

Real life, real customers

Juliet Davenport
May 2010



- Good Energy – why are we here?
- Good Energy services
- Making the switch – prospective customers
- After the switch
- Summary

Good Energy – why are we here?

Climate has always varied, but it is now changing dramatically due to **human activity**

- Computer models predict that if emissions continue to rise at the present rate, average temperatures will most likely increase by 4C by 2100

Why?

- GHGs – specifically **CO₂** – are emitted and build up in the atmosphere, trapping heat
- CO₂ is produced by burning fossil fuels (coal, oil, gas)
- Fossil fuels are burnt primarily to **generate energy**



Good Energy – why are we here?

The only realistic way to tackle global warming at present is to reduce greenhouse gas emissions.

As energy generation is at the heart of the problem, we must:

- **USE LESS ENERGY**
- **CHANGE HOW OUR ENERGY IS MADE**



Good Energy – why are we here?

Renewable generation in Europe

Renewable energy in the EU

By 2020 renewable energy should account for 20% of the EU's final energy consumption (8,5% in 2005). To meet this common target, each Member State needs to increase its production and use of renewable energy in electricity, heating and cooling and transport

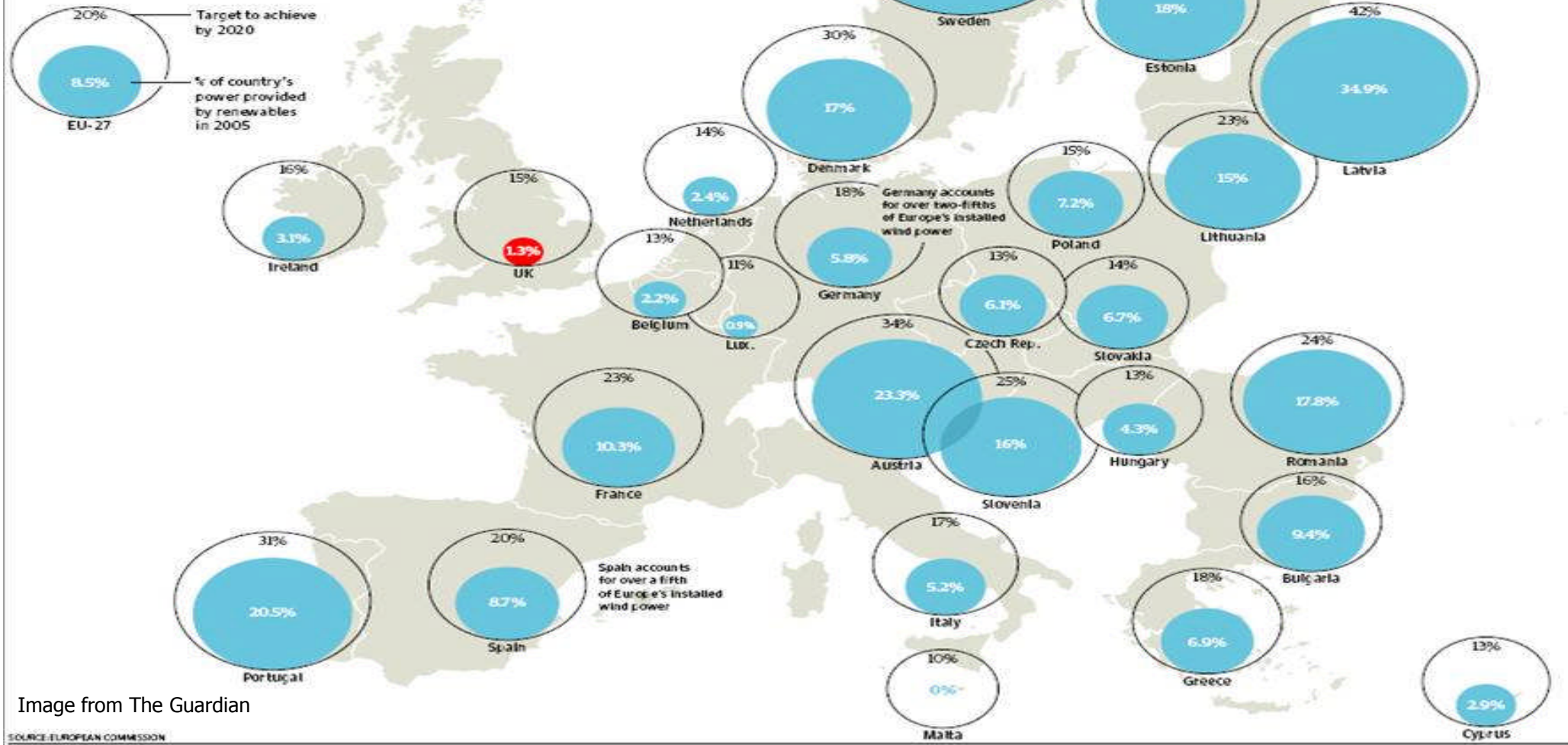


Image from The Guardian

Good Energy - why are we here?

