

Alex Thorne

From: Susan Corbett
Sent: 13 April 2005 13:05
To: Alex Thorne
Subject: FW: Ecotricity query to CAT

John asked me to forward this to you.

Sue

-----Original Message-----

From: Sheila Paine [mailto:sheila@ecocentre.org.uk]
Sent: 13 April 2005 11:24
To: SEA
Subject: FW: Ecotricity query to CAT

Dear John

I am supervisor in the West Wales Eco Centre' Information Centre. We usually advise people to change to "green electricity", but find it a bit of a minefield because a lot of people tend to just see the word "green" and then compare prices, regardless of the shade of green of all the companies. We have tried to produce a sensible list but given up! I am reading your Revision of Guidelines for Green Supply Offerings, and see that you invite comment. I'm forwarding you a copy of correspondence I had with Centre for Alternative Technology re an article and advert in Clean Slate magazine, as I think it just shows how easily we can be confused. regards Sheila Paine Information Centre Supervisor West Wales ECO Centre 01239 821906

West Wales Eco Centre Canolfan Eco Gorllewin Cymru
Old School Business Centre Canolfan Fusnes yr Hen Ysgol
Lower St. Mary Street Heol Sante Fair Isaf
Newport Trefdraeth
Pembrokeshire SA42 0TS Sir Benfro SA42 0TS

Tel / Ffon: 01239 820 235
Fax / Ffacs: 01239 820 801
e-mail / e-bost: sheila@ecocentre.org.uk
Web / Gwe: http://www.ecocentre.org.uk

This transmission is strictly confidential, possibly legally privileged, and intended solely for the addressee. Any views or opinions expressed within it are those of the author and do not necessarily represent those of West Wales Eco Centre or any of its associated companies.

If you are NOT the intended recipient then you must NOT disclose, copy or take any action in reliance of this transmission.
If you have received this transmission in error please notify the sender as soon as possible by return e-mail.

-----Original Message-----

From: Katy Harris [mailto:katy.harris@cat.org.uk]
Sent: 14 March 2005 15:26
To: Sheila Paine
Subject: RE: Ecotricity query to CAT

Yes I do take your point, and agree that this should have been made more obvious. I will make sure this gets considered for future advertisements, and will bring the point up with Ecotricity.

Thanks for your concern,

Katy Harris

-----Original Message-----

From: Sheila Paine [mailto:sheila@ecocentre.org.uk]
Sent: 14 March 2005 12:08
To: katy.harris@cat.org.uk
Cc: Pete West
Subject: RE: Ecotricity query to CAT

Dear Katy

Thank you for your reply to my query.

I am still concerned that there is no mention anywhere in your magazine article or the Ecotricity advert, that would indicate to potential customers that with Ecotricity's new tariff they are paying for 90% fossil fuels and nuclear-generated power. I think most people who sign up for "green" electricity expect that they are getting just that.

Yours

sheila paine

-----Original Message-----

From: Katy Harris [mailto:katy.harris@cat.org.uk]
Sent: 11 March 2005 15:37
To: Sheila Paine
Subject: FW: Ecotricity query to CAT

Dear Sheila,

In reply to your query about our affinity with Ecotricity, and the editorial/advert you saw in our latest Clean slate, I'm forwarding you the reply of our information department who have been looking into the topic of green electricity tariffs. The CAT response is below this email!

With best wishes,

Katy Harris

CAT Membership on behalf of Clean Slate

CAT Information Department says:

The whole issue of green electricity tariffs and how they are compared is very complicated. In fact, FOE have now decided not to update their list of recommended tariffs, because they don't have the resources to undertake the in-depth research necessary to check the details of each tariff, and other 'green credentials' of the companies - such as whether or not they own coal-fired power stations as well.

Bryony Worthington, climate campaigner at Friends of the Earth, told the Guardian (in November 2004) that without the resources to check, FOE have to take the information on trust. They feel that the government should put in place better and simpler guidelines on what constitutes a green tariff, so that it is easier for customers to compare those on offer.

Bryony also told the Guardian that as all electricity providers have to buy an increasing percentage of the electricity they provide from renewable sources (15% by 2015), that consumers would be better off focusing on reducing their electricity consumption.

