



Shareholder Newsletter Vol 1 No 15 April 2013
www.greenenergyuk.com

green energy



Walking the Talk

In the 10 years since we started green energy uk we've had a few offices; but this one is definitely our favourite. Not only can we house the extra staff required as the business grows stronger, but as a refurbishment project, it's enabled us to practice what we preach when it comes to sustainability.

The electricity our customers use comes from sustainable sources so we wanted to put our money where our mouth is in terms of refurbishing our business premises. We wanted to create a unique 'home' for our innovative business.

In keeping with our values, we started with how we could use less energy rather than looking for clever technologies for what we consume. So off came the roof and on went the insulation – same thing with the windows, out they came for refurbishment and draught proofing! A few control systems on the lights, and a CHP boiler for the heat meant generating our own electricity for good measure. Even the decking might look like drift wood but is actually recycled plastic.

Completed in late 2011, the refurbishment of the original 16th century coach house, which had previously been a tanning and nail salon, took more than 9 months to complete. "The development's potential was attractive to us," says Doug "although it's fair to say it needed more work than anticipated." Work included the preservation of the wattle and daub walls and the original floorboards. As well as this the chimney, which forms the core of the building, had to be secured and reinforced when it was discovered to have a very large crack in it.

But the real excitement came in the process of stabilising the crack. We found a 17th century painting which had lain undiscovered behind a lathe and plaster wall, probably since Oliver

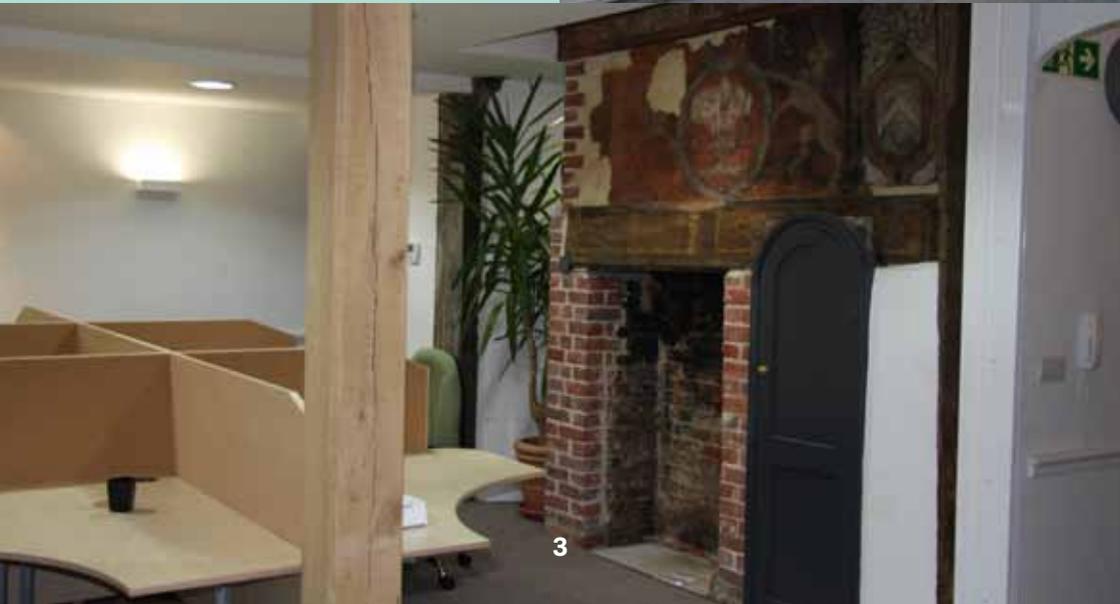




Cromwell's time in the 1640s. Charles I's crest is the main feature and Royalists weren't too popular with Cromwell.

We are delighted with the results; we've been able to modernise the building whilst still allowing the expression of its historic features. It has a very friendly feel to it that's appreciated by staff and visitors alike. We are justly proud and have been rewarded by winning RIBA's HAA 2012 award for conservation and restoration.

The project has allowed us to continue expanding and supplying green electricity to domestic and business customers.



Team CTC

For more than a century CTC (the national cycling charity) has been actively promoting cycling to everyone across the British Isles and this January saw the launch of their women's cycling team, Team CTC, in which green energy has taken the lead sponsorship role.

The team will be made up of six core riders and is set to compete in the National Women's Individual and Team Road Race series, the thrilling Smithfield and Newport nocturnes whilst also taking part in six overseas high profile UCI races.

Cycling fits well with green energy, after all, the team are going to be propelled by the greenest energy of all – human power.

Through this sponsorship, we are seeking to associate the company with helping to improve and popularise a sport that not only brings pleasure, health and happiness to participants but does no environmental harm (rather like our electricity).

Doug said: "Being involved in the CTC Women's Cycling Team for 2013 is an exciting prospect. With the recent publicity surrounding the Olympics and the rise in the popularity of the sport, it is a good time to launch a professional women's team. We look forward to starting the 2013 calendar and seeing the green energy CTC Women's Cycling Team cross the finish line first!" While the shape of Doug would suggest otherwise, he has a passion for cycling having climbed

up Mont Ventoux last year and is planning a few more "hills" in the Pyrenees later this year.

The team was formally unveiled on January 19th at The London Bike Show at the Excel: Helen McKay, Tamina Oliver, Astrid Wingerl, Lydia Boylan and Nikki Juniper will be competing for the entire season.

