



green energy uk



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shareholder newsletter

## INSIDE...

- Spotlight on supply .....2
- Big business goes green .....2
- Our customers .....4
- Share incentive .....4
- Planet saving tips .....6
- Reader competition .....7
- Where our energy comes from .....8
- Keep in touch.....8

*Last year we bought no brown energy at all; all the power we bought came from green sources*

Welcome to our latest newsletter which is being sent via e mail in line with our policy to reduce printed matter as we move to more e communication.

It is emailed to all shareholders that we have an e mail address for. However if you would like to receive a printed copy, perhaps to pass onto a friend then please e mail us with your address and we will happily send one to you.

# 100% Green Energy for all our customers

Firstly sorry. I have only lately discovered that a batch of postal newsletters didn't go out during our office move. No excuses, just apologies for the 'radio silence', if you were one of the few.

We have however been busy securing the company's future and improving the energy we provide.

The last newsletter mentioned a 'New World' but a better description would have been 'changing world' as both the company and its products continue to evolve.

We have noticed that the multinationals have slowly woken up to the value of green tariffs so we have been working hard in the background to ensure we maintain our unique proposition and appeal while continuing to provide competitive green tariffs.

The net result of our efforts is that last year we bought no brown energy at all! All the power we bought last year came from green sources, some pale, some deep, but all green. More detail is set out on the back page.

This increasing content of pale green energy provides value for money, remains competitive and continues to provide our shareholder customers and prospective customers with a choice of tariffs and costs. It holds true to our original aims when we set the company up; to be able to provide differential tariffs to customers on different budgets; it means we can continue to appeal to a broad church of customers.

On the practical side of things, billing presentation has been changed by software modifications but there are more interesting presentational changes on their way too along with E-billing.

And now that customer service is all in-house, I hope you have noticed a friendlier and more helpful tone when calling.

The business continues to grow in no small part as a result of you, our customers, spreading the word. I'd like to thank you for your continued support and I will plan to make our word of mouth marketing easier for you.

Thanks again

**Doug Stewart CEO**

# spotlight on supply

**green energy uk** source renewable electricity from many technologies including Hydro, Solar, Biomass, CHP and even Pig Waste. Here we feature two of our suppliers helping us get green energy to you



ranging from large off-shore wind power to sustainable buildings.



The RES Group is one of our longest standing suppliers. Those of you in the South East may have seen their

wind turbine at Kings Langley on the M25. However wind power is just one of the renewable technologies that they use at Beaufort Court, their innovative zero-emissions head office.

"It is intended that all energy used by Beaufort Court, on balance, be provided by renewable sources located on the site. These are: a wind turbine providing electricity, a photovoltaic/ thermal solar array providing both electricity and hot water for heating, a ground water borehole providing cooling and a biomass crop providing

## \* Renewable Energy Systems

The Renewable Energy Systems (RES) Group is one of the world's leading renewable energy developers, with projects

## BIG BUSINESS GOING GREEN



## The tomato or the electricity. Which came first?

Well here's an interesting link between supply and demand.

You'll have read about big business going green and John Lewis Partnership have always been a business with strong values. They are best known as a business which is owned for the benefit of its employees, all of which become partners, not dissimilar to our own customer share model. They also have strong green values and have a very comprehensive sustainability policy.

heat," says Annie Heaton, RES Visitor Centre Coordinator.

Any excess renewable electricity that can't be used on site is bought by us at **green energy uk**.

Beaufort Court is a successful illustration of sustainability in practice, a concept which is at the heart of the RES Group's business, not only in wind power but more recently in biomass heating, ground source heat pumps and sustainable building design as well. To find out more about the Renewable Energy Systems Group visit their website at [www.res-ltd.com](http://www.res-ltd.com).

### \* Derbyshire Hydro

Derbyshire Hydro has been supplying **green energy uk** electricity generated from running water since 2004. They have several sites in the Peak District along the river Derwent. Harnessing the power of the Derwent is, of course, not a new idea. The textile mills that once operated along the river



Believe it or not this is a power station!

between Matlock Bath and Derby relied on water power to drive their machinery.