Percentage of energy generated from renewable sources

1995		2005
• Sweden: 35.7%	→	• 40.8%
• Romania: 9.3%	→	• 19.2%
• Denmark: 8.3%	→	• 17%
• UK: 1%	→	• 1.8%
• Malta: 0%	→	• 0%

Good Energy was founded in 1999, as a vehicle to help engage consumers and the industry

Good Energy

Our services

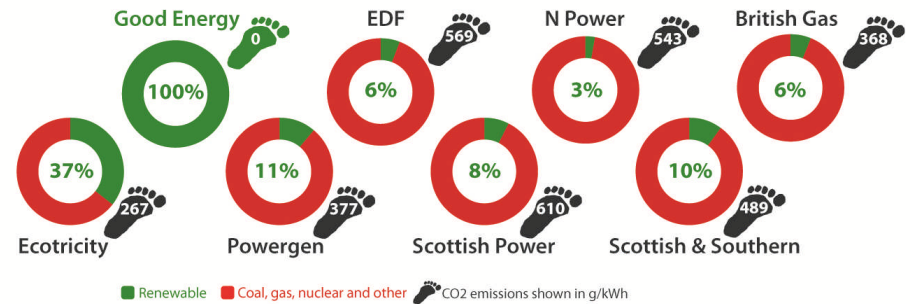
- Has evolved over the past ten years to include:
 - **Good Energy 100% renewable electricity**
 - Good Energy is the UK only 100% renewable supplier
 - **Good Energy Gas+ and HotROCs**
 - The UK's first and only RHI
 - **>1000 Good Energy Generators**
 - Reward schemes for independent renewable generation – one in 25 customers is a generator –
GENERATORS ARE CUSTOMERS TO GOOD ENERGY!
 - **Generate Your Own**
 - WWW.GENERATEYOUROWN.CO.UK Step by step guidelines to generating your own energy
 - **Good Energy Shop**
 - Award-winning online energy efficiency shop
 - **Good Energy Generation**
 - Repowering the oldest UK wind farm recently funded by Coop bank - 9.2 MW, £11.8m investment
 - Looking to develop a pipeline of sites in the 5-20MW space, offering a truly ethical brand into the development space, incorporating community benefits as an integral part of the offering.

Making the switch

What are consumers looking for? (1/3)

Good Energy customers are very knowledgeable about the environment and are passionate about trying to live sustainably. They do their own research and understand renewables, so they are looking for:

- **A genuinely 'green' product** – 100% renewable fuel mix unique in the UK



A product that makes a difference

"I chose Good Energy because they are independent, genuine, and they allow me to play a part in the growth of renewables in the UK."

Making the switch

What are consumers looking for? (2/3)



- **A product that is endorsed by people they trust – each other!**

- **A company that is knowledgeable about the issues they care about: renewables and climate change**

Customer Care Academy

- Developed to ensure we deliver a consistently high level of service to customers
- Training staff to specified levels in modules including overview of renewable technology, microgeneration, climate change, account management and energy efficiency



After the switch

Working with customers

We have listed to customers to try and find out what they want, and where we can we have responded to their needs throughout the evolution of Good Energy

What customers wanted	Comment
Investment in renewables	Repowering the oldest windfarm in the UK, and looking to develop a further pipelines of projects
Support with OFGEM on accreditation	Provided as part of service for all generators contracted to Good Energy
Simple and efficient payment for homeowners and businesses generating energy for themselves and for export	HomeGen, SmartGen and HotROCs schemes developed to try and simplify paying for energy output
Energy Efficiency advice and products	Good Energy Shop launched Sept 2008
Campaigning in partnership with other organisations to change legislation	FoE campaign launch, blogs, other affiliate activity (e.g. Sustrans)
Micro generation advice and providers	www.generateyourown.co.uk launched April 2009
Information on what difference is being made	Newsletters, marketing materials, blogs, websites

After the switch
Our customers become part of the change

We provide more than just 'faceless' services

Providing simple solutions for consumers

- It's easy to switch to a 100% renewable electricity supplier
- If you can't generate your own energy, by buying Good Energy you are supporting a community of over 1,000 renewable generators who can
- We can offer you advice and products for using less energy
- Your customers services are the best in the industry (*Which? 2010*) – Customer Care Academy

