



**ecotricity**

Welcome to the  
**green revolution**

# We're Ecotricity, Britain's greenest energy company

We supply around 180,000 businesses and homes around Britain with 100% green electricity and carbon-neutralised gas. All of our electricity is generated from the wind and the sun, as well as green gas from Britain's first green gasmill.

The United Nations' Intergovernmental Panel on Climate Change says we are rapidly running out of time 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 fuels 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 of Ecotricity and United Nations Climate Champion**





# Contents

Our journey	04
Our green energy	06
The Ecotricity group	10
The best energy for your business	12
Energy monitoring and management	13
Made to Measure energy services	14
- Feed-in-Tariff management	15
- Power Purchase Agreements (PPAs)	16
- Merchant wind and solar generation	17
Smart Grids	18
From light green to deep green energy	21



# 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....

**1996**

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



**2004**

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



**2001**

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



**2015**

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



**2003**

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



**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.



**2011**

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



**2017**

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



**2019**

We became the first energy company to declare a Climate Emergency. We also launched Devils Kitchen, a vegan food option for schools - now served in over 2,000 schools in Britain and available for households to order on Ocado.



**2021**

We started work on two bi-facial solar farms, these will generate enough power for 6,500 homes. We also signed a pioneering agreement that enables the production and sale of geothermal electricity for the first time in Britain.

**2022**

We built our first green gasmill near Reading, two new cutting-edge solar parks in Devon and Leicestershire, and new battery storage at Alveston.



**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. We use our profits from Ecotalk customers to buy land to give back to nature.

**2019**

Recognised by Which? as one of three green energy companies who are authentically green. We had planning approved for three new solar parks in Britain.



**2020**

We teamed up with our partners, RSPB to relaunch Ecotalk + RSPB, Britain's most sustainable mobile SIM provider. Together with RSPB, we used our profits to buy nature reserves in Britain to protect wildlife.

**2021**

In 2021, we announced an exciting collaboration with Gridserve to turbocharge development of the Electric Highway.



**2023**

Our first green gasmill was connected to the grid in Reading, Berkshire. Alveston's grid-scale battery storage project continues and the batteries were installed onsite.



# Our green energy

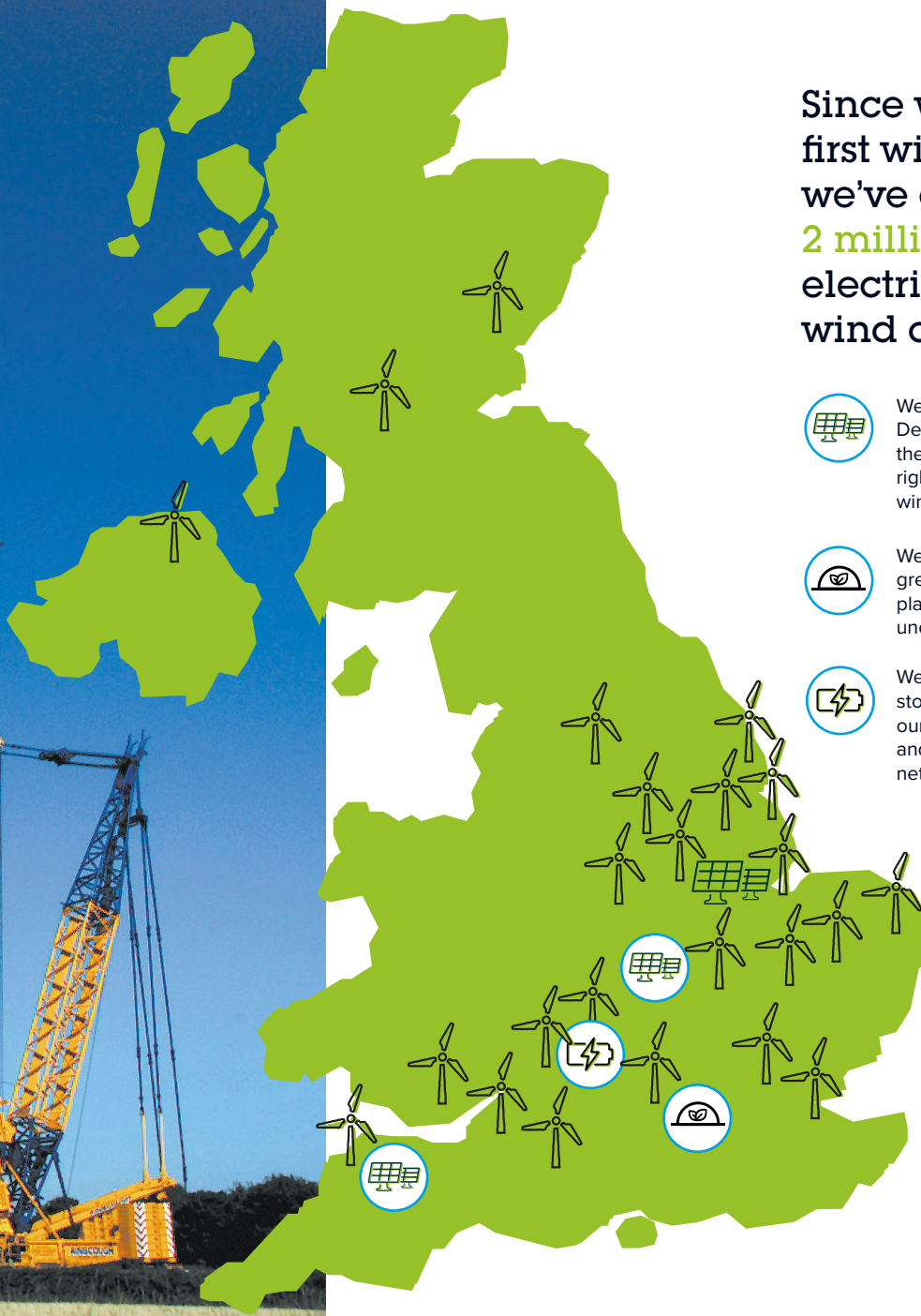
We don't just supply green energy, we use the money from our customers' bills to make it ourselves too – we build windmills, solar parks and now 100% green gasmills, helping to increase the amount of renewable energy in Britain's energy mix.