Harnessing water power in the 21st century allows us to generate renewable electricity in a clean and environmentally

friendly way. The power generated by Derbyshire Hydro is enough to heat and light 750 homes supplied by **green energy uk**.

As part of this, **green energy uk** will shortly be supplying electricity to one of their new Waitrose stores.

We've talked about Tomato electricity in previous newsletters. But here's the twist. This is no ordinary electricity. We will be supplying electricity generated in the process of growing the very tomatoes that can be bought from Waitrose.

**That's closing the circle.**

### Why not link with our logo

Anyone wishing to put our logo onto their website either in their links section or as part of their environmental policy is welcome to do so.

Please let us know if you are doing this or require a copy of our logo by emailing us at [info@greenenergy.uk.com](mailto:info@greenenergy.uk.com)

**green energy uk**



# Share in our success!

**To achieve our aims we need the commitment, support and loyalty of our customers. One of the ways we hope to secure this unique partnership is in our share incentive scheme**

Our intention when we started the business was to create a company in which the customers had a stake and so were truly involved in the business. Our accountants thought we were mad, but we decided to give away shares to the first 100,000 customers if they stayed with us for three years.

This year we have been sending out share certificates to those that joined us in 2004. They join the growing number of customer

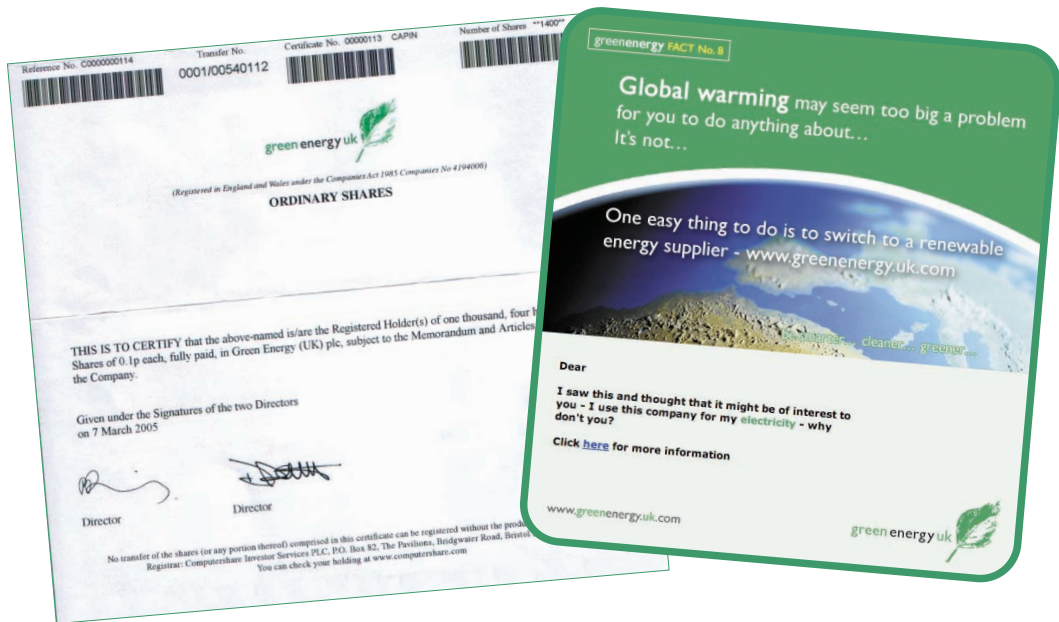
shareholders along with those who have been with us since the start. We also offer additional shares to those customers who regularly recommend us to their friends. Loyal customers are the best ambassadors for our business.

## Be a GEUK ambassador

Mr Alan Galley from Wales promotes us regularly at events that he attends.

