariffs talk about their '100% renewable' electricity supply being verified through certificates which are submitted to the regulator, Ofgem. These are REGOs, which certify that a unit of electricity comes from a renewable source. Energy companies can buy them separately from the power they relate to for a very low cost. This means they can then claim their power is green, when they could have bought it from anywhere.

At Good Energy, we have a more straightforward approach to clean power. One that does not mislead customers, and actively supports the renewable industry. We buy all of the electricity that we don't generate ourselves, along with the REGOs that come with it, directly from our independent generators through Power Purchase Agreements (PPAs). Because we believe that the more support we give to renewables today, the more they'll be able to grow tomorrow.

Our community of independent generators

We source our power from over 1,400 independent renewable generators spread across the UK. They use wind, solar, hydro and biogeneration technology to generate 100% renewable electricity.

This year, as well as adding more solar and wind power, we've expanded the number of biogenerators in our portfolio.

Our generators come in all shapes and sizes. From farmers with a single wind turbine in one of their fields and sustainable businesses that generate their own power, to community-owned generation projects like Taff Bargoed Hydro (pictured below). Another such community owned project is Wedmore Solar Paddocks – set up by a cooperative of people living in and around the Isle of Wedmore in Somerset to reduce their community's reliance on the national grid. After raising investment the cooperative built a solar farm that meets the electricity needs of around 300 homes. We've been buying excess power from the site since 2014.

Wedmore residents have not stopped there, though. Green Wedmore coordinates a wider environmental action plan to reduce carbon emission levels, with an ambition for the local community to be zero carbon by 2045. It is a truly inspiring example of what people can achieve when they decide to work together.

PriceTrack: securing fair prices for clean power

Through our PPAs, we're able to offer individuals and businesses that generate power a sustainable route to market. That's because we're committed to paying all our generators a good price for their power.

In 2018, we launched a new, free service to give renewable generators more certainty about the value of their power in a volatile market. PriceTrack allows generators to agree a realistic power price that they'd like to achieve. We then monitor the wholesale electricity markets and let the generator know when it reaches their goal price, to allow them to lock in a good rate for their PPA.

It is another way we are supporting small renewable generators in a difficult market.



Our owned generation sites

As well as buying power from UK generators, we own and operate six solar sites and two onshore windfarms, with a total installed capacity of 52.5MW.

Through our Development Charter, we aim to have a positive impact on the community and environment surrounding our owned generation sites. As part of the charter, we offer households closest to our two windfarms a discounted electricity tariff. And, if the site performs well, they receive an additional 'windfall' payment.

We also make sure to protect and promote biodiversity at our sites. For example, at our Woolbridge solar farm, we added thousands of hedgerow plants, installed bat and bird boxes and planted a new wildflower meadow.

Giving back to the community

We provide the communities around our wind and solar farms with annual benefit funds on a '£ per kilowatt' formula that rises with inflation. Each community's fund is administered by a committee of local people, who allocate funding to charitable and community projects. Recent successful projects have included financial support for the Delabole Carnival Committee, rebuilding a Scout and Guide hut near our Carloggas solar farm and maintaining a nature trail in Woolbridge, Dorset.

As part of our Development Charter, we also commit to exploring ways to sell our owned generator sites to the towns and villages they're part of, which can increase their positive impact on the surrounding area. And in January 2018, we were pleased to hand one of our solar sites, Newton Downs Farm, over to a community energy group in South Devon.



Our green gas

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

What makes our gas green?

Our green gas is made up of 6% biomethane, produced here in the UK and certified by the Green Gas Certification Scheme.

Biomethane is a gas produced by breaking down organic matter such as food and plant waste and manure in an anaerobic digester. It is then stored and injected into the national gas grid to supply homes across the country.

The big benefit of biomethane is that it maintains the carbon balance. This means that, when it's burned, it releases the same amount of CO₂ that the organic matter used to produce it absorbed while it grew. Burning natural gas, on the other hand, releases CO₂ locked up deep underground, millions of years ago.

Neutralising our carbon emissions

As well as using biomethane, we neutralise emissions from the gas that our customers use by supporting verified carbon reduction schemes in Malawi, Vietnam and Nepal.

Kulera Landscape Programme, Malawi

Malawi is one of the poorest countries in the world, with nearly half of its 17 million-strong population facing food insecurity. One of the roots of this problem is unsustainable deforestation, which is now beginning to affect protected national parks.

