



WELCOME TO THE GREEN REVOLUTION

ecotricity

We're Ecotricity, Britain's greenest energy company

We're on a mission to create a green Britain. We supply nearly 170,000 businesses and homes around Britain with 100% green electricity made from the wind and the sun, and carbon neutralised gas.

WELCOME TO
THE GREEN
REVOLUTION

The United Nations says we have just 10 years to save the planet and avoid the worst impacts of climate change. Where to start? The biggest single step we can all take, and actually the easiest, is to choose green energy to power our homes and businesses. Energy from fossil fuel is the biggest single cause of climate change and green energy is the simple answer.

We're powering a growing number of businesses across the country who support the mission of building a greener future. Join us and help continue our work.

Dale Vince
Founder - Ecotricity



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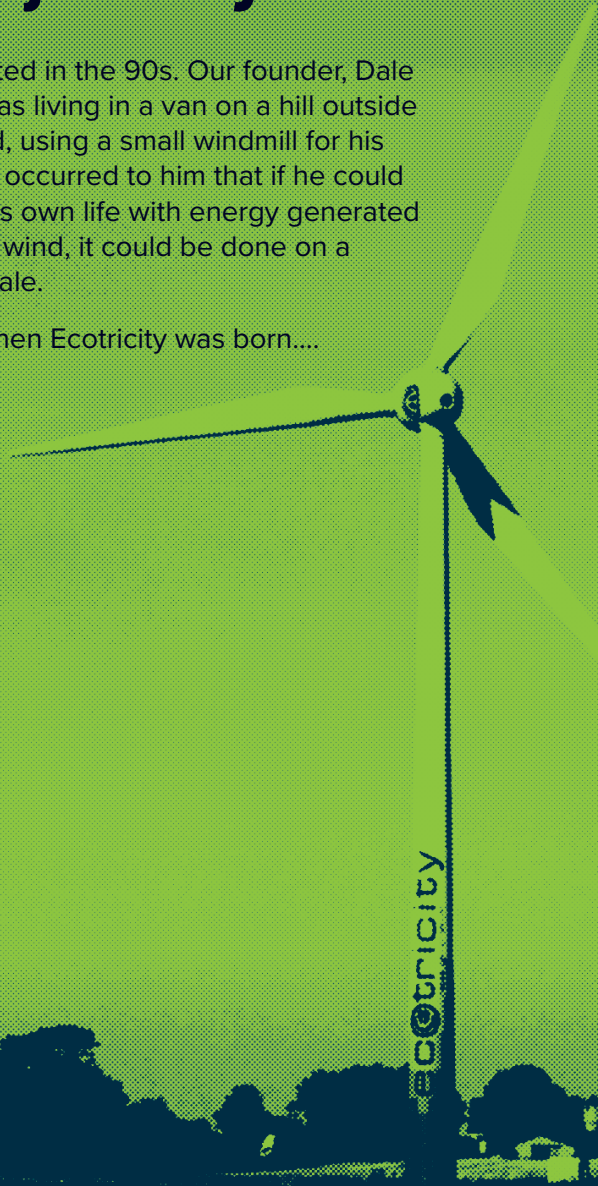
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Our journey

It all started in the 90s. Our founder, Dale Vince, was living in a van on a hill outside of Stroud, using a small windmill for his power. It occurred to him that if he could power his own life with energy generated from the wind, it could be done on a larger scale.

That's when Ecotricity was born....



SINCE 1995

1996

We started supplying our first customer – Cheltenham and Gloucester College – with green electricity.



2001

Sainsbury's joined the green revolution when we built a windmill to power their distribution centre in Scotland.



1996

The blades started turning on our first windmill in Lynch Knoll, Gloucestershire - and we became the first energy company in the world to supply green electricity to businesses.

2004

Green energy came to the transport sector when we built a turbine to power the Ford factory in Dagenham.

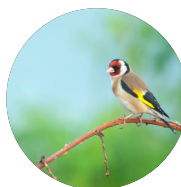


2011

The first charge point on the Electric Highway (our national network of electric vehicle charging points) is installed.

