

# ecotricity



## Gender Pay Gap

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The pandemic has been responsible for many delays and impacted the plans of most businesses – and unfortunately, our gender pay gap reporting is no exception.

In line with delayed government reporting timeframes, we are now reporting our results – a snapshot of Ecotricity’s data taken back in April 2020.

Before we get into the numbers – it’s helpful to understand a few points:

### What is Gender Pay Gap?

The Gender Pay Gap is the difference between the average (measured two ways – mean and median average) earnings of men and women across a workforce. The data which has to be reported by law by businesses with more than 250 employees, helps businesses like ours understand the size and causes of the gap so key issues can be identified and action taken to put them right.

We are required to report on general pay, as well as bonuses paid to men and women across our business.

There’s always a story behind the numbers – these figures mean so much more when we consider the context of both internal and external factors than can influence the data.

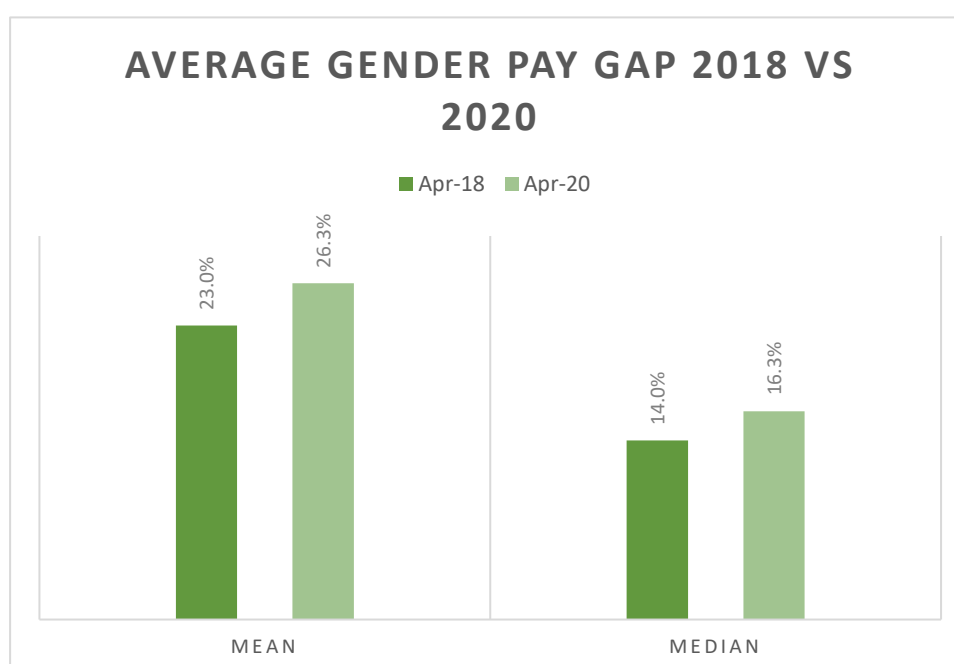
### What does mean and median average mean?

The **median** average is the mid-point of everyone’s pay (lowest to highest) for both men and women. The gap reported is the percentage difference between the two mid-points (men and women).

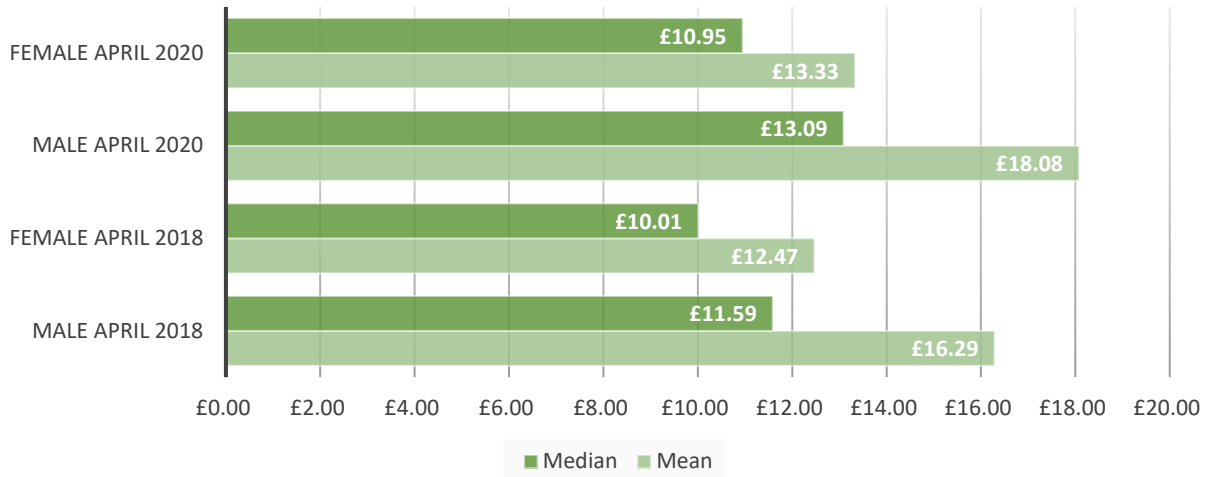
The **mean** average is the difference between the average pay of every man and every woman regardless of role.

Most businesses consider the **median** measure to be the most useful as a comparison measure. The **mean** average may be heavily skewed by a few highly paid people in a business.

