



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, the sun and the sea – and we're also bringing new sources of green energy on stream by building Britain's first green gas mill, and soon supplying geothermal too!

“

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



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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....

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 a windmill to power their distribution centre in Scotland.



2011

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

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.



2009

B&Q joined the green revolution when we built a turbine at their Worktop distribution centre.



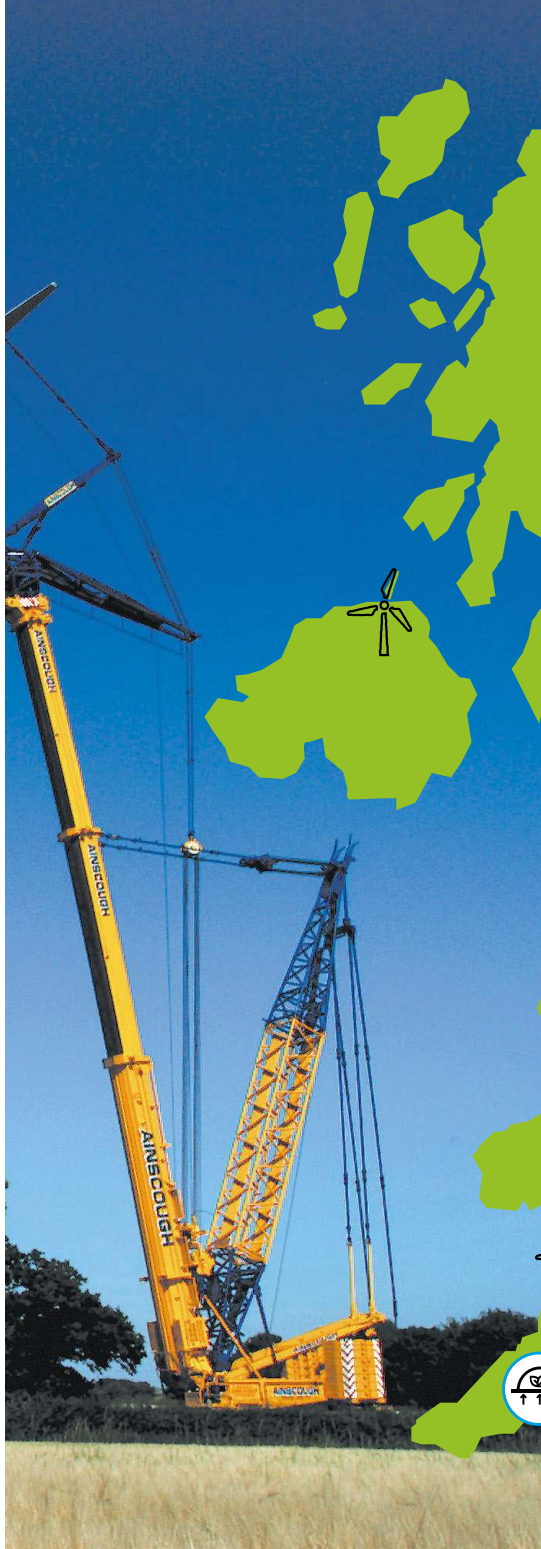
Our green energy

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 gas mills, helping to increase the amount of renewable energy in Britain's energy mix.

Over the last 26 years we've built 74 windmills spanning 24 windparks up and down the country. Together they save 37,422 tonnes of CO2 every year.

In 2022, we're embarking on our most ambitious build plan to date. We're building two new solar parks using the latest bi-facial solar technology, our very first green gas mill near Reading – set to generate 100% green gas from an endlessly renewable, homegrown source, grass – and we'll soon be adding geothermal energy to our fuel mix too.





Since we built our first windmill in 1996, we've generated **2,221,941 MWh** of electricity from the wind and the sun



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



Soon we'll be adding geothermal to our energy mix as part of a pioneering agreement with Geothermal Engineering Limited in Cornwall.



We're kicking off a new 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, the sun, and the sea.