The Kulera Landscape Programme works to reduce deforestation by supporting rural communities around three key national parks to manage their natural resources more sustainably. This includes providing more fuel-efficient cookstoves to reduce the need for firewood – which also leads to cleaner air in peoples' homes. The project is estimated to prevent 7.2m tonnes of CO₂ being emitted over its 30-year lifetime.

Carbon certification standard: Verified Carbon Standard (VCS) and Climate Change and Biodiversity Accreditation (CCBA) gold x 3.

Vietnam Biogas Project

Vietnam's rural communities face limited access to clean, sustainable fuel sources for cooking. Burning solid fuel can not only cause respiratory health problems, but destroys natural resources and releases CO₂. But more efficient fuel is often too expensive.

The Vietnam Biogas Project is working to combat this problem by drawing on another abundant resource: manure from the pigs raised by hundreds of thousands of families and farmers across the country. The project has installed over 158,000 household anaerobic digesters that turn waste into a clean, affordable form of energy for cooking, heating and lighting. This saves around 240,000 tonnes of CO₂ a year, and provides new job opportunities for local people to become bioplant installers.

Carbon certification standard: Gold Standard

Improved Cookstoves, Nepal

This improved cookstove project run by the government of Nepal aims to reduce household CO₂ emissions by 65,000 tonnes per year while improving the everyday lives of families.

As well as reducing deforestation caused by chopping trees down for solid fuel, more efficient cookstoves mean less indoor air pollution. This especially helps protect the health of the thousands of women and girls who prepare meals for their families every day.

Carbon certification standard: Gold Standard

fulfilling our customer promises

We cannot achieve anything without our customers, and their commitment to our purpose is crucial. So, this year, we launched six customer promises to make sure they're at the centre of everything we do. This chapter explains what these promises are – and what we're doing to fulfil them.

changing the energy conversation



We believe the UK's power demand can be met entirely by renewables. To achieve this goal, we promise to work hard to change the conversation around energy, making sure people know they have the power to choose clean energy.

Leaving the path open for renewable investment

At the government's request, in 2018 Ofgem announced they were introducing a price cap on default energy tariffs, designed to protect customers who are on expensive standard variable tariffs because they have not shopped around. In the process of developing its implementation, the government and Ofgem consulted with the energy industry on the impact the cap might have on renewable suppliers. The concern being that in the process of rightly protecting unengaged consumers, valuable support for renewables could be caught in the crossfire.

We presented the case for truly renewable tariffs to be exempt, and green suppliers like Good Energy were indeed recognised as different. We offer material support for the renewable industry and our customers actively choose to buy energy from us. As such, OFGEM laid out a route for exemption from the price cap for renewable suppliers. We applied for, and have been granted, a temporary derogation from the cap.

Good Energy presents ways to be good

Many people already do lots of good things for the environment, from avoiding single-use plastic to recycling rubbish. We created a video advert that presents switching to clean power as just another way to be good. The video launched on 25th October on our social media channels. Marketing industry publication, Campaign, named it their ad of the day, and it reached 1 million YouTube views within a month. It is great to see so many people engaged with the message.

Going live with Eden Project

In 2018 we extended our partnership with the environmental educational charity, Eden Project. After having announced plans to install our first battery project at their HQ in Cornwall, we became the official energy partner of the Eden Sessions – a series of live concerts held each summer. As well as powering the events, we set up an experiential feature for people to engage with and learn about clean energy and climate change.

simply explaining how we do good



The energy market is more competitive than ever before. But we know we offer something that is genuinely different. We promise to make it simple for people to understand what we do, along with how choosing clean power can help tackle climate change.

Refreshing our brand identity

If you've been with us for a while, you might have noticed that the way we express ourselves visually has started to change recently. Our new brand identity, with its cleaner, more legible fonts and contemporary design style, will make key customer touchpoints such as our website simpler and more user friendly.

This straightforward style is designed to mirror the language we use. We recognise our role is often to explain some complex industry topics in a way that's accessible to different groups of people with different levels of familiarity with the subject. So we write and speak in a way that all our customers will understand – clearly highlighting the environmental benefits of clean power so that people feel proud of the choice they've made. Our new brand has been developed to better achieve this visually, too.

Keeping our customers in the know

We send out newsletters to keep people up to date with new projects we're involved with and any industry changes that might affect them. Our website, blog and social media channels include lots of information about our renewable generators and how the energy market works so people can learn more about where we source our power. And, from being a Living Wage employer to paying generators a fair price for their energy, we also talk about all the other ways in which we're being good.

making it really straightforward to join us



Our recent brand awareness research indicates that, of people that have heard of Good Energy, 48% would consider switching their electricity supply to us. This promise is about committing to make joining us as easy as possible.

