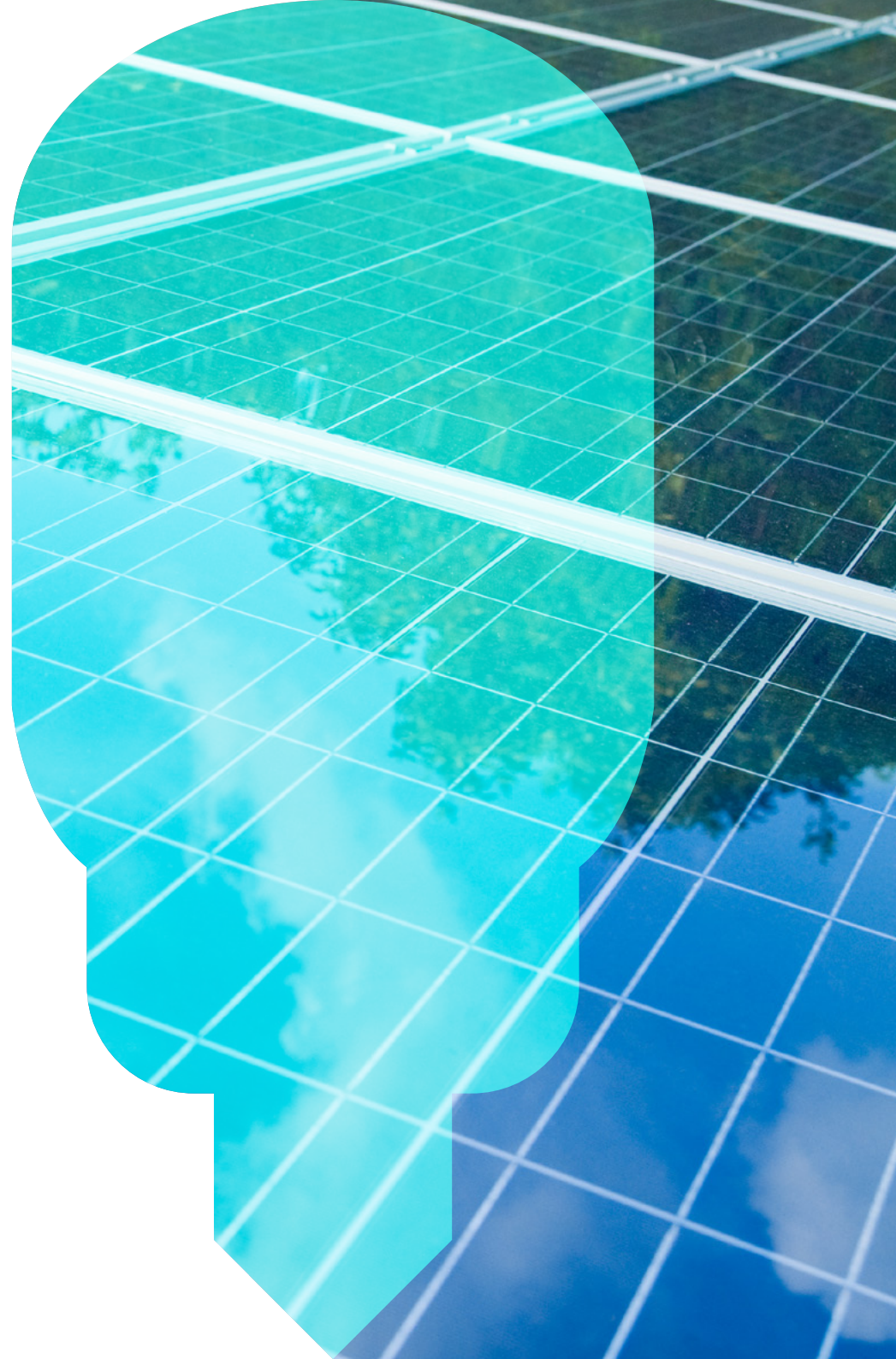


Helping you promote  
your sustainability  
credentials

drax

Renewables  
Supply



## Welcome

Thanks for choosing Drax as your energy supplier.