We make around a fifth 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 (2020/21)

Fuel supply	Ecotricity	National average
Coal	0%	2.7%
Natural gas	0%	38.2%
Nuclear	0%	16.1%
Renewables	100%	40.3%
Other	0%	2.7%
Total	100%	100%

Environmental Impact

CO2 emissions	0g per kWh	182g 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 gas mills – the first of their kind to make carbon neutralised biogas from grass! Not only will our green gas mills 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 gas mill project is currently underway near Reading, and once complete, will produce 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 gas mills 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 CO₂ 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 + RSPB

We're doing something pretty radical with our green mobile phone service, Ecotalk + RSPB. We use 100% of the profits from our customers' bills to give land back to nature – helping fund RSPB 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 background of the entire page is a photograph of three wind turbines standing in a field. The sky is a deep orange and yellow, suggesting a sunset or sunrise. The sun is visible on the left side, partially obscured by the turbines. The turbines are dark silhouettes against the bright sky.

“

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
25,000
businesses and growing!

The average business using
30,000 kWh
of energy would save
SIX tonnes
of CO₂
every year if they switched
to Ecotricity

During **2021**

we helped our business
customers collectively save

243,559
tonnes of CO₂

That's the equivalent of
removing a fleet of over

35,500 
average delivery vans
from the road



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



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 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:



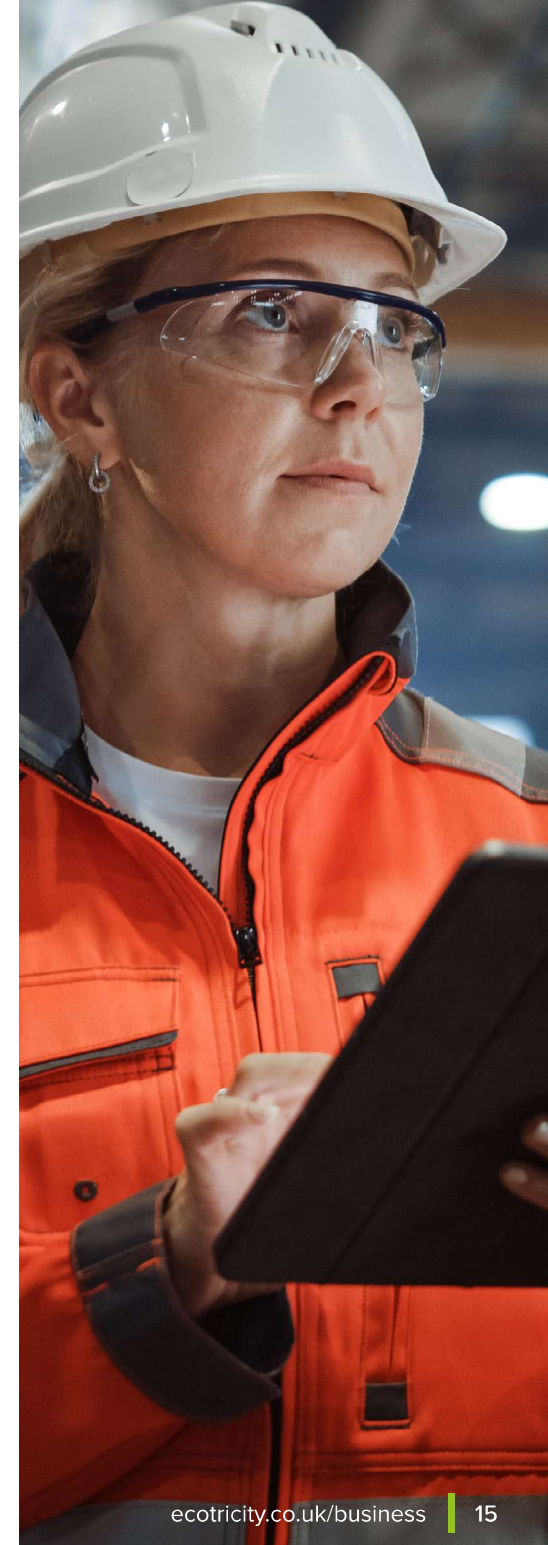
End-to-end support – from hardware installation and maintenance to training and analysis



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 for achieving your sustainability goals.

Feed-in-Tariff Management

Microtricity is our customer-focused service that already helps over 68,000 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

Our solar asset management services are here to help you maximise your returns from your solar portfolio.

We partner with Ecovision, an asset management specialist and operations and maintenance provider with more than eight years' experience in auditing, reporting and accounting services to over 12,000 businesses in Britain.

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

Power Purchase Agreements

If you make your own green energy and you've got a generation capacity of more than 1MW, a Power Purchase Agreement (PPA) could help you get the best price when you sell your energy on. PPAs are just one of the ways we can help businesses reach net zero and lower energy costs.

What do we offer?