Mr Galley told us: "I attend a local festival of Mind and Body and usually sit at the entrance collecting the admission fees and this enables me to ask visitors if they would like to receive an information pack about Green Energy."

"Visitors write down their details on a lead form and I give them a copy of the newsletter to read," says Mr Galley. "I'm always surprised how willing visitors are to provide their details."





**Mr Alan Galley taking details from prospective customers**

### Extra shares

Thank you to those who have been recommending us to others. It's worth reminding you that additional ambassador shares (1000) can be awarded to those customers who regularly recommend us. To make it easy, we have a range of postcards with green energy facts on them and there is an electronic version on our website on the Recommend a Friend page.



**The Recommend a Friend section of the green energy uk website**

Or, if you wish to follow Alan's example then copies of this newsletter are available by contacting us on 0800 783 8851 or email [customerservices@greenenergy.uk.com](mailto:customerservices@greenenergy.uk.com).

**Stop Press:** green energy uk are looking for a family that would be willing to be featured in our publicity material discussing their reasons for switching to green energy uk. Email us at [info@greenenergy.uk.com](mailto:info@greenenergy.uk.com)

## spotlighting our customers

**We like to feature a variety of our customers both individuals and businesses that go the extra mile for the environment**

### \* Hawk Conservancy Trust

Based near Andover in Hampshire, the Hawk Conservancy Trust is a wildlife park that is dedicated to the conservation of endangered species and rehabilitation of injured birds throughout the world. The organization has grown both as a visitor attraction and as a conservation organization. Making a day trip to this non profit making charity helps them with their work in conservation both here and abroad.

"We chose Green Energy for its values and commitment towards the environment which is in alignment with our mission statement. However, we do have to be honest in saying that as a small charity the cost is also a factor, and on comparison with



other electricity providers Green Energy also proved very cost effective," says Tracy Smith. For information about the Conservancy Trust visit [www.hawkconservancy.org](http://www.hawkconservancy.org).

### \* Seacourt: cleaner design & print



Seacourt Ltd, who print this newsletter, are a customer of ours and use 100% renewable energy. The print industry is the fifth largest and sixth

worst polluting manufacturing industry in the UK and by its nature printing is an extremely resource intensive activity, consuming large quantities of fresh water, energy and forestry.

Seacourt has set out to be an environmental printer and uses a waterless process which reduces polluting Volatile Organic Compound emissions by over 98% and water consumption to a tiny fraction of that of conventional offset printers.

Seacourt use our logo on all their stationery and highlight that they use renewable energy on their website and within their environmental policy. [www.seacourt.net](http://www.seacourt.net)



# Dreaming of a green christmas

**Like turkeys voting for Christmas! An energy company actually encouraging you to save energy...**

Adopting a green policy this Christmas may not be as difficult as you think. It doesn't have to mean scrimping or sacrificing the things we enjoy at this time of year. It's amazing the small changes you can make that go a long way to making a difference. Not many companies would actually try and persuade you to use less of their product but here are some practical tips from us at green energy uk that mean you can still enjoy Christmas to the max whilst helping the environment and possibly even saving yourself money in the process.

## \* Season's greetings

We send around 744 million Christmas cards a year, the equivalent of 248,000 trees? Do we really need to send so many? At the risk of being called Scrooge you could cut down your Christmas card list or even better perhaps you could wish your friends and colleagues Merry Christmas in person instead and ask them not to send you a card either. Some companies might suggest a donation to charity instead of sending cards to your colleagues. With any cards you do receive, you could recycle or reuse them. It's fun for kids to make their own cards using last year's cards for inspiration and old cards can also make good gift tags. Many supermarkets now take cards for recycling after Christmas and make donations to environmental charities.