You can use this guide to help promote your sustainability credentials to your internal and external audiences. You'll find suggestions on how you can use the renewable supply certificate we've provided. Personalised to your organisation, this certificate proves that Drax is supplying you with renewable source electricity.

Also included in this guide are images of the easily-edited JPG and Photoshop files we've provided, for you to use on social media and your own website.

## Beyond energy supply

We understand that you want to control your energy usage and minimise costs, while reducing emissions and achieving your sustainability goals. To help you, we do more than supply renewable sourced electricity.

drax

Electric  
Vehicles

Our Drax Electric Vehicles team can guide you through the whole process of electrifying your fleet, making the complex transition as straightforward as possible.

From making the business case for EVs and choosing the most appropriate vehicles, through consultation on your energy planning, to charge point selection and installation. And our EV Management portal can help you improve fleet performance.

drax

Electric  
Assets

Through a process called asset optimisation, our Drax Electric Assets specialists will help you make the most of your machinery, production lines and other electric assets. This can also include any on-site power generation capabilities you have.

By applying our expertise in demand-side response management and energy market trading, we help you reduce your electricity consumption and become more flexible with your power usage. This allows us to give you a risk-free fixed saving on your monthly power bill.

If you need any further help, please email: [contactteam@drax.com](mailto:contactteam@drax.com)

## Downloading images

When viewing this PDF in Adobe Reader, open the Attachments panel – **View > Show/Hide > Navigation Panes > Attachments** – then choose the images you'd like to download and select **Save Attachment**.

If you're using a different application to view PDFs, please follow the steps relevant to your software.

## Certificate

We can provide a certificate to prove you're using renewable source electricity from Drax. Displaying it in your premises will put your sustainability credentials on show for your staff, customers and other visitors.

We'd be happy to provide a printed version too, on recycled paper - just email [contactteam@drax.com](mailto:contactteam@drax.com)

Please note that, for environmental reasons, we print in batches; it could take us a few weeks to deliver your printed certificate.



