



# Purpose Report

## 2021



# Purpose Report 2021

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# Why we exist: Let's keep the world our home

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## Foreword from our CEO, Nigel Pocklington

Joining Good Energy as CEO in 2021, I was drawn to the business primarily because of its purpose.

I have always worked within purpose led business. In fact, I believe the most successful businesses always have a purpose beyond simply making money. But Good Energy's is so clear, and so critical – combatting climate change.

It was an eventful year to join. A world still coping with a global pandemic. Climate high up on the national and international political and media agenda with the UN's climate conference COP26 coming to Glasgow. And as the year progressed, an increasingly volatile energy market driven by global gas prices. It brought into stark focus that there is not only an environmental argument for moving away from fossil fuels, there is an economic one too.

Throughout all of this, I am proud to say Good Energy never wavered in its commitment to climate action. It only strengthened our resolve – 2021 was a landmark year for our purpose in many respects.

We took to the global stage at COP26. Introduced our Good Future Board, young people holding us to account on protecting their futures. Continued to cut our carbon footprint, remaining substantially lower than a pre-COVID-19 baseline. Achieved a number of breakthroughs on combatting greenwash in energy retail. Environmental and social governance shifted from a nice to have in business, to the only way of operating.

The energy crisis has not abated and does not look to do so for the foreseeable. Meanwhile the climate crisis looms ever larger. The long-term solution to both is a cleaner, greener energy and transport system.

We need action from government. But businesses like us, and people like our customers, can lead the way. That is what we intend to do.



Nigel Pocklington

## Our purpose

Climate change is our responsibility,  
let's keep the world our home.

## Our manifesto

We believe that everyone deserves a future on our home planet. Swimming in our rivers, walking in the forest or simply breathing clean air should always be an option; for us, for our children and for their children.

We know that to keep the planet our home we have to get to 100% renewable energy. So that's what we are working towards every single day.

We exist to give you the ability to generate your own power, not just buy ours. No one owns the sunshine, the wind or the rain, so let's share it.

Our goal is to turn every home and business into its own clean power station. Get your clean energy from families and businesses in your local community. Power generated by people like you, for people like you.

We believe that we all have our part to play. We do ours not only by empowering you to buy and share clean energy but also by investing in clean technologies.

We must be bold, stand up and take action to tackle climate change. We are more powerful together with our customers, generators, shareholders, partners and people. We invite you to stand up with us.

# Sustainable Development Goals

## Sustainability is why we're in business

Sustainability is a broad term, but it captures the need to protect and preserve our planet.

The UN's Sustainable Development Goals (SDGs) provide a strong framework and guide for businesses to work towards. These 17 goals range across environmental and social factors, from protecting life on land to ending hunger.

Good Energy is a member of the UN Global Compact, the world's largest corporate sustainability initiative, founded to encourage businesses to support the SDGs. Our business has two of the goals at its heart:



### Affordable & clean energy (Goal 7)

Our unique model has remained unchanged for over 20 years: support the growth of independent, renewable generation in the UK. This means we offer our community of over 1,900 generators a fair price for their power and a route to market for small clean energy projects. Our customers, employees, and investors are given an opportunity to support this model and be part of the solution to the climate crisis.



### Climate action (Goal 13)

Good Energy was set up to tackle climate change, and this defining global challenge continues to inform how we operate as a company. Our financial decisions; new customer propositions; or policy and regulatory positions, are based on this starting point.



# Good Future Board

In 2021, following a recruitment process that saw nearly 1000 applicants from schools in England, we appointed a Good Future Board of six secondary school aged young people. The Board are in place to hold us to account on our purpose – to protect their futures. Having been in role for a year, this is their joint statement.

We became members of the newly created Good Future Board in a strange year. While everyone was dealing with the pandemic and lockdowns, we were appointed to help Good Energy stay committed to its increasingly important purpose of helping tackle climate change.

Over the past 12 months we have learnt a lot, not only about Good Energy's business, how it helps people use renewable electricity and the many issues it has dealt with in that time, but about the energy sector and other environmental issues.

With the exception of Shaina, who unfortunately tested positive for covid just beforehand, we travelled to Glasgow for Conference of Youth 16 (COY16) ahead of the UN's COP26 climate conference. It was inspiring to meet in person for the first time, and meet many other young climate activists from around the world who share a common goal of protecting our planet.

As a Good Future Board, our focus is always to look forward. In the next year, we hope to get even more involved in the decisions Good Energy makes, having learnt so much about the business. We hope to work with other environmental groups and push the government to take more action. We believe Good Energy can help here as an energy company with a strong voice which has a good track record in proving that renewable energy works for everyone. This is ever so important now considering the Ukrainian crisis, which demonstrates how fossil fuels are financing certain countries with enough money to fund an entire invasion whilst coping with economic sanctions from the west. So as the UK moves away from Russian oil and gas, we hope it can replace it with clean, green renewable energy generated locally – not more fossil fuels such as from the North Sea or even fracking.

We are excited about the future prospects for Zap-Map, and Good Energy's plans to help more people generate their own clean electricity so they can meet their external needs.

Part of the reason for the Good Future Board has been to inspire other similar youth boards across the environmental sector, and it has been brilliant to see that happen at organisations such as DAME. We want to see more of this because every business should be listening to young people as all of us will be impacted by the decisions made now.

We hope Good Energy will increase its climate action through more campaigning, lobbying and social media, all of which will be aided by the Good Future Board.