## \* The Christmas food shop

Shopping for Christmas is stressful enough without being made to feel guilty about the environmental impact of it all but there are a few simple things that we can do. It is estimated that each Christmas we waste a third of the food we buy. So save yourself time money and stress by planning your meals in advance. Make a list of everything you are going to need and try not to be tempted to buy extra - the shops are usually open again on December 27th! Remember to take your own reusable shopping bags with you - the amount of plastic wasted over Christmas stands at a colossal 125,000 tonnes! Most of the supermarkets now sell sturdy bags made from jute, a natural and biodegradable product.

If once your cooking is done you are feeling adventurous, turn your veg peelings into compost and plant some potatoes, sprouts, parsnips, peas,

cabbages and carrots in your garden to be ready in time for next year's Christmas dinner!

## \* Up goes the tree

Real trees do look fantastic, but did you know that trees that have been cut at the base are effectively dying. Ideally opt for a tree that has roots so you can plant it out in the garden afterwards. After Christmas many local authorities now dispose of trees and turn them into wood chippings so see if your local authority can dispose of your tree in a green way. The other alternative is to splash out on an artificial tree that you can bring out year after year.

## \* Other energy-saving tips for the home

There are also ways you can save money and energy in the home over Christmas too.

No doubt you will have plenty of visitors so when you are boiling the kettle try and make the drinks straight away- to boil again is a waste of power and money. Watch how quickly your meter goes round when you put the kettle on: you'll be amazed. Also think about the amount of water you use so you only boil what you need- you'll get your cup of tea quicker that way as well.

Christmas lights whilst not using a great deal of electricity can often get left on overnight, especially outside ones so you could use a timer switch to



## reader competition



We'll give a free eco kettle for any energy saving tips or stories you send us that we publish on our website. The eco kettle measures exactly how much water you want to boil, saving electricity, water, money and time – making it better for the planet. If you would like to buy one of these yourself go to [www.nigelsecostore.com](http://www.nigelsecostore.com)

Email your tip or story to: [info@greenenergy.uk.com](mailto:info@greenenergy.uk.com) Closing date: 31st December 2007

ensure they are definitely going to go off.

Try and remember to turn your electrical equipment off when not required; don't leave the TV on standby or over-charge your mobile phone (If you get a new phone for Christmas, make sure you recycle your old phone – many charities and environmental organisations take old mobiles).

A full freezer uses much less power so stock it up by doubling up quantities ready for a day when you don't feel like cooking.

So there you are; no massive changes in behaviour; no major sacrifices either. Doing one or all, it will still make a difference – the issue is that doing nothing isn't really an option. Above all though, enjoy a well-earned holiday. **Merry Christmas.**

## even more you can do for the planet

### \* Handset and cartridge recycling

Recycle old mobiles and help raise funds for the Woodland Trust by using a special recycled envelope, Just e-mail your details to [wt@greenersolutions.com](mailto:wt@greenersolutions.com) and one will be sent to you. Also, many companies will actually give money to charities if you send them your printer cartridges. In the green energy uk office for each cartridge recycled £1 is donated to the NSPCC. You can get the freepost envelopes in Currys stores or visit [www.cartridges4charity.co.uk](http://www.cartridges4charity.co.uk)

### \* WEEE

The Waste Electrical and Electronic Equipment Directive becomes law this month. In essence it requires that retailers and manufacturers will be responsible for disposing of safely the machines they produce. This means that you'll be able to take back your old TV to the store or to a special take-back facility.

### \* Ban plastic carrier bags

People in Britain use an average of 300 plastic bags every year. Each bag lasts up to 400 years, spending the vast majority of that time in a landfill site or strewn across the British countryside. Green England are campaigning for a tax of 10p per bag in Britain. If it's your bag then you can sign the petition at [www.green-england.co.uk/plasticbagpetition](http://www.green-england.co.uk/plasticbagpetition)

## reader offer

### \* Green Mobile

Green Mobile is the UK's first environmentally friendly mobile and landline phone service. For every connection the Woodland Trust will plant 5 broadleaf trees and 6% of your monthly bill forever will also go towards planting trees. There's £10 cashback and 13% off BT line rental for green energy uk customers who sign up before 31st December. Please quote ref GEGM10. For more, see [www.greenmobile.co.uk](http://www.greenmobile.co.uk)



# Greener than ever before!

As the multinational utility companies slowly wake to the benefits of green energy tariffs we were always aware that as we approached 2010 our green energy products would need a rethink. We changed GE10 to GE+10 in 2004 to ensure we were always buying a significantly higher green proportion than our obligation and have continued to buy increasing quantities of green, the idea being that by 2010 we'd be where the Government wanted to be in 2020! - buying 20% green.