Changing legislation to support renewables

- NHH Export metering on small generators
Green accreditation – consultation on Ofgem's Guidelines for Green Supply
- Feed-in Tariff – ensuring that FIT do work at an administration level
- In progress – fair deal for original micro generators, EDM supported by over 90 MPs
- In progress – exemption for renewables from a CSCL
- **We now represent a significant portion of microgenerators in the market and will represent their view to government when necessary.**

Summary – accepting the premium

Good Energy is a premium product, but for that you get so much more than just electricity:

- We offer prospective customers something unique and genuine as the only 100% supplier of renewable electricity
- We work collaboratively with customers who have made the switch to make sure we're meeting their needs for information and support on renewable energy
- In this way, our customers become part of the evolution of the business – their demands help shape our services.
- Our innovative services and initiative help shape national policy (e.g HomeGen, RHI)
- Policy helps grow the renewables industry and, ultimately, tackle climate change – it really is people power!



Martin Fodor excellent news - already generating interest, and then renewable power for us users, too!

April 28th In response to Delabole construction



Tracey Smith Hi all - do love you guys at GE.... much love to Joe W if he's around....xx

April 21st Unsolicited



Ruth Brown My electricity provider (@Good Energy) has summarised energy policies pre #GE2010 -> <http://bit.ly/3W4Vr>

May 4th In response to party summaries



Duncan Hames visiting Juliet and the team @Good Energy in Chippenham. We discussed how to move the renewables debate on from targets to delivery

April 15th After visit to Good Energy



Therese @Gargan I switched to @Good_Energy from NPower. They don't seem as expensive as I feared. I'll save on phonebill, time & sanity! Relief!

April 15th Unsolicited



A an Blendford We are very grateful for the excellent lobbying work you are doing. Please keep it up and more power to your collective elbows!

May 4th In response to election blog

Good Energy

A community of over 1,200 independent renewable generators

Ashley Vale Action Group, Bristol

Ownership: community
Renewable technology: solar PV



Ashley Vale Action Group (AVAG), a community of self builders, has turned a brown field site into sustainable homes for over 40 families. Many in the community have chosen to use high levels of insulation and environmentally friendly building materials, and to incorporate solar thermal technology to heat their water and Solar PV panels to generate their electricity.

Littleton Mill, Wiltshire

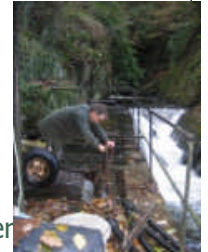
Ownership: Family business
Renewable technology: hydro



At Littleton Mill in Wiltshire, owners Melissa and Richard Kendall have brought the 17th century mill back to life and are generating hydro electricity. The Kendalls are undertaking a total refurbishment of the original 17th century Mill House, incorporating high levels of insulation and a biomass heating system. They've also reinstated the hydro power generator - though the new one is far more effective than that used when the mill was originally converted for electricity generation in the 1920s. The majority of the power the Kendalls generate is exported to the local grid and is paid for by Good Energy.

Glen Lyn Hydro , Devon

Ownership: family
Renewable technology: hydro



Glen Lyn Gorge is located in the centre of Lynmouth village where two rivers converge. Hydro electricity was being generated in the East Lyn Valley as far back as 1898.

In 1983 the Oxenham family undertook the project that now generates up to 320kW of renewable electricity. The gorge is a sight of special scientific interest - a testament to the sustainability of hydro power.

Westmill Community Wind Farm, Oxfordshire

Ownership: Community
Renewable technology: Wind Turbine



Westmill is the first 100% community owned wind farm in the South of England. Funding of the £7.6m project is from a public share issue and a loan from the Co-op bank allowing local ownership of the site and maximising the social, environmental and economic benefits to the area. The Cooperative bank was confident the project was a sound investment as Westmill has secured a purchase agreement for their electricity - Good Energy is buying the power from three of the Westmill turbines for the next five years. This will provide enough electricity to supply over 2,700 Good Energy customers.

So is it time for a change to the way
we power Britain as well as the
way we govern it?

Probably

Building a renewable energy future

If you want to help build a renewable energy future, switching to Good Energy is a great place to start.

1. Phone our customer services team on **0845 456 1640** or sign up online at www.goodenergy.co.uk
2. Tell them you heard me speak today, or quote **Juliet Davenport**
3. We will send you a free energy monitor when you sign up