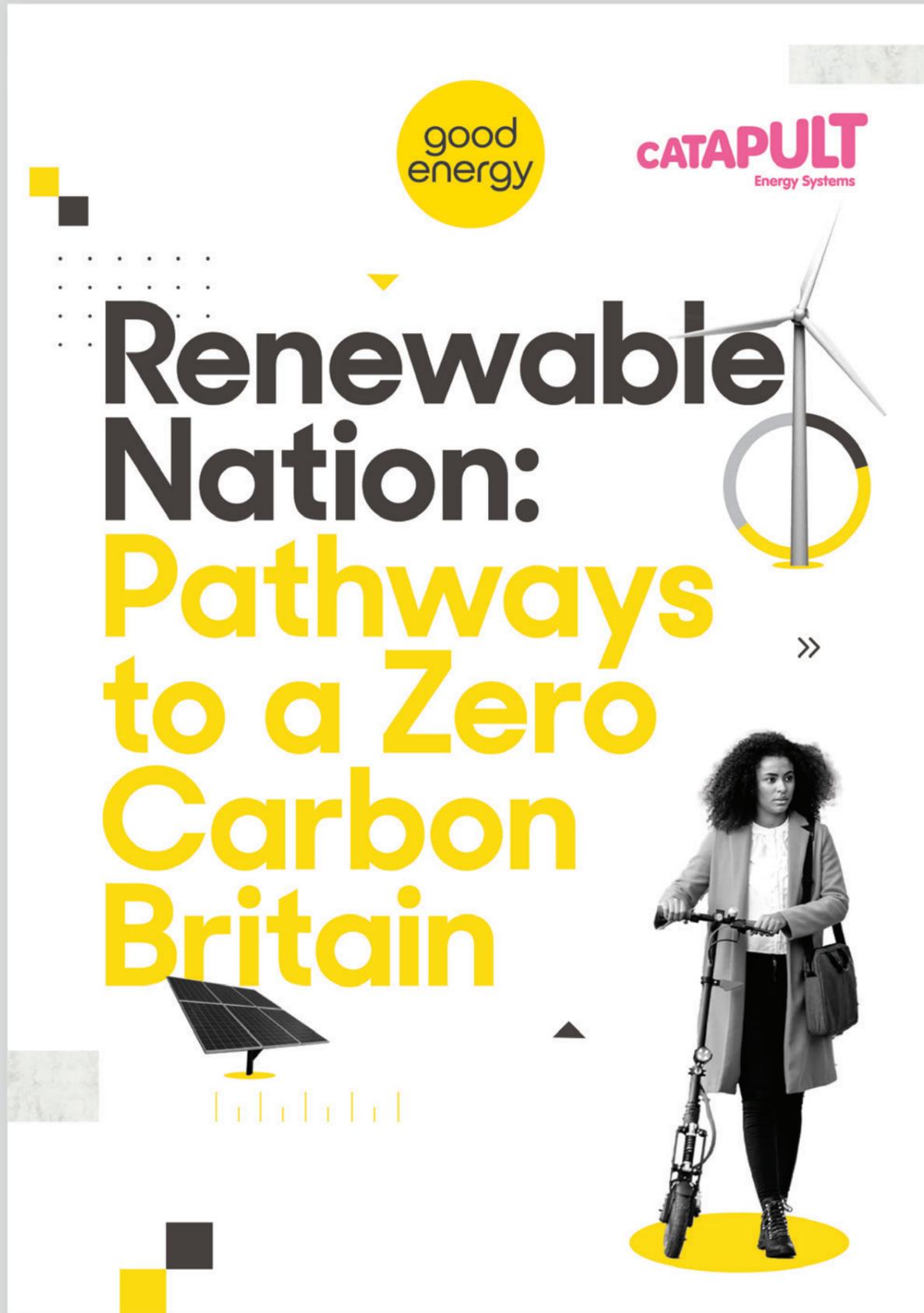
We also underestimated how influential government policies are not only on an energy company but the whole market and thus the economy of the UK: inevitably affecting ordinary consumers. This has only been exasperated by the cost-of-living crisis in the UK and has revealed how interconnected all these inequalities are. Our hope is for the government to understand and act on how beneficial renewable energy is so we can utilise it to tackle fuel poverty and other socio-economic disadvantages.

Climate action has never been more important, and the current energy crisis places a greater emphasis than ever on the need for clean electricity. We plan to push for more action and stand up for our future.

## The Good Future Board

**Ada, Akash, Jack, Kathryn, Mahnoor and Shaina**





# Renewable Nation

## Pathways to a Zero Carbon Britain

Good Energy partnered with Energy Systems Catapult to produce a landmark report with new findings on the need to transition the UK to zero emissions within a generation.

The report took a data led approach to modelling future energy scenarios, specifically looking at how a pathway powered primarily by renewables could achieve our zero carbon goals as a nation.

We launched it in June 2021 with a virtual panel event featuring the then Energy Minister Rt. Hon Anne-Marie Trevelyan, alongside Fiona Ball, Director of 'Bigger Picture', Sky and Nina Skorupska, CEO, REA.

The key findings are:

- 
**The electrification of everything**  
 Across all modelling scenarios is a significantly increased role for electricity across all energy demand. Mainly due to the necessary electrification of transportation and heat, total electricity demand doubles on current rates and peak demand quadruples.
- 
**People will power the way to net zero**  
 Progress in cutting emissions has avoided the need for serious behavioural change. The next stages require everyone to be involved, with a move away from the passive 'consumer' of energy, to one actively engaged in storage, flexibility and generation.
- 
**Renewable power dominates the energy system**  
 As the cheapest technologies for power generation in a high volume system, wind and solar will meet the majority of the UK's needs. But diversity is also crucial, with support from sources such as geothermal and marine.
- 
**Storage and flexibility are indispensable**  
 Energy storage will become essential in balancing supply and demand in order to ensure resilience and security of an almost entirely renewable power driven system.
- 
**Costs remain competitive**  
 Modelling showed a renewable pathway to a zero carbon Britain can be delivered at a similar cost to a 'baseline', remaining at 0%-1.5% of GDP per year out to 2050.

# COP26

The world's most major climate conference came to the UK in 2021. The UN's Conference of Parties 26 (COP26) was hosted in Glasgow, bringing world leaders and key decision makers from across the globe to our soil. It was a crystallising moment for Good Energy's purpose. This is how we marked the event.