2016

The RSPB helped us prove that turbines and nature can go hand in hand when we built a turbine at their HQ in Bedfordshire. We also built one to power Queen Elizabeth Hospital in King's Lynn.



2017

We ventured into a new sector when we introduced our mobile phone service, Ecotalk.

2019

Recognised by Which? as one of two green energy companies who are authentically green. We had planning approved for three new sunparks.



2003

We started supplying homes as well as businesses around Britain with green energy for the first time.



2015

We announced plans to build green gasmills, where we will make 100% green gas from grass.



2017

We built three brand new windmills at Alveston in Gloucestershire – between them they'll power 3,000 homes every year.

2018

We've been developing our Virtual Power Plant to help businesses reduce their energy consumption.



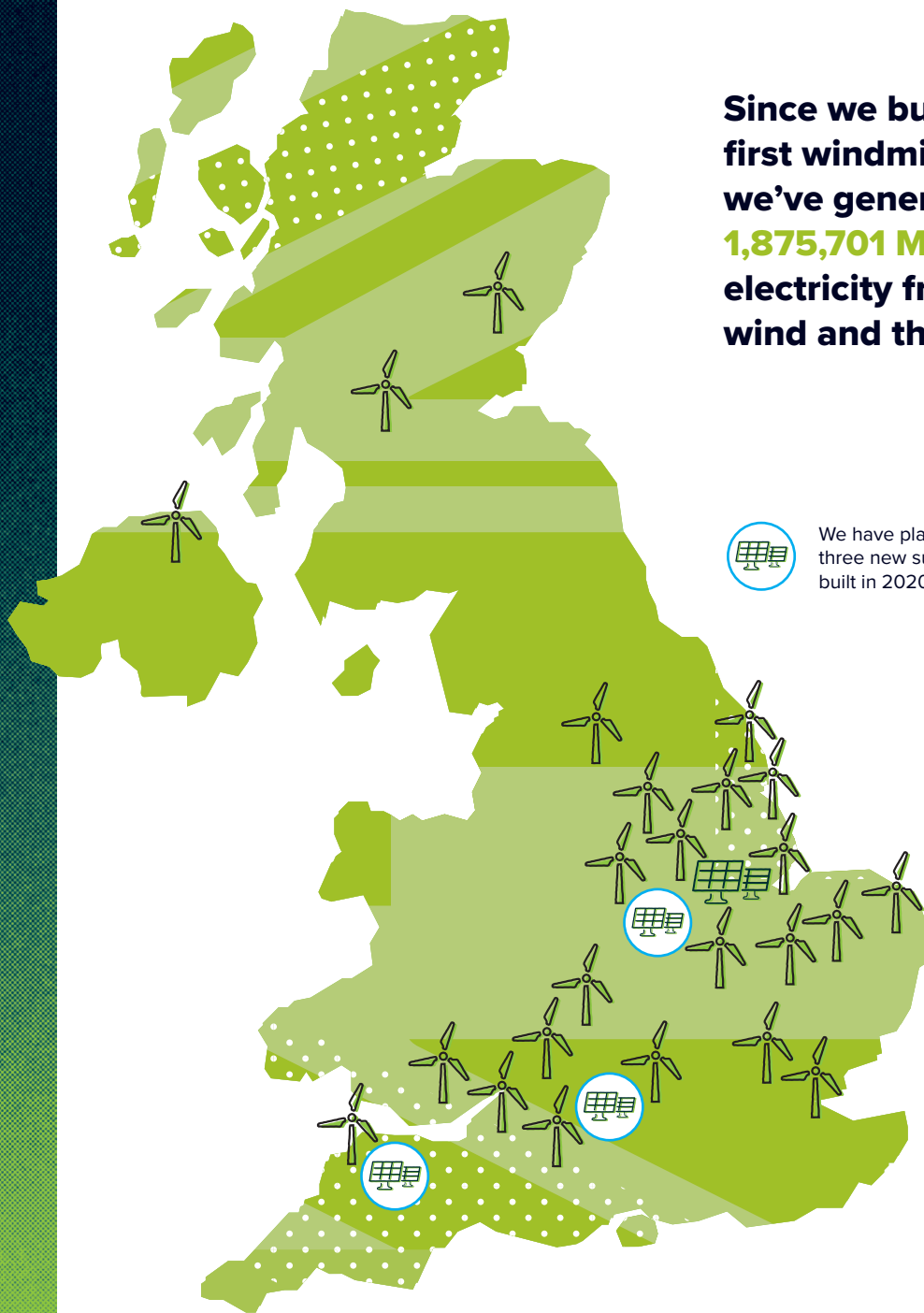
Our green energy

We don't just supply green energy, we make it ourselves – we build windmills and solar parks across Britain, helping to supply our customers with 100% green electricity.

Over the last 20 years we've built 74 windmills spanning 24 windparks up and down the country. Together they save 37,422 tonnes of CO₂ every year.

We're also developing green gasmills, which will generate 100% green gas from a source that will never run out – grass.

24 WINDPARKS
74 WINDMILLS



Since we built our first windmill in 1996, we've generated **1,875,701 MWh** of electricity from the wind and the sun



We have planning approved for three new sun parks, ready to be built in 2020.

Electricity

We were the first company in the world to supply a new kind of electricity – the green kind.

Our electricity is 100% green – made from the wind and the sun.

We make around a fifth of it ourselves from our fleet of windmills and solar parks – the rest we source from other green generators.

We’re also the only energy company recognised by The Vegan Society and Viva! for supplying and generating our own vegan electricity, free from animal by-products.

Where our electricity comes from (2017/18)

Fuel supply	Ecotricity	National average
Coal	0%	7.6%
Natural gas	0%	41.2%
Nuclear	0%	20.0%
Renewables	100%	29.0%
Other	0%	2.1%
Total	100%	100%

Environmental Impact