We also launched a Facebook competition to win a brand new N7even Majoris road bike similar to the one which the team will be using. This was designed to increase our social media profile and increase our engagement on both Twitter and Facebook which it did. James Morley was announced as the winner in early February and his bike is currently being built.

If you've followed Bradley Wiggins' success in 2012 you'll understand that without Sky's millions and access to their media channels, we need to cut our cloth to promote the team. We plan to promote our involvement and increase awareness of the company to the wider public throughout the year using social media. We think a sustainable future makes sense and so we are proud to be sponsoring Team CTC.



Rowing across the pond – the Big Pond

Following the theme of green sports, we are also proud to have sponsored the 2013 Atlantic Row world record attempt.

The crew made up of 8 boys (James Cowan, Benno Rawlinson, Calum McNicol, Jan Oner, Leven Brown, Tim Spiteri, Livar Nysted and Peter Fleck) attempted to beat the current 32 day record of rowing across the Atlantic. We took this opportunity not only to give our support to the boys and help promote their journey through our Facebook and Twitter pages but also to increase interest in yet another eco-friendly sport. James, who green energy sponsored, said: "For our comfort, speed, communication and survival we are completely dependent on green energy. It therefore makes me really happy that green energy uk decided to sponsor me for this challenge. The company ethos completely reflects our ambitions for the row and the work they do is increasingly important for the world we live in."

Setting off on the 18th of January they endured a brutal 2 hours on 2 hours off routine for the entire 3000 mile journey. The team faced challenging days, fighting against currents of 0.6 knots and no wind, but there were also days where they had the perfect conditions to complete over 100 miles, their personal best being an impressive 107 miles on day 10. Unfortunately battling against nightmare currents and tough conditions meant the boys were unable to complete the row within 32 days to break the record. However it is still an incredible physical and mental feat and James was able to raise some £3,000 for the Isabel Hospice and the Dalit Charity.





8 out of 10 cats like Renewables, cool!

According to a study 8 out of 10 people* support the UK using renewable energy to generate power. But our frustration is that whilst green energy appears high on the public agenda, the number of consumers and businesses making the switch still remains low.

Here at green energy we provide sustainable electricity from a number of sources and we have seen the green energy debate rise from relative obscurity into the mainstream over the last decade. However it seems critics seem to hog the media and influence people's actions.

Doug, our CEO, says "Nowadays being green doesn't mean wearing sandals and eating lentils, it is as simple as making green choices, one of those being the electricity provider you use. Picking your utility provider isn't the most glamorous or interesting of processes and often this is why people stick with the provider they already have or switch over for a cheaper deal. But, when it comes to discussions about where our energy will come from in the future, everyone has an opinion. While the majority of people consider themselves 'green', only a small percentage of the population has switched supplier."

He concludes, "Renewable, sustainable, green energy is a solution and while it's great that consumers recognise that, the public aren't demanding that their electricity supplier provides it to them. Green energy doesn't come at a premium and supporting new methods now, and perhaps changing our attitude to energy efficiency, could mean we secure our supplies for the future instead of having to rely on expensive and volatile fossil fuel imports."

We've always adopted a common-sense approach to green living and we are hoping that more people will see that they can use less and make a difference. It's not always about how much it costs but about how much you use.

*DECC public attitudes to green energy survey

It's not just about electricity

Here are some little green tips that can reduce fuel consumption and save you money.

- Air conditioning – Switching it off or using climate control on the 'eco' setting reduces fuel consumption. However, opening the window at high speeds actually increases fuel consumption more than having the air conditioning on.
- Drive off from cold – Warming up the engine before you set off just wastes fuel.
- Check tyre pressures frequently – Not only are under inflated tyres dangerous but they also increase fuel consumption.
- Check your revs – Change up between 2000rpm and 2500rpm.
- Reduce drag – Remove roof racks, roof boxes and bike carriers when they are not in use as they only increase air resistance and therefore your fuel consumption when travelling at speed.
- Drive Smoothly – Anticipate as far ahead as possible to avoid unnecessary braking and acceleration.
- Switch it off – Turn the engine off if you're going to be stationary for a minute or two.
- Choose a fuel efficient car – This could save you around three months' worth of fuel a year.
- Use your car less! – Plan your journeys ahead or share a lift. Or you could ride a bike!





A New Look. A New Approach.

Welcome to our new look newsletter or should that be I hope you enjoyed it, as I have been put on the back page in the redesign. Some might say that's where I should have been all along!

Some interesting stories about our office and some of the marketing and sponsorship activities we are involved in this year; ocean rowing and women's cycling.

Sponsorship is a bit new for us, and anything we do needs to fit comfortably with our values, so when the only carbon involved is in the construction of the equipment we thought that'd be OK.

But it's all part of a brand programme to engage with a wider audience and get our name out to more people.

And if the DECC research referred to in '8 out of 10 cats' is anything to go by, it won't fall on deaf ears.

And with that in mind perhaps you could pass your copy onto a friend; they might find it interesting.

Thanks for your continued support,

Doug Stewart CEO.

To keep up to date with our news on a more regular basis you can follow us on Twitter or be a fan on Facebook and even watch our videos on YouTube.



This job is printed on 100% recycled paper, using environmentally friendly inks.

Green Energy (UK) plc, Black Swan House,
23 Baldock Street, Ware. SG12 9DH

0800 783 8851

help@greenenergyuk.com

www.greenenergyuk.com