Good Energy buy in 100% green electricity, but they do then sell on a large percentage of the ROCs (see previous Clean Slate for more explanation of ROCs) to other electricity companies. In the Jan 2004 FOE report, Good Energy (then Unit-E) were reported as keeping 7% of their ROCs. This is more than the government target, so does limit the number of ROCs on the market and drive the development of renewables to a higher level.

Ecotricity take a different approach. They are actually wind farm developers themselves (unlike Good Energy), and use the money earned from their 'new energy tariff' to build more wind farms around the UK, and so drive the development of renewable energy. In the Jan 2004 FOE report, their 100% green tariff ('old energy tariff', because like Good Energy they buy from existing renewable sources) was reported as the most dedicated of all those on offer, because they held on to 100% of the ROCs. This is of course reflected in the much higher price of the tariff. Ecotricity argue that using the profits from their 'new energy' tariff to build wind turbines is giving more direct support to the construction of new renewable energy.

In short, because of the difficulty of comparing them, we normally recommend that people switch to one of the green tariffs, such as Ecotricity or Good Energy, that is offered by a company who only offer green electricity, rather than a supplier which has a green tariff as one of its options. This is because all suppliers have a quota of renewable energy that they have to meet, and large suppliers will usually have less people signed up to their green tariff than they need to meet this quota. So if people are paying extra for a green tariff through a conventional supplier, all they are doing is subsidising the cheaper price paid by customers on non-green tariffs.

Best wishes

Joel Rawson
CAT Information

> > -----Original Message-----
> > From: Clean Slate Magazine [mailto:cleanslate@cat.org.uk]
> > Sent: 03 February 2005 13:04
> > To: Katy Harris
> > Subject: Fw: Ecotricity
> >
> > ----- Original Message -----
> > From: "Sheila Paine" <Sheila@ecocentre.org.uk>
> > To: <cleanslate@cat.org.uk>
> > Cc: "Pete West" <petew@ecocentre.org.uk>; "Ross Elliott"
> > <ross@ecocentre.org.uk>; "Helen Manley Jones"
> > <Helen@ecocentre.org.uk>
> > Sent: Thursday, February 03, 2005 12:18 PM
> > Subject: Ecotricity
> >
> >
> > > Dear Clean Slate
> > > I am curious about your apparent endorsement of Ecotricity. There
> > > are 2 components: the advertisement on the back of the
magazine
> > and
> > > the item in "Members' Corner". I can't see any mention of the fact
> > there
> > are
> > > 2 different tariffs, the "Old Energy Tariff", which is in FOE's
top 5
> > > recommended tariffs, and the "New Tariff", top of FOE's list of
> > tariffs
> > they
> > > do not recommend:
> > > "For every unit of electricity you buy, it only supplies 0.1 unit
of
> > green
> > > electricity - increasing by 10%/year."
> > >
> > >
http://www.foe/campaigns/climate/press_for_change/choose_green_energy/in
> > dex.
> > > html
> > >
> > > The advert on the back of your magazine flags up the fact that
> > Ecotricity

> > > "won't cost you a penny more", but this refers to a tariff that
> > supplies
> > 90%
> > > electricity from fossil fuels and nuclear sources. Is this the
tariff
> > that
> > > you are supporting? When I asked Ecotricity to send me fliers for
our
> > > visitor centre, they sent some with similar information to your
> > advert. So
> > I
> > > enquired further, and was told:
> > >
> > > "Our New Energy tariff is where we match the tariff of your
default
> > regional
> > > supplier indicated by the postcode or MPAN number of the property.
We
> > are
> > > able to supply our customers with green energy from our own wind
> > turbines.
> > > This tariff is where we effectively 'green you up' during your
years
> > with
> > us
> > > as an Ecotricity customer. We are able to do this because the
monies
> > we
> > > receive from customers are re-invested into building more wind
> > turbines,
> > in
> > > turn increasing the amount of renewable electricity produced in
the
> > country
> > > and benefiting the environment by reducing our dependency on more
> > > conventional and polluting methods of electricity production. This
> > also
> > > means that the more wind turbines we build the higher percent of
> > electricity
> > > we can supply to our customers hence increasing the "green
proportion"
> > of
> > > the supply. In your first year with us on the New Energy tariff at
> > least
> > 10%
> > > of your electricity consumption is matched with new sources of
> > renewable
> > > energy we are building, rising to at least 20% in your second year
and
> > at
> > > least 30% in the third and so forth.
> > > We also have another tariff; the Old Energy Tariff. This is where
we
> > supply
> > > customers with 100% green renewable energy that we have to buy in
from
> > > existing sources; however this does come at a slight premium to
the
> > > customer. " Sarah Price Ecotricity Customer Service Assistant
> > >
> > > Would you agree that this is confusing?
> > >
> > > I am concerned that the fliers, and your advert and item, might
> > encourage
> > > people to buy electricity that is 90% "brown" while believing that
it
> > is
> > > "the greenest thing they can do".
> > >
> > > regards
> > >