Please note that this certificate is not a Fuel Mix Disclosure Statement

DE201

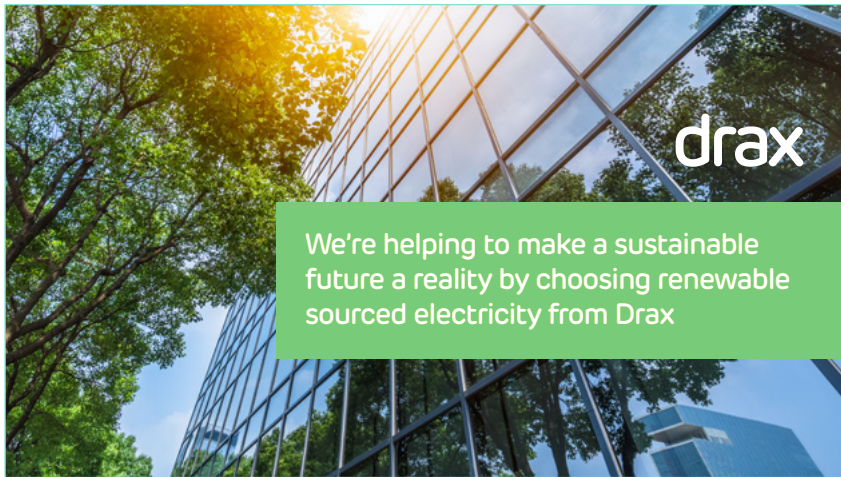


## Facebook

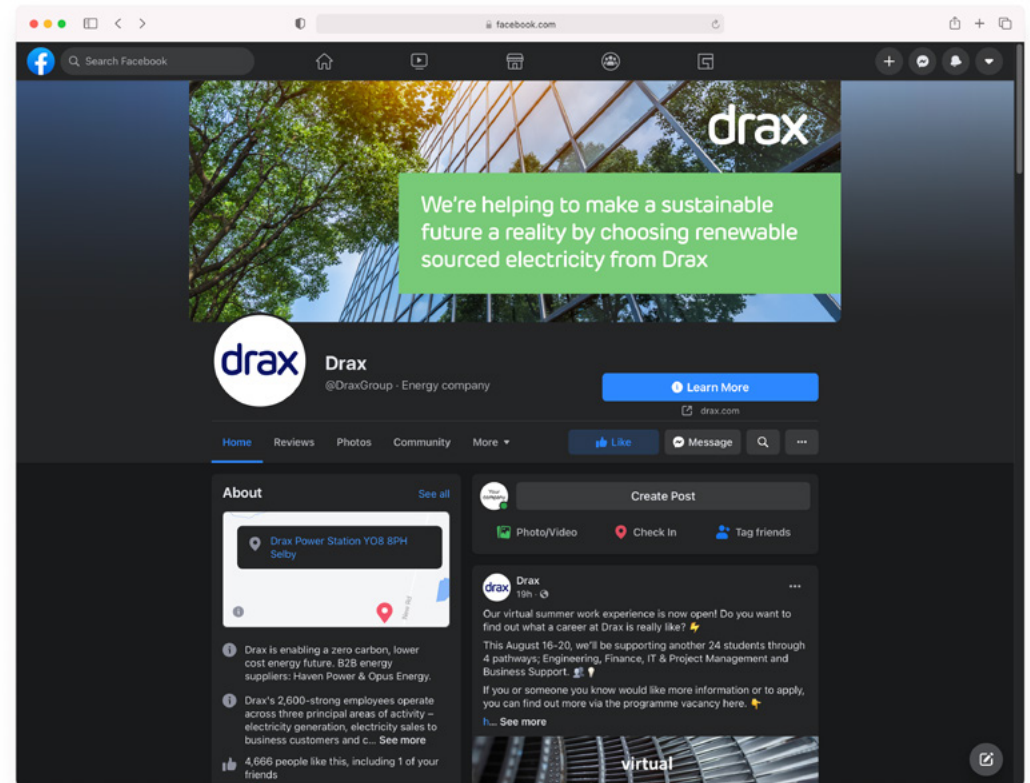
Facebook is a great platform for interacting with your customers and prospects. We've produced what Facebook calls a "Business Page Cover" for you, to use as the main image at the top of your Facebook page.

This can help you engage with other Facebook users and promote your use of renewable sourced electricity.

For information on how to update your organisation's images, please visit [Facebook's Help Centre](#)\*



Facebook Business Page Cover - 1200 x 674px



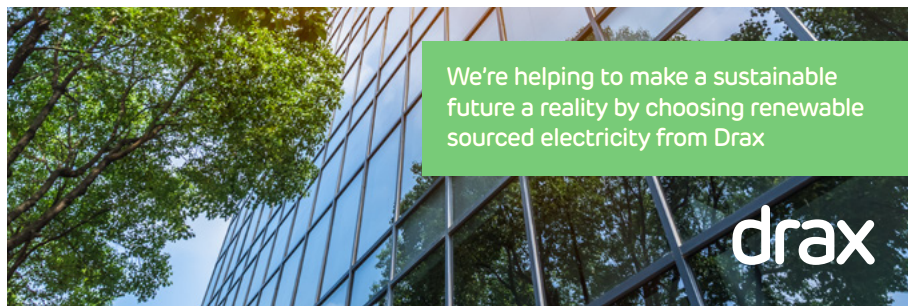
\*[https://www.facebook.com/help/1602483780062090/?helpref=hc\\_fnav](https://www.facebook.com/help/1602483780062090/?helpref=hc_fnav)