Investing in digital services

We've kick-started a full digital transformation to deliver a more engaging, user-friendly experience across our digital platforms.

We've brought our new app to pilot stage, ready for launching in 2019 – when we'll also focus on delivering an all-new online experience for customers, and more.

Taking our FiT application online

Our Feed in Tariff customers told us that they found the application process confusing. So we went back to the drawing board, creating a user-friendly online application journey that launched in November. A big part of this is a handy checklist that sets out all the information you should have before you start the application.

Introducing some of our new business customers

We're delighted to have brought plenty of new businesses on board since 2017. Here's just a handful of them.

Blenheim Palace

The birthplace of Winston Churchill has truly thrown itself into the fight against climate change. Good Energy has been working with UNESCO-listed Blenheim Palace since 2011 to support its ongoing commitment to sustainability, which has included investment in biomass boilers, solar panels, a hydroelectric turbine and a fleet of electric vehicles. This year, we strengthened our relationship by agreeing to supply buildings across the estate, including the Palace, Pleasure Park, estate offices, on-site bottling plant and a local industrial estate.



"Blenheim is on track to reducing its consumption of energy, meeting its energy demands with renewables and, in time, becoming our own renewable energy generator. This new agreement [with Good Energy] means that, while we continue to increase our renewable energy production, we are supporting a sustainable energy industry within the UK."

Jacqueline Gibson, Sustainability Advisor, Blenheim Palace

Farmdrop

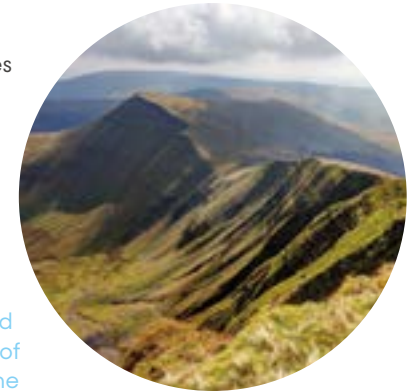
This grocery delivery service has set out to make it simple to put high quality, low environmental impact food on the table. Where possible, Farmdrop matches customer orders with produce grown on nearby farms committed to sustainable farming practices. Then they deliver by electric vehicle.

Brecon Beacons National Park

The Brecon Beacons are a shining example of the wild spaces in our world that we need to protect. That's why we were delighted to win a competitive tender to supply the National Park's headquarters, visitor centre and Craig y nos Country Park. Choosing our 100% renewable power will save an average of 51,000 kg of carbon dioxide emissions each year – the equivalent of driving a new car from London to Beijing 40 times.

"At the Brecon Beacons National Park Authority we're focused on conservation and sustainability. We recognise the impact of climate change and want to lead by example in relation to the use of renewable energy."

Julian Atkins, CEO, Brecon Beacons National Park Authority



Electric Blue

We are excited to be supplying this electric vehicle company, which works with local authorities and taxi operators to adopt EV fleets and install rapid charging points. As of 21st January 2018, Electric Blue's EV services have saved 30,880kg in carbon emissions.

Chippenham Town Football Club

Promoting sustainability in our local community around Chippenham is very important to us. We have sponsored Chippenham Rugby Club since 2017, and recently started a relationship with the football club too, marking the 15th business we now supply in our local town.

"We're delighted about our partnership with Good Energy and grateful for their support in making us a really sustainability-focused organisation"

Neil Blackmore, Chairman, Chippenham Town FC



¹ Awareness & consideration tracker, conducted by YouGov on behalf of Good Energy, September 2018.

offering a trusted and helpful service



Attracting new customers is just half of the story. We promise to look after our existing customers and continuing to engage them with our purpose.

Here to help

To make it easier for people to contact us, we extended our Customer Care opening hours from 8am to 8pm during the week and from 8am to 1pm on Saturday. And, after a focused effort to get people sharing their feedback about our service, we're proud to have seen our Trustpilot rating rise to 4*. We are looking forward to seeing how we can improve further in 2019.

Highest level rating for FiT

In October 2018 the energy industry regulator Ofgem audited our status as a Feed-in Tariff licensee, looking at our databases, processes and financials. We were awarded a good rating – the highest possible – an fantastic mark of approval for our service to small generators and people generating their own power.