CO2 emissions	0g per kWh	231.6g per kWh
Radioactive waste	0g per kWh	0.0014g per kWh



Gas

We intend to grow the percentage of green gas we supply by building green gasmills – the first of their kind to make biogas from grass!

Not only will our gasmills generate 100% green gas, they'll provide a viable alternative to fracking in Britain.

Until we can provide 100% green gas, we promise to never knowingly source gas from fracked sources, and we'll be offsetting the residual carbon emissions from the rest of our supply, by investing in carbon reduction schemes across the globe.



How does our green gas work?



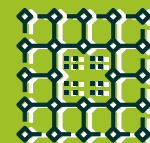
1 - Source the fuel

We can harvest grasses and herbal leys from lower quality farmland, increasing biodiversity and providing environmental benefits at the same time.



2 - Take it to a green gasmill

Using the grass, we'll be able to produce a high quality green gas – using Anaerobic Digestion (AD). The outputs are simply green gas and an excellent natural fertiliser, which can be returned to farmers' fields, improving the soil quality and reducing the need for harmful synthetic fertilisers.



3 - Into the national gas grid

Once the gas has been made, it's "scrubbed" (mostly, that means having some CO₂ removed) and pumped into the national gas grid. It can be used to cook and heat in exactly the same way as fossil fuel gas but without the environmental impact. It's that simple.



The Ecotricity Group

We focus our work on four key areas - **energy**, **transport**, **food** and **nature**. It's all part of our mission to create a greener Britain.

Between them, energy, transport and food make up 80% of all of our carbon footprints. By changing what we do in these areas, we can make the biggest possible difference.

Nature is the last of our four pillars. We make sure that our work doesn't have a harmful impact on nature, and where we can, we make space for nature and create habitats for Britain's wildlife.



ENERGY Britwind

As well as generating energy to supply our customers, we also build windmills to help people generate their own energy. Britwind is our game-changing small wind company – designing and manufacturing 100% British windmills for landowners and businesses across Britain and throughout the world.