## 30 years of wind power

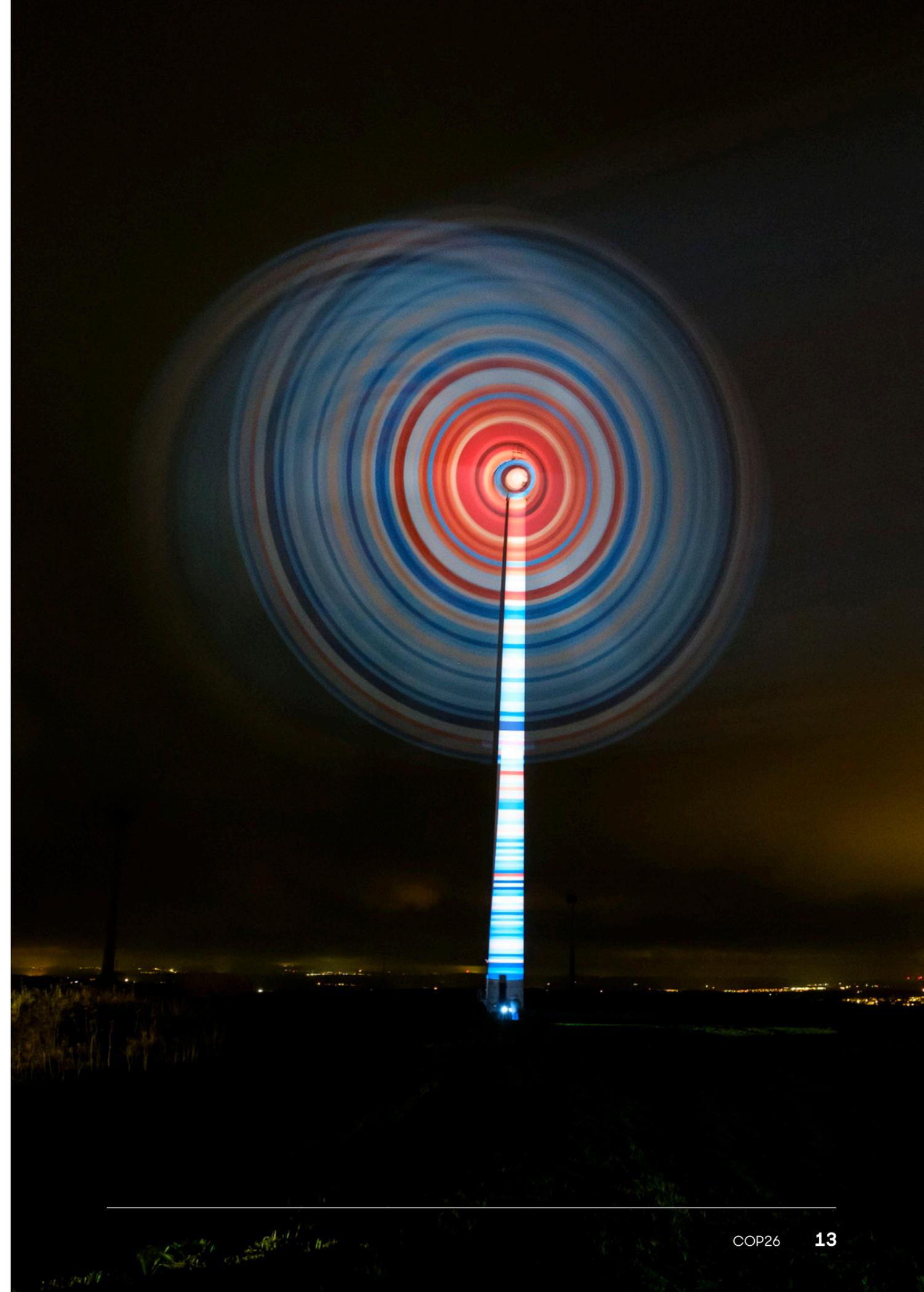
The UK's first commercial wind farm was built by the Edwards family in Delabole, Cornwall, in 1991. Good Energy has since sold the site to new owners, but we owned and operated it in 2021, as it celebrated its 30<sup>th</sup> anniversary. We took the opportunity to send a message to world leaders about the importance of climate action, by commissioning artist Luke Jerram to create an experimental moving light projection. Held the week before COP26, the local community were invited to view the spectacle that included a projection of the climate stripes – climate scientist Ed Hawkins' creation to show yearly global heating in a clear visual. The resulting images were sharing around the world in press and social media.

## Conference of Youth 16

Ahead of every COP for the past 16 years, has been the Conference of Youth (COY16). The precursor to COP is run by and for young people, a chance for them to network and organise, as well as to produce a joint statement from young people around the world which outlines their wishes for the coming COP. It is a crucial event, and Good Energy was proud to be a primary sponsor for COY16, ensuring a successful event took place in Glasgow in the days before COP26. We hosted our Good Future Board members at COY16, giving them a stage at the conference to host a live board meeting and Q&A with the audience.

## Renewable Nation

Thursday 4<sup>th</sup> November was 'Energy Day' on the presidency programme of COP26. The UK energy industry's trade body Energy UK gave Good Energy the stage to discuss our Renewable Nation report. In an open plan studio the other side of the Clyde overlooking the entire COP26 conference, our Founder Juliet Davenport chaired a panel discussion featuring our CEO Nigel Pocklington; Emma Pinchbeck, CEO of Energy UK; Rachel Fletcher, Director of Regulation and Economics at Octopus Energy; Lindsay McQuade, CEO of Scottish Power Renewables; and Rachel Ruffle, CEO of RES.



# Our social impact

2021 started under Covid-19 restrictions and ended with the energy industry in turmoil. Throughout these challenges, we remained committed to supporting the wellbeing of our people, and working in a way that prioritises Good Energy's core values:

• Fair • Straightforward • Inclusive • Determined •

There will always be room to improve our performance against each of these values. This section covers where we are at the moment and what we're doing to be better.

## Gender pay report

Good Energy have voluntarily reported on our gender pay gap since 2017. We are committed to having a gender balance at all levels of the business, with everyone paid fairly and equally for their contribution.

In 2021, our mean gender pay gap was 19%. This gap is due to there currently being more men than women at senior leader level, particularly in data, technology, sales and energy trading roles.

Unfortunately, our pay gap is likely to get worse before it gets better. For example, changes to the Board and Executive team later in 2021, including Founder Juliet Davenport stepping down as CEO and being replaced by Nigel Pocklington, mean there will be fewer women at senior leadership level in our next report.

### How we're closing the gap

We are aware of the historical challenges of recruiting a gender diverse workforce, especially in STEM related roles, and believe that attracting and hiring women in leadership positions in a largely male-dominated industry is key to supporting inclusivity.