> > > Sheila Paine
> > > Information Centre Supervisor
> > > West Wales ECO Centre
> > > 01239 821906
> > >
> > > West Wales Eco Centre Canolfan Eco Gorllewin Cymru Old School
> > > Business Centre Canolfan Fusnes yr Hen Ysgol Lower St. Mary Street
> > > Heol Sante Fair Isaf Newport Trefdraeth Pembrokeshire SA42 0TS Sir
> > > Benfro SA42 0TS
> > >
> > > Tel / Ffon: 01239 820 235
> > > Fax / Ffacs: 01239 820 801
> > > e-mail / e-bost: sheila@ecocentre.org.uk Web / Gwe:
> > > http://www.ecocentre.org.uk
> > >
> > >
> > >
> > >

> > > This transmission is strictly confidential, possibly legally
> > > privileged, and intended solely for the addressee. Any views or
> > > opinions expressed within it are those of the author and do not
> > > necessarily represent those of West Wales Eco Centre or any of its
> > > associated companies.
> > >
> > > If you are NOT the intended recipient then you must NOT disclose,
> > > copy or take any action in reliance of this
> > > transmission.
> > > If you have received this transmission in error please notify the
> > > sender as soon as possible by return e-mail.
> > >
> > >

> > >
> > >
> > >



> > > Sheila Paine
> > > Information Centre Supervisor
> > > West Wales ECO Centre
> > > 01239 821906
> > >
> > > West Wales Eco Centre Canolfan Eco Gorllewin Cymru Old School
> > > Business Centre Canolfan Fusnes yr Hen Ysgol Lower St. Mary Street
> > > Heol Sante Fair Isaf Newport Trefdraeth Pembrokeshire SA42 0TS Sir
> > > Benfro SA42 0TS
> > >
> > > Tel / Ffon: 01239 820 235
> > > Fax / Ffacs: 01239 820 801
> > > e-mail / e-bost: sheila@ecocentre.org.uk Web / Gwe:
> > > <http://www.ecocentre.org.uk>
> > >
> > >
> > >
> > >

> > > This transmission is strictly confidential, possibly legally
> > > privileged, and intended solely for the addressee. Any views or
> > > opinions expressed within it are those of the author and do not
> > > necessarily represent those of West Wales Eco Centre or any of its
> > > associated companies.
> > >
> > > If you are NOT the intended recipient then you must NOT disclose,
> > > copy or take any action in reliance of this
> > > transmission.
> > > If you have received this transmission in error please notify the
> > > sender as soon as possible by return e-mail.
> > >
> > >