TRANSPORT Electric Highway

In 2011 we launched the Electric Highway – our national network of electric vehicle charging points. We now have around 300 electricity pumps covering the motorway network and beyond, allowing EV drivers to travel the length and breadth of the country. We've now powered over 55 million miles of emissions free driving – and counting.



FOOD Forest Green Rovers

It's been described by FIFA as the 'greenest football club in the world', and is the world's first UN-certified carbon neutral football club – not to mention the only vegan club on the planet. FGR has reached an audience of more than three billion people worldwide. We're now developing vegan school dinners to bring our sustainability message to a new audience.



NATURE Ecotalk

We're doing something pretty radical with our green mobile phone service, Ecotalk. We use the money from our customers' bills to give land back to nature – creating vital habitats for bees and other wildlife, so you can be assured of a green outcome.

“

Ecotricity have always been a pleasure to work with. Communication is prompt, thorough and helpful. Any additional requests that I've put forward for data or general advice are always answered above and beyond my expectations.

Utilities Lead, Lush Cosmetics



Ecotricity supply
18,000
businesses and growing!

The average business using
15,000 kWh
of energy would save
3.81 tonnes
of CO₂
every year if they switched
to Ecotricity

During 2019

**we helped our business
customers collectively save**

155,705
tonnes of CO₂

That's the same weight as

67,697,687

 **laptops**

 Boston Tea Party

 Vivienne Westwood

 giving
nature
a home

 catalyst

 RENDALL & RITTNER

 RYA

 RIVERFORD
ORGANIC FARMERS

 WOODLAND
TRUST

The best tariff for your business

We work with our business customers to create a tariff that works for them.

What do we offer?



Fixed term – we can fix your tariff for up to 36 months



Flexible tariffs – you can choose a flexible tariff that lasts for 28 days at a time



Common end date – we can arrange for all of your contracts to end on the same date



Collective billing – all of your accounts can be billed in one simple invoice



Energy monitoring and management

We don't just supply green energy – we offer you advice on how to save it too. Getting more information about the energy you use is another great way to reduce your carbon footprint and cut your energy bills.

We offer a cloud-based energy monitoring and analytics platform, which puts you in total control of your business energy usage.

You'll get to see patterns in your energy usage, across multiple sites, so that you can target areas for reduction and develop better consumption habits to cut your emissions and cost.

Energy management gives you:



End-to-end support – from hardware installation and maintenance to training and analysis



Data analytics – unlimited access to your energy data, with multiple sites managed on a single platform



Multi platform – simple, cloud-based analytics platform – available on mobile, tablet or desktop



Power Purchase Agreements

If you make your own green energy and you've got a generation capacity of more than 250kW, a Power Purchase Agreement (PPA) could help you get the best price when you sell your energy on.

What do we offer?



Bespoke PPA options – we have variable and fixed price options available. Whether you have several installations or just one, we can help



Renewable PPAs – we specialise in PPAs for renewable energy generated from wind, hydro, solar, anaerobic digestion, tidal and wave power.



Accreditation – we work through all of the established accreditation and subsidy schemes

A PPA is just one of the ways we can help businesses reduce their carbon emissions and energy costs. Find out about our Virtual Power Plant on page 20.



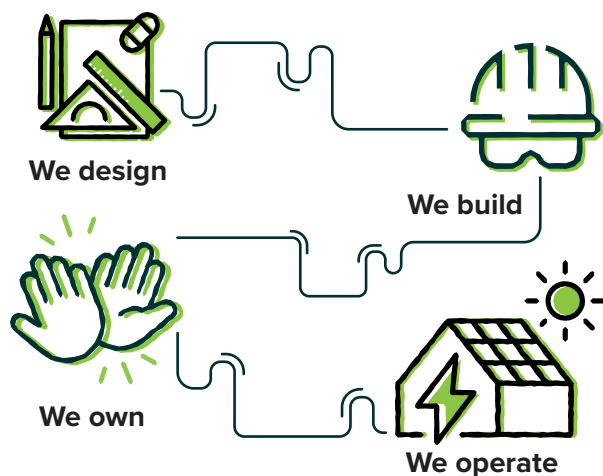
Merchant wind and solar generation

We've been building windmills on industrial and commercial sites for almost a decade, powering household names like Sainsbury's and Ford.