Since being founded in 1995, we've built 74 windmills spanning 24 windparks up and down the country, including two impressive hybrid wind and sun parks in Dalby and Bulkworthy. Together, they save 31,000 tonnes of CO2 every year.

After successfully completing our two hybrid solar parks in Bulkworthy, Devon and Dalby, Leicestershire, as well as our first gasmill and our first battery storage project, we're about to break ground on two new solar parks. Plus, we're working on the detailed design for our next gasmill, which will be twice the size of the first.







Since we built our first windmill in 1996, we've generated over **2 million MWh** of electricity from the wind and the sun



We've built two new solar parks in Devon and Leicestershire, using the latest solar panel technology, right next door to our existing windparks.



We've built Britain's very first green gas mill of its kind, with plans for the next already underway.



We've kicked off a 10MW battery storage project at the site of our Alveston windpark, to store and supply green energy to the network as needed.



# 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 an eighth of it ourselves from our fleet of windmills and solar parks – the rest is certified green electricity we source from other green generators or the energy marketplace.

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 (2022/23)

Fuel supply	Ecotricity	National average
Coal	0%	3.4%
Natural gas	0%	39.3%
Nuclear	0%	13.9%
Renewables	100%	40.8%
Other	0%	2.6%
Total	100%	100%

## Environmental Impact

C02 emissions	0g per kWh	186g per kWh
Radioactive waste	0g per kWh	0.007g per kWh



# Gas

We're growing the percentage of green gas we supply by building green gasmills – the first of their kind to make carbon-neutralised biogas from grass! Not only do our green gasmills generate 100% green gas, they provide a viable alternative to fracking in Britain, and mean we can avoid creating untold waste by feeding our green gas through the existing boiler system.

Our very first green gasmill project went live last year near Reading, and now produces enough green gas to supply the equivalent of 4,000 homes, saving up to 4,000 tonnes of carbon dioxide annually. But until we can provide 100% green gas, 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'll power our green gasmills by harvesting 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 grass allows us to produce high quality green gas – through a process of anaerobic digestion (AD). The results 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" (that mostly means having some CO<sub>2</sub> removed) and pumped into the national gas grid. Green gas can be used for cooking and heating 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 at least two-thirds 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 core 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. The Electric Highway is now composed of around 300 pumps covering the motorway network and beyond, allowing EV drivers to travel the length and breadth of the country. In 2021, we sold the Electric Highway to Gridserve to turbocharge the future development of the network.



## FOOD Forest Green Rovers

Dubbed the 'greenest football club in the world' by FIFA, FGR has shaken up the world of football by being the first vegan and UN-certified carbon neutral football club on the planet. It's reached an audience of more than three billion people worldwide, serving up 100% vegan food for supporters on match days. Devil's Kitchen is our latest development – a devilishly delicious vegan food range available in schools and leading retailers.



