

# Case Study: Ecotricity

Dale Vince, started the company in 1996 with sustainability in mind and it is a core of Ecotricity's values.

Ecotricity started off as a green generation business but since grew to cover energy, transport and food, accounting for 80% of our emissions and now we are also giving land back to nature.

We have a unique “**bills-into-mills**” model, where all profits from the energy business are **reinvested** into new windmills, sunmills and soon gasmills.

- Over the last 20 years we've build 74 windmills spanning 24 wind parks up and down the country. Our **electricity is 100% renewable**.
- **Developing green gas mills** that will generate green gas from grass, as an alternative to fossil fuels.
- Certified by The Vegan Society and Viva! for supplying and generating our own **vegan electricity and gas** – free from animal by-products.
- The electric highway started in 2011 has kick started the Electric car revolution
- Ecotalk - We use the money from our customers' phone bills to buy land which we **give back to nature**.

On 20th May 2019, Ecotricity **declared a climate emergency** and has set targets to become net carbon zero by 2025.

We plan to follow the pathway used at **Forest Green Rovers** (our football club) where we have worked through the **Measure – Monitor – Avoid – Reduce – Substitute** route and then used UN Certified Emission Reductions to cover the residual carbon emissions.

## What challenges have you faced?

- Prioritising **travel by train** has been challenging due to the breadth of our operations.
- **Changing mindsets** – Adapting to new policies needs careful roll out and strong employee engagement
- **Influencing** supply chains has been slower progress whilst we prioritise our own impact.

*"It's no good having one person at the top or the bottom demanding sustainability change, You need everybody to be engaged and actually make a difference."*

– Dr Simon Pickering