By generating your own green energy on site, where you need it, you can take a big step to becoming energy independent, whether that be by windmill, sun park or a green gasmill.

And we'll help you every step of the way, assessing your sites and providing recommendations on what sources of green energy you can take advantage of.

If you don't have enough space on-site, that's no problem. We can work with you to help you generate your own energy elsewhere.



Ecotricity has taken on the complex task of delivering this ambitious project, and we are delighted with the results. The three wind turbines are now delivering The Bristol Port Company with substantial environmental and financial savings.

Patrick Kearon, Bristol Port Company Ltd



THE BRISTOL PORT COMPANY

New connections

We specialise in new meter connections, and provide services for all types of gas and electricity metering requirements. Whether you're a property developer or a commercial builder, we can help get you connected to 100% green electricity and carbon neutralised gas.

From installing new meters to handing your property over to the new owner, our experienced New Connections Team will work with you to make sure everything goes smoothly.

What do we offer?



Smart technology – the latest smart meter technology and expertise to homes and businesses



Nationwide service – meter installations nationally and competitive energy prices for any scale of project



Dedicated support – specialist account management for every project



Ecotricity has been an important strategic partner of ours, helping to deliver our environmental agenda. Their energy and metering expertise is invaluable on complex projects. The new connections team tick all the boxes for great service, technical skills and of course, green credentials

Operations Team, Mace



Green Void Tariff

Managing an empty property shouldn't be stressful – between tenants you should be able to keep track of the energy needs of your properties in the simplest and most cost-efficient way possible.

Our Green Void Tariff is designed for this – we do all the work for you, and power your empty properties with 100% green electricity and carbon neutralised gas, hassle free.

What do we offer?



Bespoke void tariffs – we have specific tariff rates for void properties



Saving valuable time – just one simple call when a tenant vacates, and we'll do the rest



A hassle-free experience – we provide flexible and collective billing and weekly status reports so that you're always in the loop

Here's how it works

- 1.** The tenant lets you know they're leaving the property
- 2.** Get in touch with our dedicated team - we'll create an account in your name
- 3.** We'll send a weekly status report of all your void accounts
- 4.** We'll send you a collective invoice for all of your void properties every month
- 5.** Let us know when a new tenant moves in to the property
- 6.** We'll transfer the account to the tenant quickly and efficiently

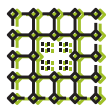
Virtual Power Plant

Virtual Power Plant uses Demand Side Response to make the grid more efficient via flexibility and storage.

The Virtual Power Plant is the future of energy in Britain and is a way for business and generators to help make a more stable, greener grid - and for them to benefit financially too by revenue share or lower energy bills.

If you're interested, we can carry out a review to see if your business is suitable.

How it works



Digital – a digital control system makes small adjustments to thousands of connected businesses, energy generators and energy storage systems across Britain



Reliable – we'll work with you to ensure the adjustments are minimal. The air conditioning might be lowered or the lights might dim slightly. But with thousands of businesses plugged in, it makes a big difference