We have made some progress during 2021. 55% of our women were promoted in 2021, compared to 45% of men. We are also proud that our Product team is 75% female, significantly bucking the industry trend of 10%.

In the years ahead, our strategy will include:

- Developing more women within the business into 'Head of' level roles. We expect this to reach up to 30% in 2022.
- Attracting female talent through promoting inclusive practices such as flexible working, along with our development opportunities.
- Aiming for gender balanced shortlists for roles and transparent, bias free selection processes.

You can view our full gender pay report at [goodenergy.co.uk/procurement-policy](https://goodenergy.co.uk/procurement-policy).



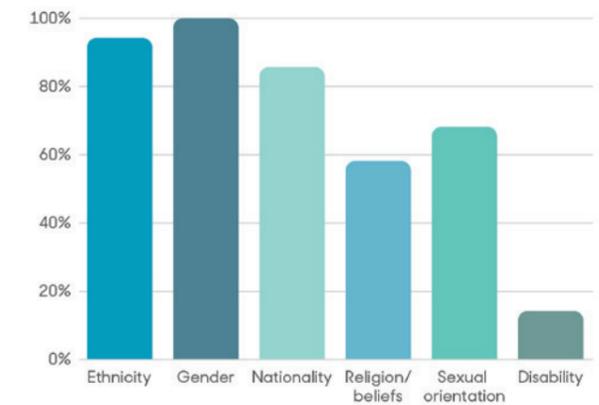
## Diversity and inclusion

To give us a clearer picture of the work we must continue doing to be a more inclusive business, we have encouraged our people to disclose information relating to ethnicity, gender, nationality, religion/beliefs, sexual orientation and disability. We aim to clearly communicate with our people that having accurate data will enable us to further develop our diversity initiatives so that we can create and maintain a genuinely inclusive workplace.

In 2020 we set up our team of Inclusion Champions, a working group of people from across Good Energy who have fed into our diversity and inclusion plan. This plan focuses on four key areas:

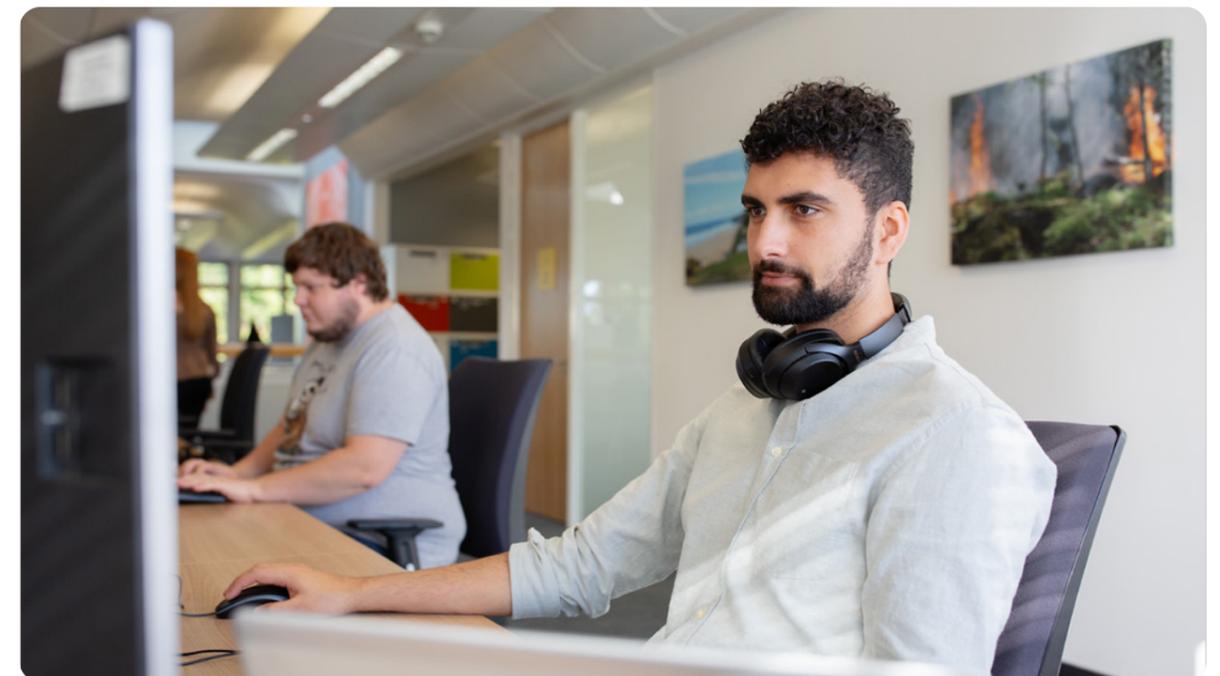
- Attracting and hiring diverse talent
- Increasing an inclusive culture by learning about and celebrating diversity
- Accountability and good diversity governance
- Inclusive development opportunities.

Disclosure rates for 2021



In 2021, we focused on improving how we communicate about diversity and inclusion at Good Energy, including releasing regular articles on our intranet written by people across the business, and ran events such as a virtual Pride march (donating to LGBTQ+ climate change charity, GiveOut). We rolled out more learning and development opportunities, which you can read about below. And we also reviewed and refreshed our policies, from flexible working to parental leave and return to work coaching.

Projects for 2022 include reviewing and improving the accessibility of how we design digital services. We will also run unconscious bias training to support our talent team to understand and eradicate potential discrimination in our hiring processes.



## Learning and development

We want to provide all our people with opportunities to grow their careers within Good Energy. Here are some of the results of our learning and development programmes:

78%

78% of our people completed our Signature Skills programme, which includes modules on straight-talking (giving meaningful, constructive feedback) and performance coaching.

36%

In 2021, 36% of our people took up our Development Allowance, which provides £500 per person per year to use on courses or training to support their current or next role.

68%

We launched our Good Career programme to support people in their first Good Energy roles to build commercial awareness and key skills. 68% of participants progressed into a new role or were promoted. 46% of those promoted were women.

