

Why Good Energy wants

to be a B Corp



B Corp Certification is a designation for businesses which are run not only for the pursuit of profit but for the benefit of people and planet.

Businesses that achieve this certification must clearly and openly demonstrate high social and environmental standards. These standards contribute to higher performance, with UK B Corps seeing average turnover growth of 26% between 2017 and 2020 compared to the national average of 5%.

Run by global non-profit B Lab, there are over 6,000 certified B Corporations in more than 80 countries, including more than 700 in the UK. B Corporations include historic purpose led brands and international businesses like The Body Shop, Patagonia and Triodos.

B Corp is the global standard for purpose-led business. And as one of the UK's original purpose led energy companies, Good Energy is working towards becoming certified – but we need your support.



Legally embedding Good Energy's purpose

A fundamental pillar of B Corp Certification is making a legal commitment to the 'triple bottom line' – people, planet and profit.

As a Good Energy shareholder, you will know that the business has always been run for the benefit of people and the planet: to power a cleaner, greener future together. But this commitment has never been formally made in Good Energy's corporate governance.

To secure enduring B Corp Certification, we must amend our Articles of Association to reflect the commitment of the business and its Directors to consider Good Energy's social and environmental impact. But we cannot do this without the agreement of you, our shareholders.

Vote to secure Good Energy's purpose for the future



Learning more about B Corp

To hear more about why Good Energy wants to become a B Corp and how the designation has benefitted other businesses, watch our live panel event which will feature our CEO, Nigel Pocklington alongside representatives from some leading B Corporations.

The event will be livestreamed online at **5pm on 7th June**. You can view the event from anywhere and it will be available to watch back anytime.

Go to www.goodenergy.co.uk/investors for more details.