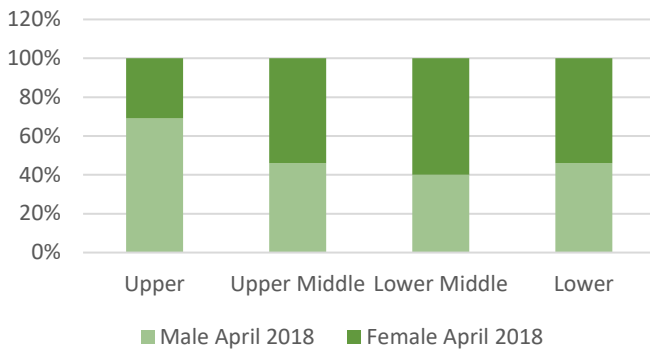
### So...what are our results?



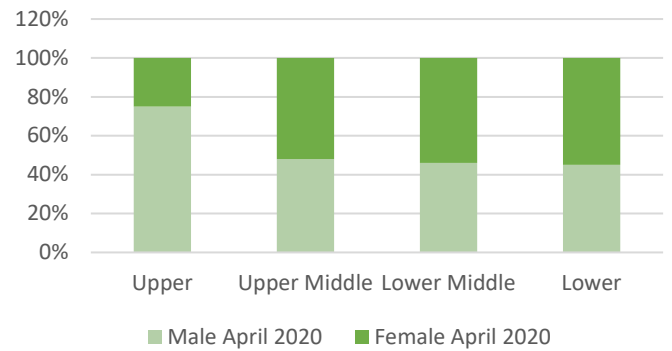
## Average Hourly Rate by Gender 2018 vs 2020



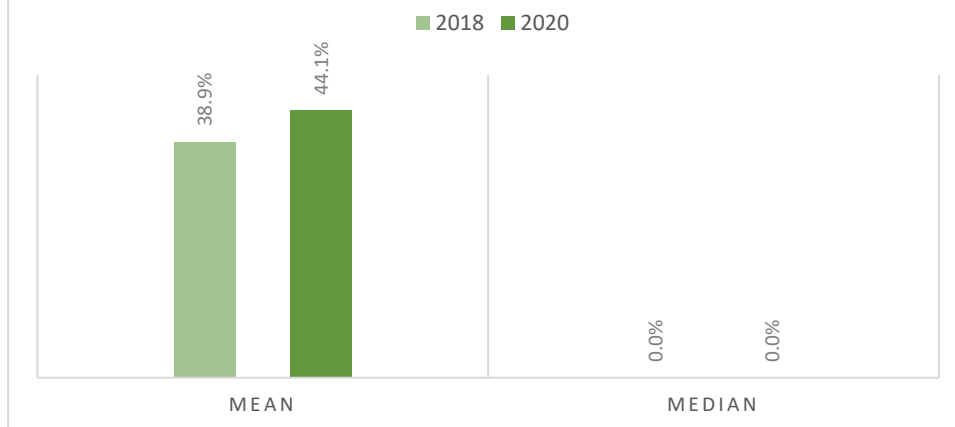
### Quartiles by Gender 2018



### Quartiles by Gender 2020



## AVERAGE BONUS PAY GAP 2018 VS 2020\*



\*84% of men and 80% of women received a bonus in 2018 whereas in 2020 90% of men and 88% of women received a bonus.

## **What does our data say?**

We have much more to do in the area of gender pay. While more than 80% of businesses have a pay gap – and ours is not one of the largest – we are disappointed to have seen a small backwards step when it comes to the increase in pay disparity between men and women since the last set of results.

We are a business with more men at the top of our organisation than women – and those females who are in the upper quartile, are generally in roles that attract a lower salary.

There are more women than men in our lower quartiles which are entry level roles – jobs that attract lower salaries.

Any gap in bonuses is driven by the small number of roles in commission-based energy sales being filled mostly by men.

Whilst we are taking a number of steps to reduce the pay gap, we must also recognise our business structure and the societal norms we face. Ecotricity is highly technical in parts – and these roles have been typically male dominated, attracting higher salaries. We also have many customer service roles, flexible jobs that are often more attractive to women – but are also lower paid.

## **What are we going to do about it?**

Ecotricity is a value driven, ethical business that is committed to providing equal opportunities to all. We know that these figures do not necessarily reflect that sentiment, so we need to try harder – particularly when attracting more women to our most senior roles.

We are now a hybrid working business that balances office and home working. This is available to all employees in all roles where work can be done from home. This means we can attract talent from a wider geographical area, enable employees to work more flexibly and demonstrates our commitment to work-life balance. The change in how we had to work as a business during the pandemic has opened up these new opportunities for our current employees and those who might like to join us.

We have female leaders who will act as role models and we will continue to give them the platform they need to drive change – including our newly created Employee forums, which has already listened to the wishes of our 700+ strong team and implemented changes.

We are also taking steps to improve our talent attraction – and our newly created team are looking at ways to attract more women to our business, and how we are supporting those already here to take the next step. We are committed to attracting the best people to join us and want to develop them to be at their best while working with us.

We've been hard at work to improve the findings of this report for some time, and I'm confident those positive steps will be reflected in our next report.



**Asif Rehmanwala**  
**Chief Executive Officer**