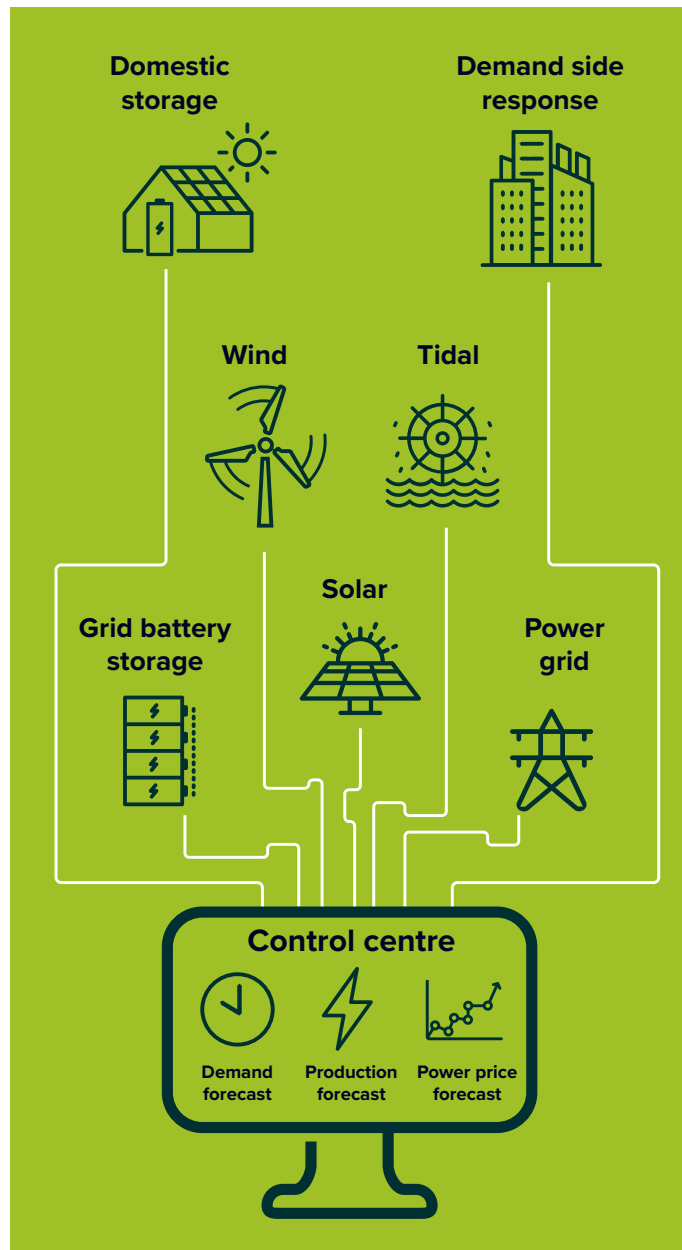


Easy to manage – it's all automatic – you won't have to make any changes to your energy usage, and you'll benefit from lower energy bills and a revenue share

How you get paid

Think of it as having a remote energy manager whose sole mission is to improve your business energy usage. We will work with you to optimise your energy usage and reduce your energy bills.

The process is simple. We simply attach a wireless box to your meters, then our central control system sends commands and scheduling signals to the boxes – increasing or reducing energy when it might benefit the grid and you.



“

Having made a decision to consider green energy for our organisation, we asked Ecotricity to quote to compare against our current brown energy suppliers. Not only were they able to offer a competitive price, but once we'd made the decision to switch, everything was handled seamlessly from start to finish with very little input on our behalf. Compared to our previous experience of working with other energy suppliers, Ecotricity have made our lives endlessly better. The FSC's shift towards a greener Britain couldn't have been any easier.

**Property Manager,
Field Studies Council**

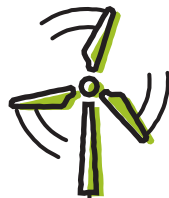
FSC

BRINGING
ENVIRONMENTAL
UNDERSTANDING TO ALL



From light green to deep green

We don't just supply green energy – we help our customers save energy too. Switching to green energy is one of the biggest things you can do to cut your carbon footprint, but you can do more to lower your impact on the environment – and your energy bills.



1

Buy green energy from Ecotricity and join our Virtual Power Plant.
(find out more on page 20)

2

Use a smart meter and other smart technology to monitor your energy usage, and start reducing it.
(find out more on page 18)



3

Consider a Power Purchase Agreement, and merchant wind or solar energy to help you save carbon emissions and costs on your business energy supply.
(find out more on page 16)



Contact us



0345 600 1994



business.sales@ecotricity.co.uk



ecotricity.co.uk/business

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Ecotricity • Lion House • Rowcroft • Stroud • Gloucestershire • GL5 3BY • United Kingdom

Printed on recycled, chlorine-free paper
with vegetable-based inks – and powered
by green energy from Ecotricity.