> > >
> > >
> > >

> > > "won't cost you a penny more", but this refers to a tariff that
> > supplies
> > 90%
> > > electricity from fossil fuels and nuclear sources. Is this the
tariff
> > that
> > > you are supporting? When I asked Ecotricity to send me fliers for
our
> > > visitor centre, they sent some with similar information to your
> > advert. So
> > I
> > > enquired further, and was told:
> > >
> > > "Our New Energy tariff is where we match the tariff of your
default
> > regional
> > > supplier indicated by the postcode or MPAN number of the property.
We
> > are
> > > able to supply our customers with green energy from our own wind
> > turbines.
> > > This tariff is where we effectively 'green you up' during your
years
> > with
> > us
> > > as an Ecotricity customer. We are able to do this because the
monies
> > we
> > > receive from customers are re-invested into building more wind
> > turbines,
> > in
> > > turn increasing the amount of renewable electricity produced in
the
> > country
> > > and benefiting the environment by reducing our dependency on more
> > > conventional and polluting methods of electricity production. This
> > also
> > > means that the more wind turbines we build the higher percent of
> > electricity
> > > we can supply to our customers hence increasing the "green
proportion"
> > of
> > > the supply. In your first year with us on the New Energy tariff at
> > least
> > 10%
> > > of your electricity consumption is matched with new sources of
> > renewable
> > > energy we are building, rising to at least 20% in your second year
and
> > at
> > > least 30% in the third and so forth.
> > > We also have another tariff; the Old Energy Tariff. This is where
we
> > supply
> > > customers with 100% green renewable energy that we have to buy in
from
> > > existing sources; however this does come at a slight premium to
the
> > > customer. " Sarah Price Ecotricity Customer Service Assistant
> > >
> > > Would you agree that this is confusing?
> > >
> > > I am concerned that the fliers, and your advert and item, might
> > encourage
> > > people to buy electricity that is 90% "brown" while believing that
it
> > is
> > > "the greenest thing they can do".
> > >
> > > regards
> > >

Ecotricity take a different approach. They are actually wind farm developers themselves (unlike Good Energy), and use the money earned from their 'new energy tariff' to build more wind farms around the UK, and so drive the development of renewable energy. In the Jan 2004 FOE report, their 100% green tariff ('old energy tariff', because like Good Energy they buy from existing renewable sources) was reported as the most dedicated of all those on offer, because they held on to 100% of the ROCs. This is of course reflected in the much higher price of the tariff. Ecotricity argue that using the profits from their 'new energy' tariff to build wind turbines is giving more direct support to the construction of new renewable energy.

In short, because of the difficulty of comparing them, we normally recommend that people switch to one of the green tariffs, such as Ecotricity or Good Energy, that is offered by a company who only offer green electricity, rather than a supplier which has a green tariff as one of its options. This is because all suppliers have a quota of renewable energy that they have to meet, and large suppliers will usually have less people signed up to their green tariff than they need to meet this quota. So if people are paying extra for a green tariff through a conventional supplier, all they are doing is subsidising the cheaper price paid by customers on non-green tariffs.

Best wishes

Joel Rawson
CAT Information

> > -----Original Message-----

> > From: Clean Slate Magazine [mailto:cleanslate@cat.org.uk]

> > Sent: 03 February 2005 13:04

> > To: Katy Harris

> > Subject: Fw: Ecotricity

> >

> > ----- Original Message -----

> > From: "Sheila Paine" <Sheila@ecocentre.org.uk>

> > To: <cleanslate@cat.org.uk>

> > Cc: "Pete West" <petew@ecocentre.org.uk>; "Ross Elliott"

> > <ross@ecocentre.org.uk>; "Helen Manley Jones"

> > <Helen@ecocentre.org.uk>

> > Sent: Thursday, February 03, 2005 12:18 PM

> > Subject: Ecotricity

> >

> >

> > > Dear Clean Slate

> > > I am curious about your apparent endorsement of Ecotricity. There

> > > are 2 components: the advertisement on the back of the

- magazine

> > and

> > > the item in "Members' Corner". I can't see any mention of the fact

> > > there

> > > are

> > > 2 different tariffs, the "Old Energy Tariff", which is in FOE's

top 5

> > > recommended tariffs, and the "New Tariff", top of FOE's list of

> > tariffs

> > they

> > > do not recommend:

> > > "For every unit of electricity you buy, it only supplies 0.1 unit

of

> > green

> > > electricity - increasing by 10%/year."

> > >

> > >

http://www.foe/campaigns/climate/press_for_change/choose_green_energy/in

> > dex.

> > > html

> > >

> > > The advert on the back of your magazine flags up the fact that

> > Ecotricity

Katy Harris

-----Original Message-----

From: Sheila Paine [mailto:sheila@ecocentre.org.uk]
Sent: 14 March 2005 12:08
To: katy.harris@cat.org.uk
Cc: Pete West
Subject: RE: Ecotricity query to CAT

Dear Katy

Thank you for your reply to my query.