Balancing our customers' energy with the weather

Every supplier has to match its customers' energy use with what it purchases to put back on to the grid. Being a supplier that does this with power sourced directly from renewables makes this process more complex. Due to the variability of sources like wind and solar power, our energy trading team analyse the patterns of the weather alongside factors including predictions of our customers' usage, in order to forecast and trade power in real-time.

We promise to match our customers' electricity usage with 100% renewably sourced power over a year, but in 2018 our trading team managed to ensure it is matched right down to half hour intervals as accurately as 90%. This means we are creating a blueprint for a future grid, as the techniques our team have developed will be of increasing value as the UK's renewable capacity grows further.

More than just an energy supplier

Rather than just sending bills, we support our business customers to use energy more sustainably. For example, we've advised award-winning Cornish hotel, Watergate Bay, on implementing clean technologies such as EV charging points. After supplying and working with the hotel since 2013, in 2017 they took us with them to their new Lake District site.

"We have regular meetings [with Good Energy] where we talk about the new technologies that are available to help us manage our usage – and also what innovations are coming in the world of energy conservation that we might not be aware of."

Chris Hugo, Commercial Director, Watergate Bay Hotel



our future products and services



We want our customers to be an empowered part of the new clean energy future. That's why we've promised to invest in new ways for people to gain greater insight into their energy usage and generation, as well as new products and services that are integral to that future.

A sustainable partner for bigger businesses

Two of our largest business customers – one a major international bank and the other a multinational professional services network – have renewed their commitment to Good Energy. This demonstrates not only that businesses of all shapes and sizes are choosing clean power, but that Good Energy's proposition remains a reliable option for larger corporates.

Our EV tariff

Electric vehicles can only be truly green if they're powered by renewable electricity. We know that many EV owners charge their cars at home, meaning they have a higher than average electricity usage. So, to reward them for getting a greener car, we created an EV tariff with better unit rates for high use.

Rolling out smarter smart meters

As part of the government's ambition for every home to have a smart meter by 2020, we'll soon be installing next generation SMETS2 meters. It's planned that our new app will display smart meter data to give a detailed insight into energy usage. Smart meters are a key part of helping people move more of their energy usage to times that put less pressure on the grid.

As well as offering new products for our customers, we partnered with universities, educational charities and research organisations to investigate the ground-breaking renewable technologies which will inform the products and services of the future.

Eden Project battery storage trial

Large-scale battery storage is vital for overcoming the variability of renewable energy generation. We're planning a trial of just such a storage system with our longstanding customer, the Eden Project. While smaller batteries for home energy storage are already available, this will be a landmark research project into the interoperability of large-scale batteries for businesses and the electricity grid.

BestRes: exploring household energy management

In spring 2018, we launched our Home Innovation Trial as part of the European-wide BestRes project, which is researching how to better integrate renewable generation into energy grids.

We provided each household that signed up to the trial with a smart hub and linked app, which measured energy usage by different types of appliance. We then analysed the data to establish baseline consumption profiles, which allowed us to see the savings each household could make by changing their usage behaviour.

HAVEN: using EVs for home energy storage

We're working together with Honda, Upside Energy and Salford University to test how EVs can impact 'demand side response' – essentially lowering or shifting energy use away from peak times. The tests are taking place at Salford University's Energy House – the only full-scale building built inside a fully environmentally controllable chamber in Europe. The project will explore how an EV battery could be attached to home energy systems such as solar panels, heating and hot water.

"EVs, battery storage, vehicle-to-grid and now vehicle-to-home are all technologies that will be part of a decentralised energy system of the future. This project [...] means we can truly see the impact on people's homes, and their lives."

Juliet Davenport, CEO & Founder, Good Energy



feeling great about being good



Advocacy is key to the societal movements we need to tackle climate change. To inspire our customers to become advocates, we promise to give people reasons to be proud of their choice of power and to celebrate the good they're doing.

Going green is good for business

With more and more people motivated to buy from brands with sustainable values, we help our business customers make the most of choosing renewable power. When they join us, they receive a welcome pack that includes a certificate of supply and display stickers so that they can spread the word to their customers. They also receive a monthly newsletter filled with inspiring content on operating sustainably.

Other brands, such as our longstanding customers, Pukka Herbs, are encouraging the businesses they work with to make the switch, too. We've supported Pukka to be certified as carbon neutral, and have gone on to supply one of their supply chain partners, Infusion GB.

Inspiring change across the creative industry

As well as supplying BAFTA's London offices, we're part of their film industry sustainability think-tank, Albert. Together, we launched the Creative Energy Partnership to encourage more creative businesses to switch to clean power.