## NATURE Ecotalk

We're doing something pretty radical with our green mobile phone service, Ecotalk. We use 100% of the profits from our customers' bills to give land back to nature – buying reserves and creating vital habitats for bees and other British wildlife. You can be assured of a green outcome every time you pay your phone bill.



# The best energy for your business

We work with our business customers to create energy solutions that work for them.

## What do we offer?



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



**Variable tariffs** – you can choose a variable 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 guidance 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.

Ecotricity Stark ID is 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 cost and carbon emissions.

## 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



**Easy access** – a simple, cloud-based analytics platform available on mobile, tablet or desktop





# Made to Measure energy services

In addition to supplying your business with green electricity and carbon-neutralised gas, we also offer a range of services to help your business reduce its carbon footprint and reach net zero.

Our 'Made to Measure' energy services deliver powerful insights into the potential of your business or organisation, to help you better manage and benefit from your energy use, and provide a clear pathway to achieve your sustainability goals.



## Feed-in-Tariff Management

Microtricity is our customer-focused service that already helps over 90,000 energy generators across Britain benefit from the government's Feed-in-Tariffs (FiT) scheme.



**Generate income** – you'll receive regular payments for the energy you generate and export into the grid



**Approved by Ofgem** – we were awarded the highest possible rating by Ofgem in their most recent audit



**Simple account management** – managing multiple sites? We'll consolidate your accounts so they're simple to manage



**Meter reading made easy** – we'll arrange for an engineer to come and take accurate and up-to-date meter readings for your generation assets



**Stay on top of the figures** – we'll send you regular reports and statements about how much energy you generate and the income you receive.

## Solar Asset Management

We partner with an asset management specialist to provide solar asset management services, helping to maximise your return from your solar portfolio.

To discover how we can help improve the performance of your rooftop solar portfolio – just get in touch.



## Power Purchase Agreements

PPAs are just one of the ways we can help businesses reach net zero and lower energy costs.

### What do we offer?



**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



**Corporate Sleeved PPAs** – we can help you find a specific renewable energy source to meet your energy needs, and connect your business directly to it, to manage seamless supply and support your net zero aims.



## Merchant wind and solar generation

We've been building windmills on industrial and commercial sites for 24 years, powering household names like Sainsbury's and Ford.

By generating your own green energy on site where it's needed – by using wind, solar, or green gas mills – you can take a big step to becoming energy independent.

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 generate your own energy elsewhere.



We design



we build



we own



we operate

“

Ecotricity has taken on the complex task of delivering our 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**



# Smart Grid Platform

Ecolibrium, our Smart Grid Platform, is a 'virtual' power plant which connects electricity generators, consumers and energy storage systems to a single digital platform to vary load as needed.

The Smart Grid Platform is the future of energy in Britain – and beyond helping businesses and generators to make a stabler, greener grid, it also offers them an opportunity to benefit financially by helping to keep the national grid balanced.

If you're interested in finding out if there is an opportunity here for you, we can carry out a review of your site or energy source to see if your business is suitable, and what it could earn. Get in touch to find out more.

## How you get paid

Think of it as having a remote energy manager whose sole mission is to optimise your energy generation and its revenues.

And the process is simple to implement: we attach a wireless box to your meters, and our central control system gets to work for you, sending commands and scheduling signals to the boxes.

Then, every month, we share the revenues generated from the Grid among our Smart Grid Platform customers.