## Twitter

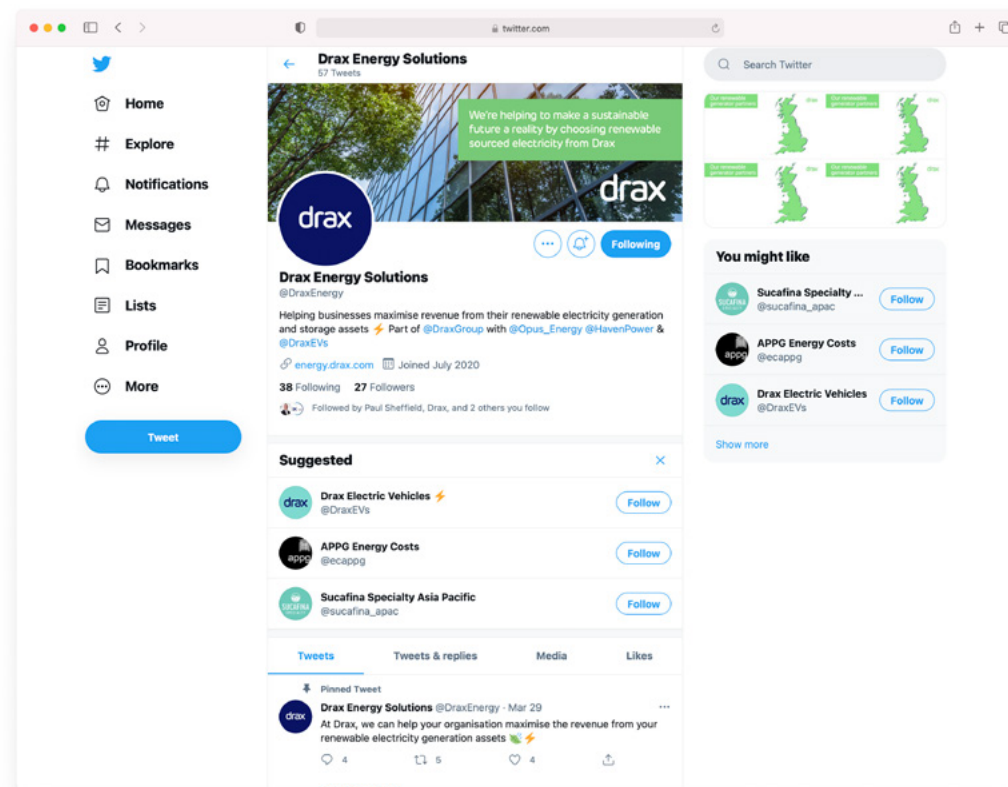
Twitter lets you communicate with your audience in a dynamic, easy-to-use environment that allows users to share information and opinions. Let your followers know that you're using renewable sourced electricity.

You only need one image for Twitter, at the top of your company page. Edit it by following [Twitter's guidelines](#)\*\*.

Drax uses the area at the bottom left to display our logo.



Twitter Cover Photo - 1500 x 500px



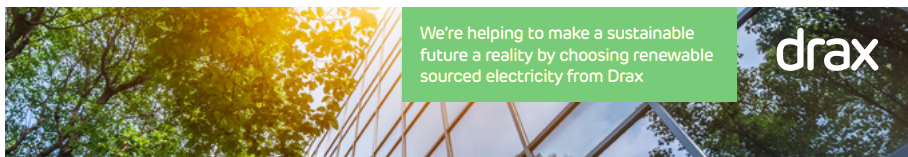
\*<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>