### A visit from Michelle Donelan, MP for Chippenham and Minister of State for Higher and Further Education

As one of the largest employers in our local area, we strive to support young people to develop careers in the green economy. Michelle Donelan MP visited our offices in November to meet members of our Executive team as well as graduates who joined Good Energy straight from university and have now progressed into their second roles within the company.



## New ways of working

2021 began with the vast majority of the Good Energy team working remotely. As Covid-19 restrictions were lifted, we updated our working practices to support a hybrid of office and home working.

Our Culture Champions working group regularly consulted with the whole Good Energy team, feeding back to the company to develop our plan to support people to return to the office. We moved to a working pattern featuring anchor days that enable people to reconnect and work together, combined with home working – providing more flexibility and reducing the time and carbon emissions associated with commuting.

### Transforming our office space

We updated our offices to be more spacious and comfortable, with new working areas, informal breakout spaces and meeting rooms. We are also proud to host an installation by world-renowned artist Luke Jerram. Gaia reminds everyone coming into the Good Energy offices of our incredible planet that we are working so hard to protect.

### Greener pensions

Many pension funds continue to be invested in companies that have a negative impact on our planet, including fossil fuel companies and others with unsustainable and unethical supply chains. When people find out that they are accidental investors in these companies, they're often shocked – but changing to a greener option can often seem too complex.

Good Energy are making this simpler for our people by switching our default pension for new employees to a sustainable fund. We have also provided workshops to support people to switch their existing pension to new, greener alternatives that weren't available when we set up our initial default fund.

We also support the Make My Money Matter (MMMM) campaign, which provides people with a straightforward way to contact their pension provider about investing in sustainable funds. By the end of 2021, MMMM had secured £1 trillion in net zero pension commitments.

# Our environmental impact

## 100% renewable electricity

Good Energy has always been committed to 100% renewable electricity. From our beginnings, this has been based on buying power from a community of UK renewable generators, and matching what they produce to what our customers use.

In addition to this, we bought, developed and operated our own wind and solar farms. Several years ago, we made a strategic move away from this, but continued to operate several generators.

In 2021, we announced the sale of these generators – two wind farms and six solar farms. The sites were bought by renewable energy investment specialists, Bluefield Partners LLP. The 47.5MW generation portfolio provides 15% of our customer power demand, and continues to do so via power purchase agreements.

These sites include Delabole, the UK's first commercial wind farm, which was built in 1991, bought by Good Energy in 2002 and then repowered thanks to support from our investors in 2010.

We are proud to have played a part in renewable energy history through developing and operating our sites. However, our greatest impact on growing renewables has always been, and continues to be, through the growing community of over 1,900 independent generators we support through power purchase agreements. This decentralised model is our future.

## Sharing our generators' stories

Our independent generator community has grown to include over 1,900 sites. From independent businesses and non-profits to local community energy projects, all doing their bit to make the world a cleaner, greener place. In 2021 we released our 'Meet the Generators' digital campaign to share their stories.

### Bristol Energy Cooperative

Set up 10 years ago, Bristol Energy Cooperative are a shining example of how renewable electricity generation can pay back into the community.

Bristol Energy Cooperative's urban solar sites generate enough electricity to supply 3,000 homes, and were built thanks to investment from the communities that they serve. By selling the electricity to Good Energy, the Cooperative have been able to channel over £250,000 back into the local area, by funding initiatives such as community centres, outdoor spaces and cafes.

"The energy transformation needs to come from everywhere, so the nice thing about Good Energy is that they do work with lots of very local energy suppliers like us."

**Andy O'Brien, Bristol Energy Cooperative Co-founder and Director**



### The Confetti Farm

The Wyke Estate in Worcestershire has been in Charles Hudson's family for over 250 years. His ambition was to turn it into a "living pastoral environment", which now includes flower fields for the natural confetti company run from the estate, and a hydro electricity generator on the river.

Charles has found that developing the hydro generator has supported the biodiversity of his land. A quieter stretch of water separated from the main river has attracted rarer wildfowl and even otters. The plant generates over 220 kWh of electricity a year, which supplies local buildings, as well as forming part of Good Energy's generator community.

"We've been with Good Energy since the beginning... to have someone who is taking the initiative and linking us with the customer; it gives one a feeling of strength that together, we are going to build a sustainable future."

**Charles Hudson, Hydroelectricity Generator**

You can find all our generator stories at [goodenergy.co.uk/learn/generator-stories](https://goodenergy.co.uk/learn/generator-stories).

## Green gas

2021 marked our fifth year of offering carbon neutral green gas, and one year since we increased the proportion of renewable biogas we supply from 6% to 10%. Biogas, or biomethane, is gas that's generated by breaking down organic materials in an anaerobic digester. The biogas is captured and fed into the gas grid, where it can be used in the same way as fossil fuel gas.

10% represents the maximum percentage of the UK's total gas demand that can currently be supplied from sustainable, UK-generated biomethane, according to research by the Anaerobic Digestion and Bioresources Association.

### Our Gold Standard offsetting projects

To make our gas carbon neutral, we offset emissions by investing in projects operated by Climate Care. While offsetting is not the final answer to decarbonising, we are supporting projects that are improving access to green energy worldwide, and so are part of the transition to renewable energy.

**Xuyong Biogas** helps communities in Sichuan, one of China's poorest provinces, by installing household biogas digesters and providing training on maintaining them. Farmers can use animal waste to generate clean fuel, reducing the need for coal.

**India Biogas** works with rural districts to install household biogas digesters that can turn cattle dung into green gas for cooking. Benefits include improving health by reducing indoor air pollution from using solid fuel. The digestate produced by the biogas generation process can also be used as fertiliser.

**Wenchang Household Biogas**, supports farmers to build and maintain a household biogas digester, giving them long-term access to renewable, clean fuel for cooking and heating. Families reduce fuel expenditure by 40%, whilst improving sanitation for them and their livestock.

**Grid-scale biogas, Turkey** works with one of Turkey's largest dairy companies to use waste from a production plant and its surrounding farms to create biogas for electricity generation. This grid-scale generator is expected to produce over 14.9GWh annually. That's equivalent to the power demand of 4,500 typical UK homes.