## How it works



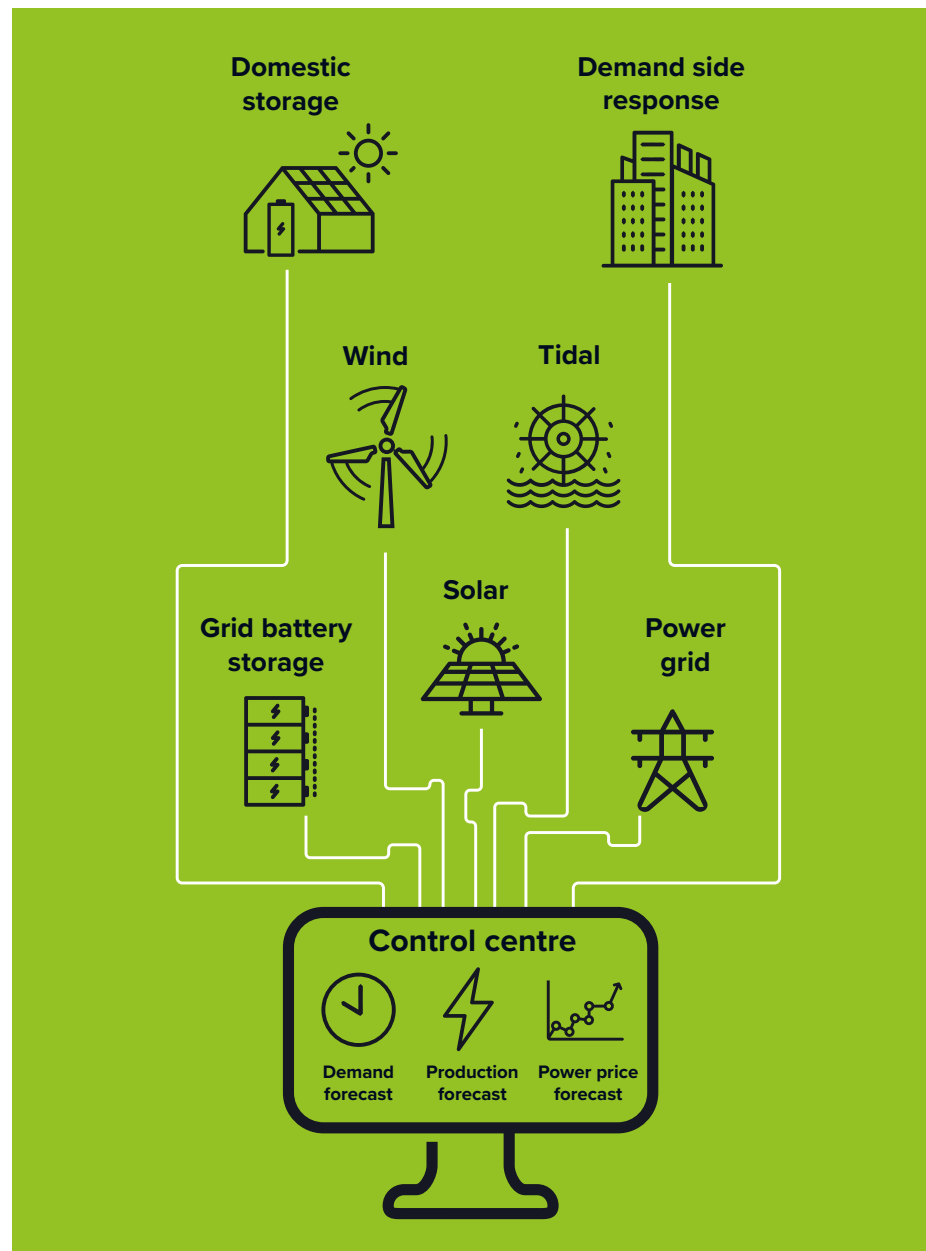
**Digital** – a digital control system makes small adjustments to thousands of connected businesses, energy generators and energy storage systems across Britain



**Reliable** – we work with you to ensure any adjustments can be handled smoothly by your engineers, including delivering flexible energy services and a stress-free return to business as usual. And these services make a big (and valuable) difference to the load on the National Grid



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





“

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.

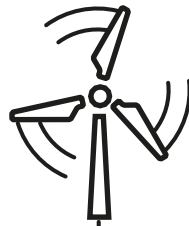
**Property Manager,  
Field Studies Council**





# 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**

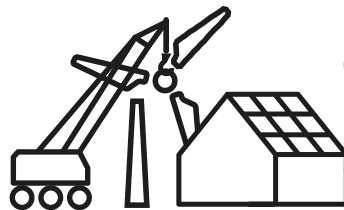
Buy green energy from Ecotricity and join our Smart Grid Platform.

(find out more on page 18)

**2**

Use a smart meter and other smart technology to monitor your energy usage, and start reducing it.

(find out more on page 13)



**3**

Consider a Power Purchase Agreement, and merchant wind or solar energy to help you save carbon emissions and cut the costs of your business energy supply.

(find out more on page 16)





“

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**









# Contact us

Telephone  
**0345 600 1994**

Email  
**[business.sales@ecotricity.co.uk](mailto:business.sales@ecotricity.co.uk)**

Web  
**[ecotricity.co.uk/business](http://ecotricity.co.uk/business)**

# ecotricity

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.