## LinkedIn

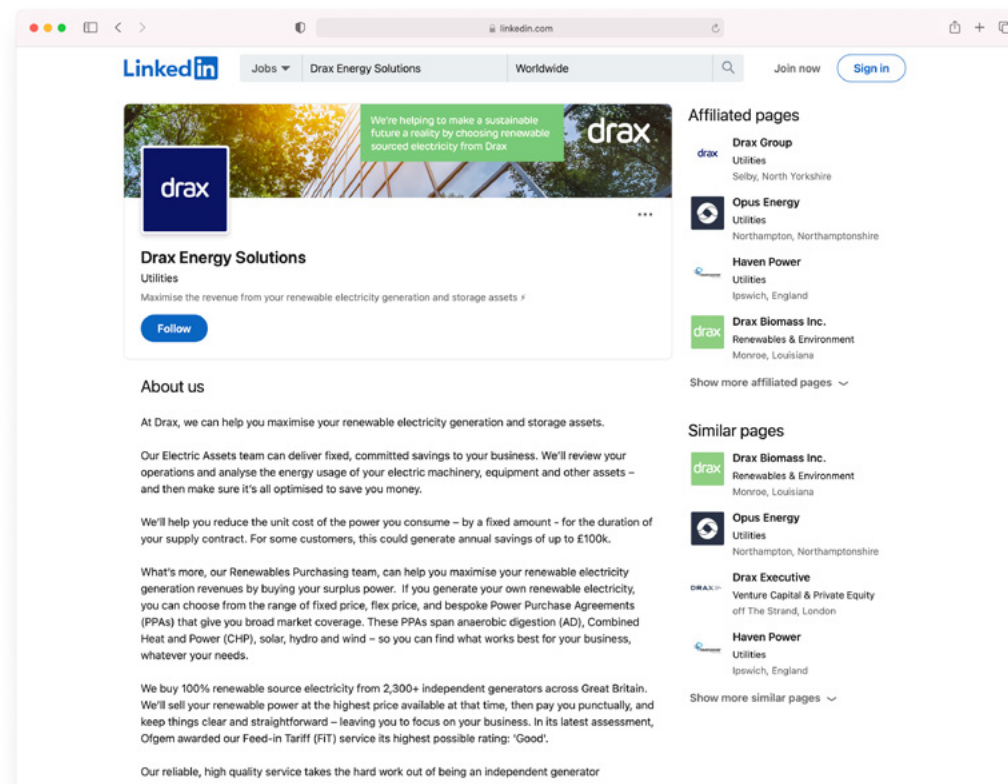
LinkedIn offers a great way to showcase your organisation to others around the world. And, once again, it offers you an opportunity to promote your use of renewable sourced electricity.

As with Twitter, the cover image for LinkedIn has extra space to allow for different screen sizes. The dashed line indicates the safe space.

For information on changing your organisation's images, use the [LinkedIn Help site](https://www.linkedin.com/help/linkedin/topics/6227/6252/70782)\*.



LinkedIn Page Cover Image - 1128 x 191px



\*<https://www.linkedin.com/help/linkedin/topics/6227/6252/70782>

## Banners and buttons

Naturally, your website's one of the first places people go to discover more about your organisation. So, including a simple image that shows you're using renewable power could help you stand out from the competition.

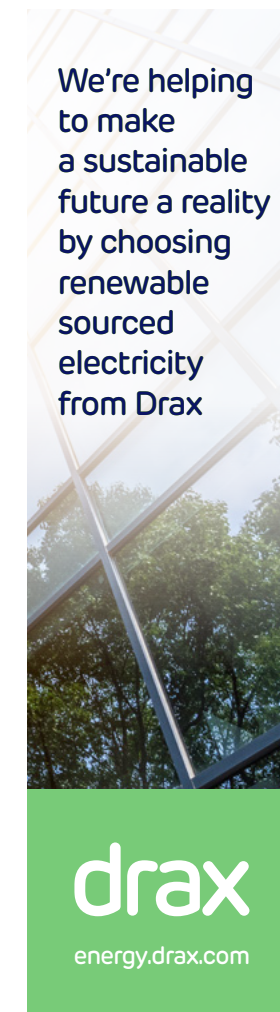
We've created three different sizes of banners and buttons that you - or your webmaster - can add to your website. According to [Google\\*](#), the banners and buttons below are the most popular sizes used. We'll happily provide a different size if you prefer, email [contactteam@drax.com](mailto:contactteam@drax.com).

- Medium rectangle – 300 x 250 pixels
- Leaderboard – 728 x 90 pixels
- Wide skyscraper – 160 x 600 pixels