We're also the energy partner of Julie's Bicycle, a charity that supports arts organisations to put environmental sustainability at the core of their operations. Blenheim Palace joined us through this partnership. This summer, we sponsored and attended the Creative Green awards, set up by the charity to celebrate organisations that are tackling climate change.

Bringing new customers on board

In early 2019 we'll be launching a customer referral scheme. This will allow our loyal customers to recommend us to their friends and family, and receive a reward whenever someone new joins us because of them.

Standing alongside other sustainability champions

We're proud to partner with organisations that share our commitment to creating a cleaner, greener future.

Friends of the Earth

We've been supporting Friends of the Earth for over 10 years – both through charitable donations and by sponsoring their environmental activism festival, Basecamp.

Soil Association

Like us, the Soil Association supports people to make simple changes that help protect the environment. After over five years of working together, in 2018 we strengthened our relationship by supplying their newly acquired eco-office in Bristol.



a job to believe in

We want to make sure everyone at Good Energy feels they have a job to believe in. So we've worked hard to create a culture and a workplace that engages our people in achieving our purpose.



our culture & values

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's just a few examples of how we put this 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

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. In 2017/2018, the coffee we bought protected 1,251 trees.



our impact on the environment

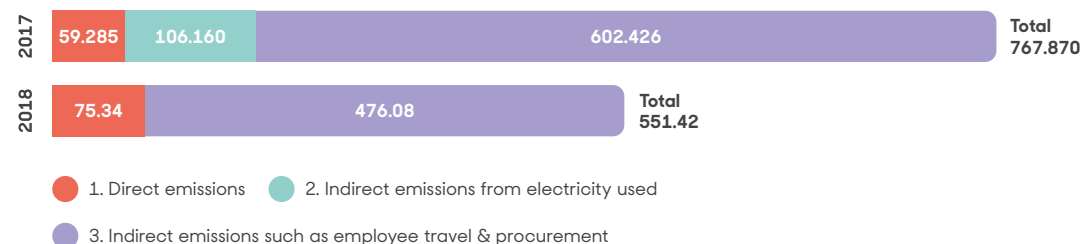


Everything we do is about reducing society's impact on the environment. But inevitably there are elements of running a business that do have an impact. We track and work to reduce these elements to make sure we're treading as lightly on the planet as possible.

Measuring and mitigating our carbon emissions

We're proud to have achieved ISO14001 accreditation, which confirms that we're meeting international standards for measuring and continually improving our environmental performance. We started measuring our carbon emissions in 2016, and in 2018 we achieved a baseline reduction of 10.57% compared to 2017.

Emissions in tCO2



Further to this, the figures show an even more significant reduction in our carbon emissions per headcount of 23.14%. This additional reduction is thanks to better documentation allowing us to report the renewable electricity supply to a portion of our office space which is leased from Wiltshire Council.

Our largest area of emissions remains Scope 3, which measures everything from employee travel to and from our offices, to the emissions of companies in our supply chain. We're working to drive down these emissions wherever we can.

We recently introduced a Green Travel Allowance to reward employees who use sustainable transport for over 75% of their annual commutes. This initiative joins our Cycle to Work Scheme, season train ticket loans, car share scheme, company EV leasing and six on-site EV charging points. We neutralise emissions we can't yet avoid by investing in the carbon reduction projects we support through our green gas.

A new home for Good Energy

To further reduce our environmental impact and to accommodate our growing business, we're excited to have announced plans for our own, low emissions, energy efficient and sustainably built HQ. Our plans include:

- Rooftop solar panels capable of generating 19,100 kWh of electricity per year
- Natural ventilation, and heating by high efficiency gas boiler
- Low energy LED lighting, with daylight sensors to automatically dim them when there's enough natural light.
- Provision for 40 electric vehicle charging points

fair pay & equality



Everyone who works at Good Energy receives at least the **Living Wage** set by the **Real Living Wage Foundation**. The pay for every role is stringently assessed and benchmarked against equivalent jobs, to make sure that we pay our people fairly.

Gender pay gap reporting

As well as fair pay, we're committed to tackling our gender pay gap and making sure we have an equal gender balance at all levels of our organisation. 40% of our board and executive team are women. This high percentage of women in senior roles is unusual for the energy sector and a fact we are proud of. Our overall workforce is made up of 52% women to 48% men.

Our mean gender pay gap for 2018 was just under 15% - lower than the average gap in the energy sector. But we're not happy it exists at all. 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.