But we've done much better than that; last year we bought **no brown energy at all**; all the power we bought last year came from green sources, some pale, some deep, but all green\*.

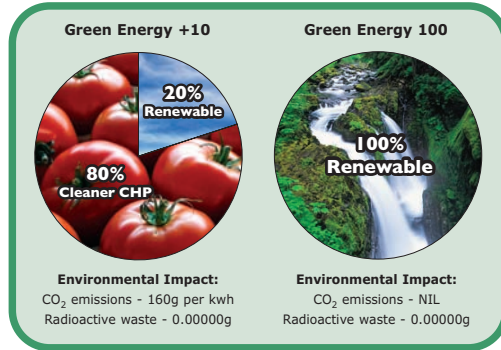
This increased content of pale green energy means that we are providing green energy for all.

We are required to provide information about the mix of fuels used to generate the electricity we supply to our customers each year, so here goes:

**Green Energy +10** is a 100% pale green source tariff. It supplies at least 10% more renewable electricity than the statutory requirements under the

## Types of renewable bought

Solar  
Biomass  
Hydro  
Cleaner CHP  
Organic Waste Gasification  
Vegetable Oil  
Pig Waste  
Wind



Renewables Obligation. In 2006/7 the obligation was to buy 6.7% from renewables. More importantly, no 'Brown' energy was purchased in sourcing this tariff.

The electricity mix for this tariff was 20% from deep green renewable sources and 80% from good quality combined heat and power (CHP) from accredited generators. These CHP generators have been awarded accreditation by the regulator, Ofgem, for producing cleaner, more environmentally friendly power which is also climate levy exempt.

## Green Energy 100

is a deep-green source tariff that matches 100% of the electricity you use with a supply from renewable power. All this power qualifies for ROCs under the Renewables Obligation.

We continue to support a number of technologies; small-scale hydro, CHP, solar, organic

waste gasification, vegetable oil, pig waste, wind to name a few. Green Energy also facilitates investment in renewable technologies; 70% of the power purchase agreements we have entered into are with generators that weren't in business when the company was formed. The fuel mix for each of our tariffs is set out in the pie charts.

\*We had an article published in The International Energy Review this year on this very subject; it's on the website if you want to read it.

GEUK use Opus Energy's licence to facilitate access to Elexon and the energy markets. Opus's fuel mix disclosure: coal 7%, natural gas 63%, Nat gas Cleaner CHP 19%, Nuclear 8%, Renewable 1% Other 1% emissions 375 g per kwh Radioactive waste .00088g per kwh. Nat ave: coal 36%, natural gas 39%, Nat gas Cleaner CHP N/A Nuclear 19% Renewable 5% Other 2% emissions 460 g per kwh Radioactive waste .00247g per kwh.

## essential contact details

We don't use the annoying push button options or hold music. If we can't answer your query there and then we will take your number and call you back when we have the necessary information to do so.

**Switching progress and status**  
**New connections**  
**Billing**  
**General service enquiries**  
**Share information**  
**Selling to us**  
**Meter readings**  
**Transferring shares**  
**Recommending a Friend**  
**Affiliations**

**0800 783 8851**  
**0800 783 8851**  
**0800 783 8851**  
**0800 783 8851**  
**0845 456 9550**  
**0845 456 9550**  
**0870 889 3101**  
**0845 456 9550**  
**0845 456 9550**

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**billing@greenenergy.uk.com**  
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