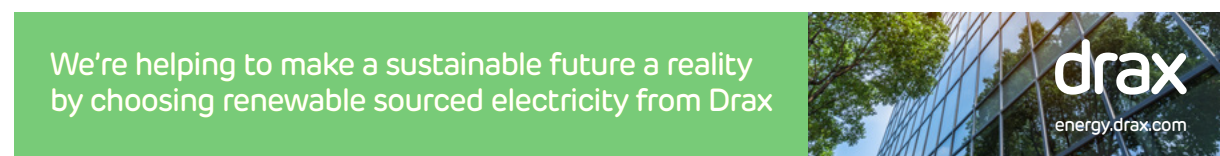
300 x 250



728 x 90



160 x 600

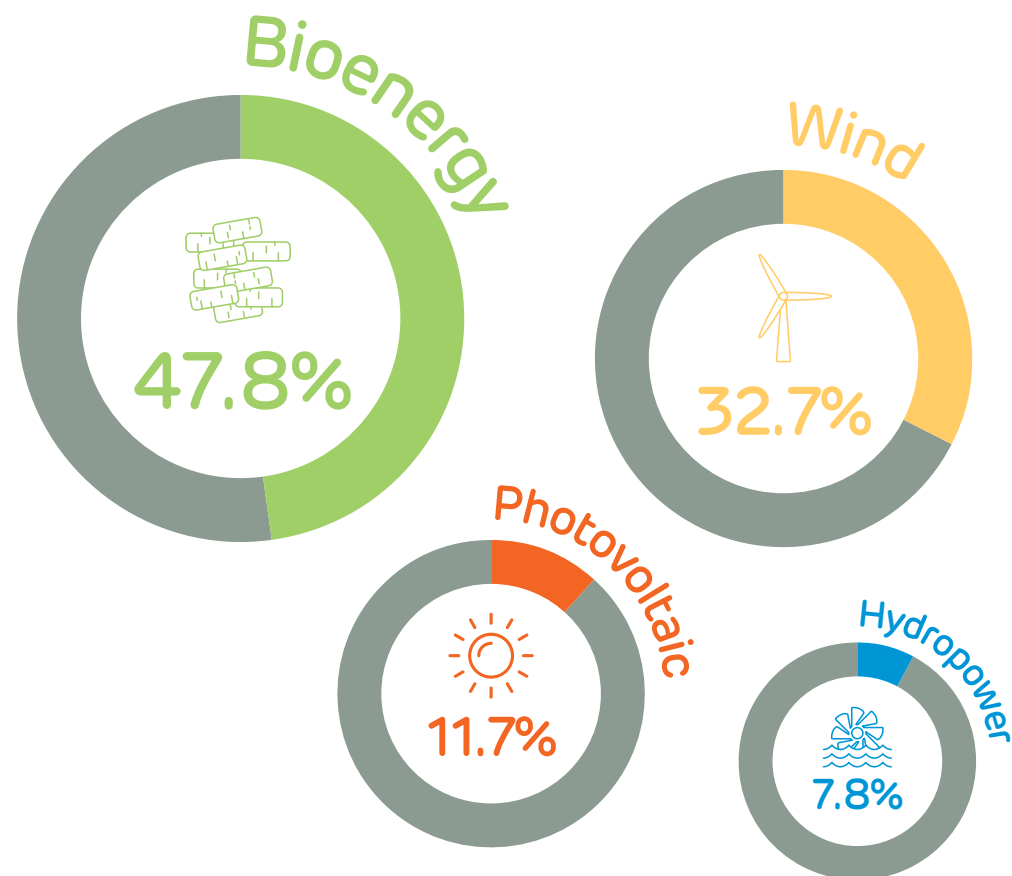


\*Source: Google Display Business Trends Publisher Edition

<https://docs.google.com/viewer?url=http%3A%2F%2Fwww.google.com%2Fdoubleclick%2Fpdfs%2Fdisplay-business-trends-publisher-edition.pdf>



## Fuel mix disclosure 2019/2020



The fuel mix for electricity supplied by Drax Energy Solutions Limited (known as Haven Power Limited in the relevant period) during the 12 months ending 31 March 2020 is shown below. The diagram also shows the contribution of each energy source to the total amount of electricity supplied by Drax Energy Solutions Limited (formerly Haven Power Limited).

**Fuel mix disclosure 2019/2020:** Our percentage figure (rounded to the nearest percentage point) for each source of electricity is as follows: Coal - 0%; Natural Gas - 0%; Nuclear - 0%; Renewable - 100%; Other fuels - 0%. The environmental impact was 0g CO<sub>2</sub>/kWh plus 0.00000g high level radioactive waste/kWh.





# Let's talk

If you need more help with your Renewable Supply Pack, give us a call on **01473 725943** or email **[contactteam@drax.com](mailto:contactteam@drax.com)**