## Combatting greenwash

Good Energy has been vocal for years about the issue of transparency around green tariffs. Due to a regulatory loophole, it has been possible for energy suppliers to market tariffs as '100% renewable' without actually generating or buying any renewable power. In fact, the majority of these suppliers buy electricity on the wholesale market, a mix of all sources, and greenwash it by acquiring certificates separately.

We view this as a consumer mis-selling scandal that must be addressed, as more and more customers are looking to play a part in tackling climate change.

2021 was a significant year for progress on this matter, with the following key events.

### CMA on green claims

The Competition and Markets Authority (CMA) announced in September 2020 that it would investigate the wider impact of green claims on consumer choices. In May 2021 it published new proposed guidance on environmental claims, including examples for energy supply.



All our energy tariffs are Gold accredited

### Uswitch Green Tariff Accreditation

In April, the UK's leading comparison and switching site, Uswitch, launched its new green tariff accreditation scheme, designed to provide much needed transparency to customers. Renewable tariffs were graded Bronze, Silver and Gold based on an assessment by an independent panel of experts. Good Energy was the only energy supplier to be awarded Gold Standard for all of its tariffs, electricity and gas.

### Government consultation

In August 2021 the Government's Department for Business, Energy & Industrial Strategy opened its consultation on green tariffs, announcing it will "tighten rules to stop 'greenwashing' of electricity tariffs". Good Energy responded to this consultation and is awaiting the next stage of policymaking.



### Which? Eco Provider

Having published one of the first in-depth analyses of the credibility of green tariffs in 2019, non-profit consumer protection organisation Which? revisited its research and launched its new Which? Eco Provider accreditation scheme in October 2021. Good Energy was scored highest of all suppliers rated, and was awarded the new Which? Eco Provider status.



## Innovating to achieve net zero

We have partnered with green energy and clean technology companies that can provide services to help people be even greener.

### ZAP MAP Zap-Map

We are investors in Zap-Map, the leading app for EV drivers in Britain that enables people to search, plan and pay for charging on the go.

### Caplor Energy Caplor Energy

This family-run business specialise in supporting homes and businesses to install clean technology, including solar panels, battery storage and heat pumps.

### Hometree Hometree

Hometree provide boiler, heating and home care plans that help people make sure their boiler is running as efficiently as possible.

### Crystal EV Charging Crystal EV Charging

Charge points make EV charging faster, safer and easier. Crystal is dedicated to supporting the transition to electrified transport, with a large network of engineers trained to install household charge points.

## Engaging with our community

### Partners for change

Forming partnerships with like-minded organisations helps us further our purpose by reaching new audiences.

#### BAFTA Albert

We have strong links with BAFTA (British Academy of Film and Television Arts) and its sustainability consortium, albert. We are the current supplier for albert's Creative Energy Project, which makes it easier and more cost effective for film and TV companies to switch to 100% renewable electricity. A total of 258 creative businesses have joined Good Energy through the scheme since it started in 2019.

"Together we aim to make clean renewable energy easier and more accessible than ever before helping you reduce your environmental impact for all film and TV production."

Kevin Price, Chair of the BAFTA albert Consortium

#### Julie's Bicycle

Sustainability charity Julie's Bicycle supports creative arts and heritage organisations to reduce their environmental impact. With their help, we expanded the Creative Energy Project to reach even more businesses. Over the past few years, we have also worked with the charity on their Creative Green Awards, which recognises the achievements of arts organisations taking action against the climate crisis.

"Clean, renewable energy is the simplest of the many solutions to climate change and Good Energy have been pioneering this solution for many years."

Alison Tickell, CEO and Founder

#### Friends of the Earth

We have been working with Friends of the Earth for over a decade. As one of the UK's most well-known environmental organisations, their support is invaluable in promoting our purpose. We remain one of only two energy suppliers the charity recommends to its large number of supporters.

"We're deeply concerned about climate change and its impacts on the planet and people. But by working with Good Energy to move Britain away from imported fossil fuels and towards green energy generated locally, we're helping to reduce one of its greatest causes."

Guy Shrubsole, Climate & Energy Campaigner

We also work with these businesses and organisations to promote sustainability and fight climate change:



## Customer case studies

### Supplying sustainable businesses: Finisterre

Having powered Finisterre's St Agnes HQ since 2005, Good Energy are now working with the sustainable clothing brand to switch more of their stores to 100% renewable electricity as part of their target of being carbon neutral by 2030.

Finisterre prioritises planet and people in everything they design, including rethinking wetsuits so that they are easier to recycle. After completing a full climate impact assessment, the company is working on a roadmap to cut their emissions – including scope 3 emissions resulting from their supply chain.

"Having our stores and offices powered by renewable energy not only reduces our own carbon footprint, it also means we can be an example to our supply chain and our customers, with the metrics to prove it makes a difference."

Adele, Positive Impact Manager



### Feed-in Tariff support: Ecovision Asset Management

Smaller-scale generators signed up to the Feed-in Tariff (FiT) scheme are playing a vital role in making our electricity grid greener. Ecovision Asset Management operate 12,000 solar PV sites across Britain, with Good Energy providing FiT administration for 5,000 of them.

