



Doug Stewart CEO, Green Energy (UK) Plc http://www.cir-strategy.com/events/water iWATER 2012 Cambridge 13 November



green energy uk proposition





- Ethical customer-owned company **unique**
- Making a difference thorough consumption

cleaner | greener | electricity 🚺

- We are <u>**not</u></u> 'Eco-Warrior' environmentalists
 </u>**
- We are businessmen





Clean Power from Organic Waste

- The retailer's perspective



Conventional business model





- More customers
- More transactions
- More spend
- Improved processes



Energy Market





- Peak Oil
- Net importer
- Fuel Security
- Green House Gases
- Green Agenda



Energy Gap







Not just about Technology





- The greenest energy is the stuff we don't use
- The brownest is the stuff we waste
- We need a change in perception
- Our job is to act as a catalyst



Not just about Technology





- Sooner or later we are going to demand
 - Greener buildings
 - Greener transport
 - Greener everything



Conventional business model





- More customers
- More transaction
- More spend
- Efficiency



What we do









Commodities











Tariffs





• Our tariffs reflect the clarity of our offering



100% deep green renewable electricity. The very best you can do for the planet. The electricity is sourced from free falling water, wind, biomass, solar and the tides.



100% green electricity- competitively priced. This is cleaner greener electricity from low impact combined heat and power.



Shares





- We offer our customers shares
- For free
- We are giving the company away one tranche at a time.



Making a Difference





 The sites with which we have Power Purchase Agreements (PPAs) weren't in existence when the business started





Working with our customers











The decision to switch their stores to green energy uk ties in well with their policy on supply and fair trade.





An invisible product









Working with our generators









Tomato Growing and Waitrose

The electricity is a by-product from tomato farms in Chichester and Stansted - both Waitrose suppliers. Combined Heat and Power units are used on the farms producing carbon dioxide to feed tomatoes. Providing the new Waitrose shop in Rickmansworth with all its electricity as well

Outlook





- Domestic Demand
- Commercial Demand
- Sustainability Accounting
- FITs

- Renewable Obligation
- Carbon Trading
- Carbon Reduction Commitment (CRC)
- DECC
- Regulatory incentives
 - ROCs
 - REGOs
 - LECs



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Lifestyle





- Finite
- Not just about price
- Its about civilisation
- Anarchy?



Certification





ROCsREGOsLECs



Fuel Mix







CHP 68%







Energy from Waste 15%



Anaerobic Digestion / Biomass 12%







Solar less than 1%



Small Scale Hydro 2%



Even our Wind doesn't look Conventional green energy









London's first ground-based new generation wind turbine powers theatre – part sponsored by green energy



Hydro Site









From pig manure to power









Normally the pig manure would be left on the fields to decompose releasing methane as it does so. Methane is a potent greenhouse gas 21 times more potent than Carbon Dioxide and left to rot would enter the atmosphere.



Making Coffins!









The building is sited on a "brown-field" site, the land was formally industrial land therefore had no significant habitat. The building is of a standard design but has had many features added to enhance its efficiency.

The roof had extra sky lights added to make use of the daylight and help cut down the need additional lighting.

The rain water is recovered from the roof and stored in a 50,000 litre tank stored underground. This supplies grey water to the toilets and van washing facility. This saves 500,000 litres drinking quality water which would normally be used from the conventional supply. It also stops rainwater surge which can be the cause of localised flooding.

The factory is warmed using a special heater which burns the waste wood used in production and produces electricity as a by-product.



CHP from home heating









At a housing development in Aberdeenshire a Combined Heat and Power (CHP) unit is supplying heat and hot water to up to 500 flats, to a sports changing facility, and to the Council owned ballroom, leisure centre and ice-rink.



Cleaner CHP from Waste















- Use less electricity, not more!
- Capture waste as a resource
- Liberate the energy
- Increase public awareness
- Making something useful out of what we throw away







"The Stone age didn't come to an end for lack of stones:

The oil age won't come to an end for lack of oil" Sheik Yamani











www.greenenergyuk.com

