

# GOOD NEWS

EVERYTHING GOOD FROM GOOD ENERGY

*good energy*



Inside this issue:

- How green is green really?
- Giving gardening a go
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- Imagining the future

# A message from Juliet

**For me, climate change is one of the biggest challenges to delivering the future society we want to live in.**

This year, we have updated our brand, purpose and values. Our purpose hasn't fundamentally changed. It simply helps us describe what we've always set out to do which is:

☾ To power the choice of a cleaner, greener future together. ☽

To me, what's most important is that being cleaner and greener is a choice that each and every one of us can make. It's not just about Good Energy. We need to do this together with our customers and partners to reach our goal of a 100% renewable UK.

In the 18 years since I founded Good Energy, the energy industry has come a long way. Renewables are now providing almost 25% of the UK's energy; and April 2017 saw the first coal-free day in Britain since the industrial revolution. My hopes are high for a cleaner, greener future.

I often get asked how I see Good Energy's role in the future of UK energy. I hope that the future will very much be focused on local energy models, where we at Good Energy support our customers to generate, use and balance their own renewable energy for their homes and businesses. With the developments in renewables, as well as clean technologies like batteries, electric vehicles and smart products, this future is within our grasp.

The biggest part of the puzzle is you. Keeping our customers engaged and connected with how their energy is generated, stored and used is the key to transforming the energy industry in the UK. This is something we are truly passionate about at Good Energy.



**Juliet Davenport**

Founder and Chief Executive Officer (CEO)





Tolu,  
Owolabi  
and Gabbi



Tolu's turnips

# GIVING UPDATE GARDENING A GO

**Earlier this year, we gave you the chance to submit your ideas for a local community project – with the winner receiving £500 to make their project a reality.**

You then got the opportunity to choose the winner: the wonderful Food at the Triangle project in inner-city London. Inspired by a feeling that many city-based children have little knowledge about where their fruits and vegetables come from, our winner, Juliet Hobday, decided to open a little urban garden to give local children the chance to plant, grow, pick and cook their own vegetables.

Juliet used the money to buy tools, compost, bulbs, fruit bushes, seeds and cooking facilities – and has recently been in touch to tell us how the project is getting on.

After a long discussion about what to plant – with apples, tomatoes, beans, courgettes and even chicken and chips suggested – here's Tolu, Owolabi and Gabbi thoroughly enjoying their new garden.

Tolu has planted turnips within his tyre; Owolabi decided on swede; and Gabbi went for carrots. The children have taken their watering duties very seriously.

**Previous update sent via enews:**

[www.goodenergy.co.uk/tcp](http://www.goodenergy.co.uk/tcp)

# EACH TIME your kettle boils...

**As a Good Energy customer, there are thousands of uniquely personal stories powering the energy you use at home.**

We do our best to ensure you're never too far from one of our many local renewable generators. We don't think it's good for the environment for energy to travel thousands of miles from sources outside the UK. It's their stories which give you the power to choose energy from around the corner rather than across the world.

## **Taff Bargoed: Water wheels in South Wales**

Based at the site of a former mine, Taff Bargoed's hydro turbine began as a fund-raising source for the local sports clubs and Friends of the Park group. The construction of the hydro turbine finished in May 2016 and is estimated to generate an impressive 480 MW a year.

## **Tongue Gill: The Lake District's 'greenest' piece of land**

The river Tongue Gill was originally licensed for tap water. When a bug was found in the water, this wasn't possible anymore. The owners, active conservationists, took the massive decision to sell their 17th Century farm building and cottages to fund a 100Kw hydro site. Today it's the greenest piece of land in the Lake District!

[www.friendsofthelakedistrict.org.uk/news/an-invitation-to-visit-the-lake-districts-greenest-piece-of-land](http://www.friendsofthelakedistrict.org.uk/news/an-invitation-to-visit-the-lake-districts-greenest-piece-of-land)

## **Cannington Enterprises: Somerset's Bio-methane**

A family business from the start, the owners of Cannington have farmed in Somerset for more than 100 years. Today, they source food waste from across the West Country to produce a 98% bio-methane gas. They then convert the rest into organic fertiliser for their farmland.

## **Brixton Energy: Solar Panels on top of a London estate**

Brixton Energy is the UK's first inner-city, community-owned renewable energy project. The organisation places solar panels on the roofs of community buildings across South London, giving locals a chance to take renewable power into their own hands.

# HOW GREEN IS 'GREEN' REALLY?

These days many energy suppliers offer 'Green' tariffs, some much cheaper than others. We're often asked to confirm the difference between our tariffs and these other 'Green' tariffs. Well, here goes!

## Buying and selling 'GREENNESS'



1 OFGEM (the industry regulator) issues one certificate, called a REGO\*, per 1000 units of renewable energy generated.

2 When suppliers buy electricity from renewable generators, they can also buy these REGO certificates for a fixed price.

3 Suppliers send their REGO certificates to OFGEM each year to show how much of their power comes from renewables.

All of the above is great but there's something else you need to know...

## Hang on, what's greenwashing?

Energy companies don't actually need to buy renewable energy to buy REGO certificates. In fact they can buy power from anywhere they want, coal, oil, you name it. As long as they buy enough REGOs to match the energy they've bought, they can still claim their power is renewable.

We're against greenwashing which is why over the course of the year, for every unit of our customers use, we commit to buying a unit of electricity directly from a renewable generator. This means you can be confident the electricity we buy really is 100% renewable.

See our website at [goodenergy.co.uk/blog](http://goodenergy.co.uk/blog) for more information on greenwashing.

\* Renewable Energy Guarantees of Origin (REGO)

WE DON'T  
GREEN  
WASH

fff



# Renewable Electricity – Myth Busting

At Good Energy we see a lot of misinformation being thrown around, so we thought we'd do our best to bust some of the renewable energy myths that are out there.

## STATEMENT



**You can be sure  
Good Energy always  
supply 100%  
renewable electricity**



**Having solar panels  
can make your  
electricity meter  
run backwards**



**Wind turbines aren't  
100% efficient**

## WHY?

Whilst we can't run wires from our generation sources directly to our customers' homes, we DO match all the electricity our customers use with energy from renewables.

This actually can happen but shouldn't. It's normally the result of a faulty or non-compatible meter - the company installing should check this.

Its true wind turbines can't extract all the power from the wind but coal stations can't extract all energy from coal either. Consider that the fuel costs nothing, we live in a windy country, turbines operate about 99% of the time, and need hardly any maintenance!

See our website at [goodenergy.co.uk/rem](https://goodenergy.co.uk/rem) for more renewable energy truths.

## Imagining the future of renewable energy in the UK

**Looking to the future has always been part of Good Energy's DNA.**

To achieve our purpose of a cleaner, greener future, it's not enough to think about a five year plan. We're thinking about the world in which we want to live in twenty, thirty or one hundred years from now.

We believe it's the unforeseen innovations and improvements in batteries and transport, creative ways of coming together and sharing what we have, and new ways of combining technology that will help get us there, and help leave a better world behind for future generations to enjoy.

See our website at [goodenergy.co.uk/blog](https://goodenergy.co.uk/blog) for more recent stories.



[goodenergy.co.uk](https://goodenergy.co.uk)



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