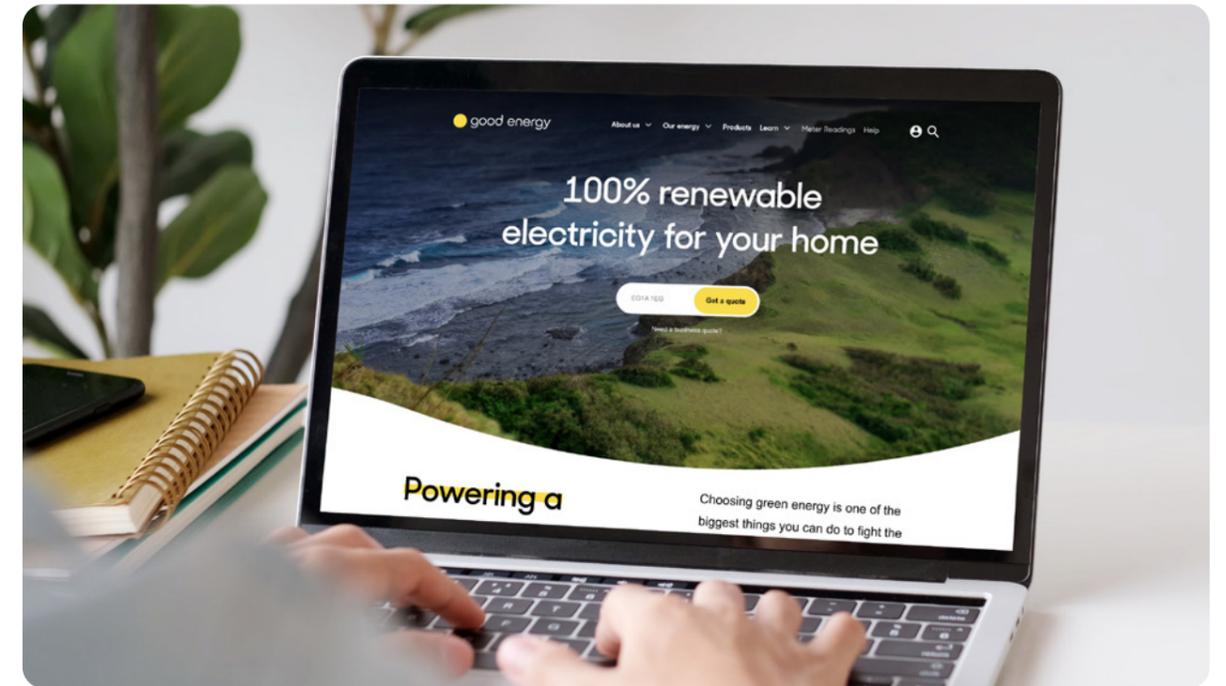
Every quarter, failed meter readings meant Ecovision were missing out on some of their FiT payment. Good Energy's FiT account management team worked with them to fix the issue – reducing failed readings by 70% and saving the business up to £500,000 in lost earnings a year.

"We have always found Good Energy to be professional, effective and willing to help. Our account manager is a superhero!"

Ecovision Asset Management Ltd

## Communicating with customers and investors

We want to make it as simple as possible for people to support renewables. Whether that's switching to us, managing your account, learning more about green energy and clean technology or staying up to date with company and investor news.



### A simpler, greener website

We developed a new website for domestic customers to make it easier to engage with Good Energy and cut our digital carbon footprint. Launched in December 2021, our new website is powered by 100% renewable electricity. Each page includes a carbon calculation – for example, our homepage is greener than 77% of webpages tested.

### Energy crisis communications

As energy prices continued to rise and an increasing number of suppliers left the market, we worked hard to keep customers informed about the latest news. We sent a direct update on Good Energy's stable position from our CEO Nigel Pocklington to all customers and investors, and published regular articles explaining why prices across the energy market were rising.

### Awards for our Investor Relations team

Our Investor Relations team closed the year with two award wins. Hot on the heels of a win for 'Best ESG investment of the year' at the Shares Magazine awards came a recognition for the 'Best IR Communications and Engagement Programme' at the Investor Relations Society best practice awards.

More information about how we communicate with our customers and investors is available in our section 172 statement on pages 24 to 25 of the Annual Report.



# Carbon Reporting

## Reducing Good Energy's emissions

Good Energy exists to enable people to fight the climate crisis by switching to green energy. However, running our business results in carbon emissions of our own. To reduce our emissions as much as possible, we voluntarily take part in emission reporting schemes such as Science Based Targets. In this section we explain the baseline and targets we've set and how we're doing with achieving them.

### 2021 carbon report

Our greenhouse gas emissions for 2021 are shown in the infographic on the next page.

We have compared our overall emissions and emissions from gas and electricity usage in our office with 2019 rather than 2020. 2020 was a very unusual year in terms of our business operations, and our reporting didn't fully take into account emissions resulting from home working. Our reporting for 2021 records emissions from home and office-based working, so comparing our emissions against 2019's figures provides a more realistic view of our progress.

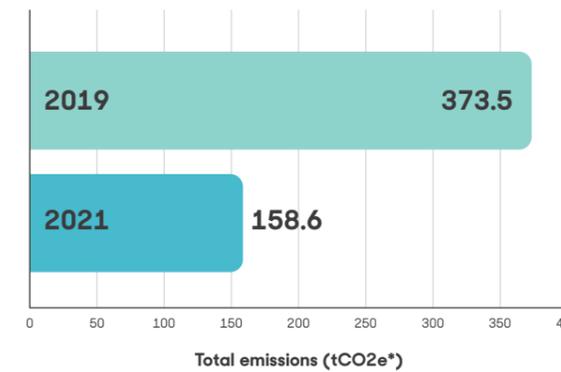
Full details of our 2021 carbon emissions figures, separated into **Scope 1** (emissions from gas and refrigerants), **Scope 2** (electricity consumption) and **Scope 3** (emissions from indirect activities including travel and our supply chain), are available on pages 66-67 of our Annual Report.

#### Key achievements from the past year include:

- Switching to a hybrid working model has decreased commuting emissions by 48.5%.
- Moving to a smaller office, and switching to a renewable gas tariff has enabled us to reduce our Scope 1 emissions to almost 0 tCO<sub>2</sub>e.
- Upgrading our customer billing systems to digital first platforms has reduced emissions from our paper consumption from 16.1 tonnes of carbon emissions to 3 tonnes.