Bespoke PPAs – 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



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 21 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

Our Smart Grid Platform uses generation and demand side response to make the grid more efficient by managing the flexibility and storage of energy, depending on supply and demand.

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



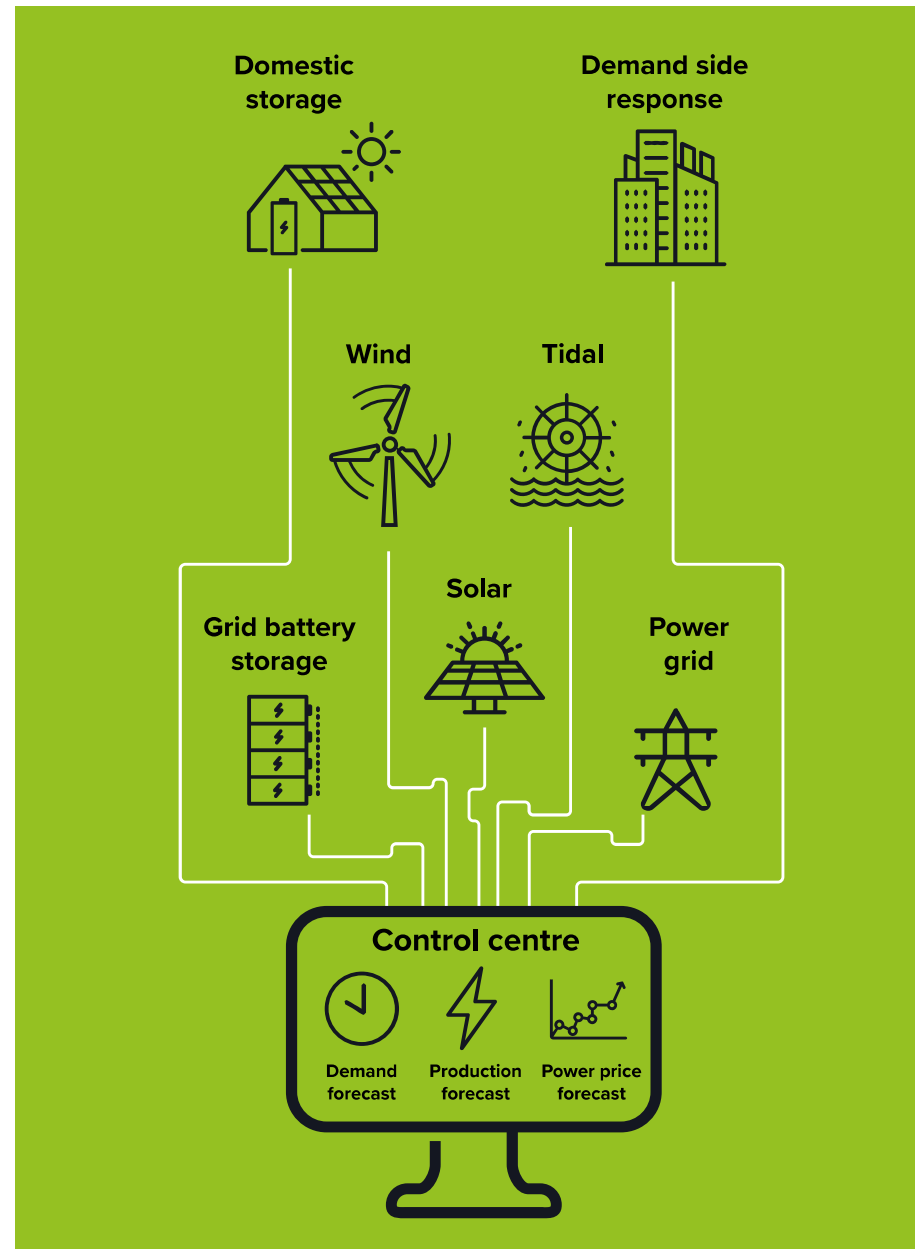
Digital – a digital control system makes small adjustments to thousands of connected businesses, energy generators and energy storage systems across Britain



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



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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

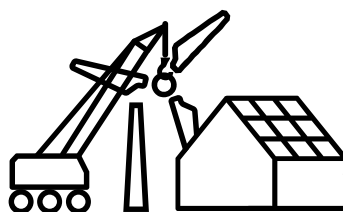
Buy green energy from Ecotricity and join our Smart Grid Platform.

(find out more on page 20)

2

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

(find out more on page 15)



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 18)



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