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.

Sponsoring our local rugby club

We're proud to sponsor Chippenham RFC, a fair and inclusive club whose values closely match our own. In March 2018, we helped them bring their Minis Festival to life, which brought over 1,500 children together for a weekend of playing the sport they love. Chippenham RFC has a history of championing girls' rugby, and welcomes everyone - regardless of their ability or gender - into the sport.

Inspiring tomorrow's STEM pioneers

As an atmospheric physicist who started her company in a market dominated by men, our CEO Juliet Davenport is passionate about encouraging more girls to study STEM subjects. In the summer of 2018, we teamed up with award-winning social enterprise, Stemettes, to host a STEM career experience day. This saw girls from one of our local secondary schools visit Good Energy to meet Juliet, learn about the home of the future and design a smart energy app.

"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

health and wellbeing

We all spend a large part of our lives at work. So it is important people are happy and healthy while they're here.

We have a range of benefits designed to support our people's wellbeing: lunchtime sports clubs, subsidised local gym membership, showers and bike lock ups to support active travel to work, as well as a health insurance scheme which gives people some financial support towards medical and other wellness treatments. And at the office, people can help themselves to free, fair-trade fruit.

Removing the stigma around mental health

In the UK, around one in four of us will experience mental ill health. We want to make sure mental health is recognised as being as important as physical health, and that 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. In 2018, we 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 all 70 of our people leaders and managers.

"We want Good Energy to be a place where everyone feels comfortable talking about their mental health. We are delighted to have a team of mental health first aiders who are on hand to help people get the support they need."

Fran Woodward, Director of People & Culture

Seeing work differently

At Good Energy, we recognise that work is just one part of all our people's busy lives. With new technology meaning that teams can work together without being in the same building (or even country), we're focused on increasing our people's ability to work flexibly and remotely. We believe this promotes productivity, wellness and, by reducing journeys to the office, will help decrease our carbon emissions.

"Lots of people talk about work-life balance, but for me I think work-life harmony is a better phrase. I have young children, which means life is pretty hectic. So being able to fit my work around doing helpful things has made a huge difference. It's about taking a grown-up approach to peoples' needs and the business's needs."

Tom Collins, Head of Digital Innovation

thoughts for the future

As Good Energy reaches its landmark 20th year, attention turns to the journey ahead. What will the next two decades bring for the UK and renewable power? There are certain to be challenges. Lowering our emissions to the level needed to limit warming to 1.5°C will require far-reaching, fundamental changes – not least to the energy system.

And yet, there is good reason to be optimistic. Driven partly by improvements in energy efficiency, electricity generation in the UK has fallen to its lowest levels since 1994. Combined with the output from renewables rising to a record high of 33%¹, I am hopeful that emissions for electricity generation will continue falling.

At the same time, news stories about climate change are taking greater prominence, and there is a real sense that people – especially younger generations – are demanding governments and businesses take greater action to protect their world and their future.

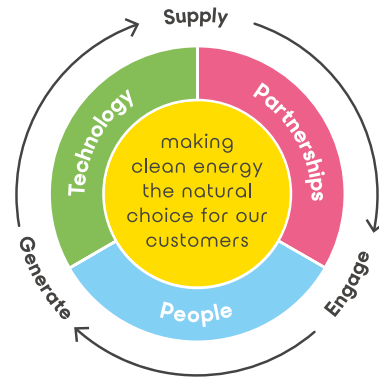
But that does not mean we can ease off in our commitment to make clean power part of everyday life. We know that supporting small-scale generation is key to unlocking a low-carbon energy system to power a cleaner, greener world. And that fortunately, we can make change happen for ourselves.

Which is why we are focussing on delivering the systems and technology. With solar prices and battery storage costs falling², generating and sharing power on a local level will soon become the natural choice.

Good Energy is working towards making this vision a reality. With your ongoing support we can continue to drive faster and greater change in the years to come, which will see all of us powering a cleaner, greener future together.

Juliet Davenport OBE

CEO and founder



choose power that works with the planet, not against it

Choosing clean power is one of the biggest things you can do to tackle climate change. And the more people who choose it, the bigger the difference we can make. Together.

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 Good Energy's future at group.goodenergy.co.uk

¹ Carbon Brief, 2019: carbonbrief.org/analysis-uk-electricity-generation-2018-falls-to-lowest-since-1994

² Green Business Watch, 2018: greenbusinesswatch.co.uk/uk-domestic-solar-panel-costs-and-returns-2010-2017



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