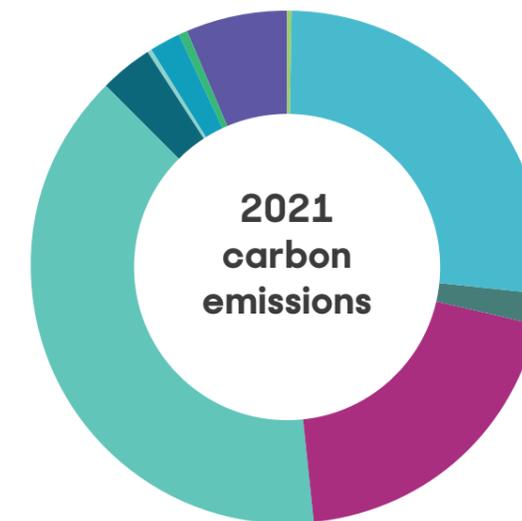
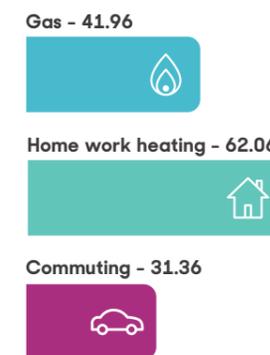
### Carbon emissions



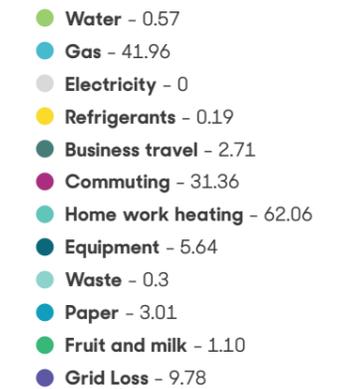
### Office energy (electricity & gas)



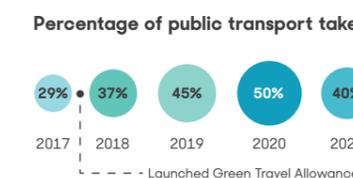
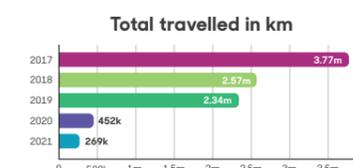
### Most emissions in 2021 came from:



### Carbon emissions breakdown:



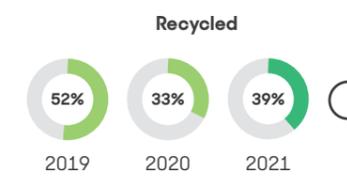
### Commuting



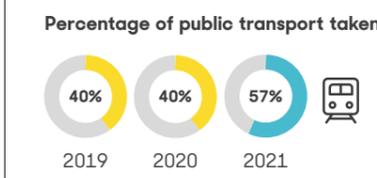
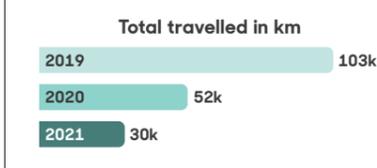
### Waste



As a result of clearing furniture ahead of the office move



### Business travel



\*tCO<sub>2</sub>e = Tonnes of carbon dioxide equivalent

## Science Based Targets

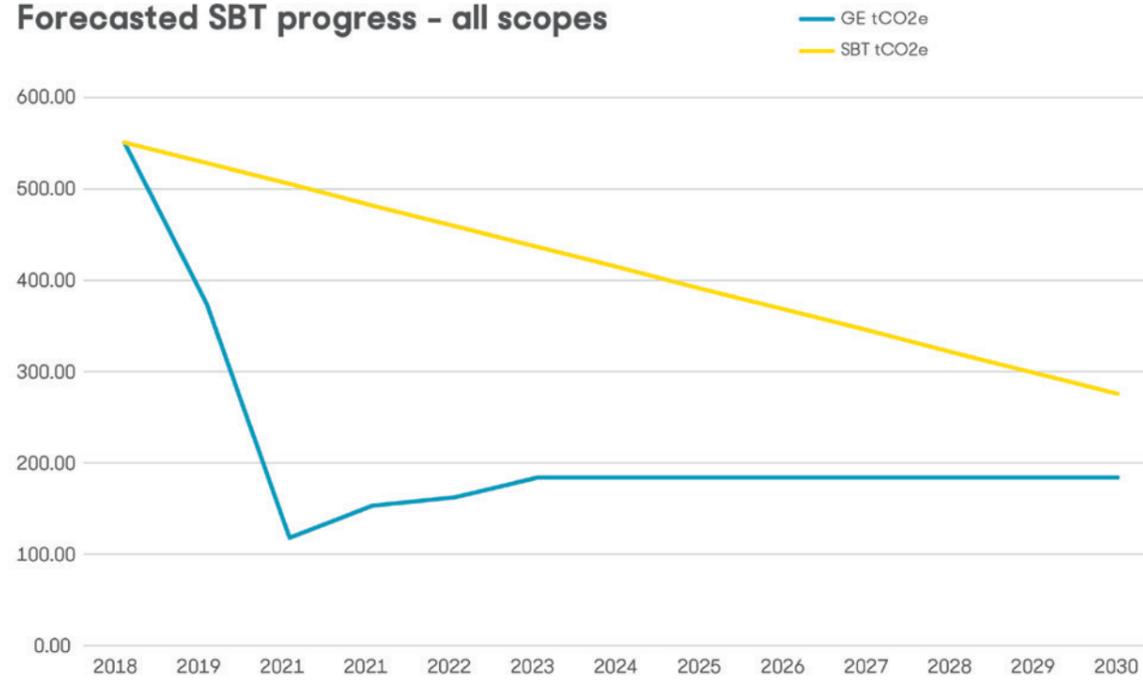
Science Based Targets provide companies with a clearly-defined path to reduce greenhouse gas emissions, helping prevent the worst impacts of climate change and future-proof business growth. More than 2,000 businesses around the world are already voluntarily working with the Science Based Targets initiative - and we're proud to be one of those organisations.

Targets are considered 'science-based' if they are in-line with what the latest climate science deems necessary to meet the goals of the Paris Agreement - limiting global warming to well below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C.

### Our chosen target

We've chosen to commit to the more ambitious target of a 50% reduction across all scopes by 2030 (from a 2018 base year). We have already managed to reduce our emissions by at least 30% just from moving to a smaller office space. However, now we are including home working and supply chain emissions in our carbon reporting, we need to find a way to manage this and ensure our emissions don't increase.

### Forecasted SBT progress - all scopes



#### What can we do to reduce our emissions further?

- Continue with our hybrid working model: hybrid working is 20% better in terms of emissions than full-time office working.
- Review our supply chain and source more net-zero suppliers.
- Continue to encourage green travel when commuting, incentivised by our Green allowance of £250 per year.
- Switch to monthly carbon reporting rather than annual, so we can track our emissions more closely.
- Continue to power our office with renewable energy. There is a potential for a biomass boiler to be installed at Monkton Park in the future - which would reduce our emissions even further.





**Purpose Report 2021**

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