

ecotricity

Project author or developer:
Ecotricity

Where:
GB / Regno Unito / Gloucestershire

Website:
www.ecotricity.co.uk

Green Electricity didn't exist in the world back in 1996. When we offered it for the first time, we became not just Britain's but the world's first Green Electricity company – and we kick-started the now global Green Electricity movement. Our mission was and remains to change the way electricity is made and used in Britain. We chose this focus because conventional electricity is responsible for 30% of Britain's carbon emissions – it's our biggest single source as a nation – and therefore the biggest single thing we can change.

To Green Energy Company: In 2010 we introduced the concept of Green Gas to Britain and in the process we evolved into a fully-fledged Green Energy company. It's a pretty revolutionary idea – that we can make our own gas and put it into the national gas grid. Our Model: We operate a unique model. We use our customers' energy bills to fund the building of new sources of Green Energy. We like to refer to this as turning "Bills into Mills" – energy bills into windmills. We're a not-for-dividend company – all of our profits go into our mission. With no shareholders to answer to we're free to dedicate ourselves to the task of building new sources of Green Energy. And that's what we do, on average spending more each year per customer on new sources of Green Energy than any other energy company in Britain – bar none. And we share the benefits of our work through our EcoBonds initiative – giving people the chance to share the financial benefits of the Green Energy revolution. Energy is the key: Electricity is the biggest single source of carbon emissions in Britain – but it's not the only one of course. The big three are Energy, Transport and Food: between them accounting for 80% of all of our personal carbon footprints. The one thing they have in common is that Energy plays a vital role in them all. That's why we extended our work beyond the boundaries of traditional energy companies. In Transport we built the Nemesis, Britain's first electric super car – to demonstrate how cars of the future could actually be wind powered. Next came our Electric Highway, the world's first national network of charging stations – to kick-start the electric car revolution in Britain. On the food front stay tuned for news of our wind powered tractor and farm energy concepts. Green Britain: We do all this in pursuit of our vision for a Green Britain – A place in which we all live more sustainable lives and where ethical business is the norm – pursuing outcomes other than profit. And we do it all with the support of our customers.