I am still concerned that there is no mention anywhere in your magazine article or the Ecotricity advert, that would indicate to potential customers that with Ecotricity's new tariff they are paying for 90% fossil fuels and nuclear-generated power. I think most people who sign up for "green" electricity expect that they are getting just that.

Yours
sheila paine

-----Original Message-----

From: Katy Harris [mailto:katy.harris@cat.org.uk]
Sent: 11 March 2005 15:37
To: Sheila Paine
Subject: FW: Ecotricity query to CAT

Dear Sheila,

In reply to your query about our affinity with Ecotricity, and the editorial/advert you saw in our latest Clean slate, I'm forwarding you the reply of our information department who have been looking into the topic of green electricity tariffs. The CAT response is below this email!

With best wishes,

Katy Harris
CAT Membership on behalf of Clean Slate

CAT Information Department says:

The whole issue of green electricity tariffs and how they are compared is very complicated. In fact, FOE have now decided not to update their list of recommended tariffs, because they don't have the resources to undertake the in-depth research necessary to check the details of each tariff, and other 'green credentials' of the companies - such as whether or not they own coal-fired power stations as well.

Bryony Worthington, climate campaigner at Friends of the Earth, told the Guardian (in November 2004) that without the resources to check, FOE have to take the information on trust. They feel that the government should put in place better and simpler guidelines on what constitutes a green tariff, so that it is easier for customers to compare those on offer.

Bryony also told the Guardian that as all electricity providers have to buy an increasing percentage of the electricity they provide from renewable sources (15% by 2015), that consumers would be better off focusing on reducing their electricity consumption.

Good Energy buy in 100% green electricity, but they do then sell on a large percentage of the ROCs (see previous Clean Slate for more explanation of ROCs) to other electricity companies. In the Jan 2004 FOE report, Good Energy (then Unit-E) were reported as keeping 7% of their ROCs. This is more than the government target, so does limit the number of ROCs on the market and drive the development of renewables to a higher level.

Alex Thorne

From: Susan Corbett
Sent: 13 April 2005 13:05
To: Alex Thorne
Subject: FW: Ecotricity query to CAT

John asked me to forward this to you.

Sue

-----Original Message-----

From: Sheila Paine [mailto:sheila@ecocentre.org.uk]
Sent: 13 April 2005 11:24
To: SEA
Subject: FW: Ecotricity query to CAT

Dear John

I am supervisor in the West Wales Eco Centre' Information Centre. We usually advise people to change to "green electricity", but find it a bit of a minefield because a lot of people tend to just see the word "green" and then compare prices, regardless of the shade of green of all the companies. We have tried to produce a sensible list but given up! I am reading your Revision of Guidelines for Green Supply Offerings, and see that you invite comment. I'm forwarding you a copy of correspondence I had with Centre for Alternative Technology re an article and advert in Clean Slate magazine, as I think it just shows how easily we can be confused. regards Sheila Paine Information Centre Supervisor West Wales ECO Centre 01239 821906

West Wales Eco Centre Canolfan Eco Gorllewin Cymru
Old School Business Centre Canolfan Fusnes yr Hen Ysgol
Lower St. Mary Street Heol Sante Fair Isaf
Newport Trefdraeth
Pembrokeshire SA42 0TS Sir Benfro SA42 0TS

Tel / Ffon: 01239 820 235
Fax / Ffacs: 01239 820 801
e-mail / e-bost: sheila@ecocentre.org.uk
Web / Gwe: http://www.ecocentre.org.uk

This transmission is strictly confidential, possibly legally privileged, and intended solely for the addressee. Any views or opinions expressed within it are those of the author and do not necessarily represent those of West Wales Eco Centre or any of its associated companies.

If you are NOT the intended recipient then you must NOT disclose, copy or take any action in reliance of this transmission.
If you have received this transmission in error please notify the sender as soon as possible by return e-mail.

-----Original Message-----

From: Katy Harris [mailto:katy.harris@cat.org.uk]
Sent: 14 March 2005 15:26
To: Sheila Paine
Subject: RE: Ecotricity query to CAT

Yes I do take your point, and agree that this should have been made more obvious. I will make sure this gets considered for future advertisements, and will bring the point up with Ecotricity.

Thanks for your concern,