Good Energy & Open Utility Trial UK's First Online Renewable Electricity Marketplace

Tuesday 10 March, 2015

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100% renewable electricity supplier, Good Energy, has teamed up with innovative energy startup, Open Utility, to trial a pioneering new service that will enable commercial consumers and renewable generators to trade electricity. The aim of the online marketplace, named Piclo, is to provide an 'eBay for energy' that could offer more transparency and control than ever before.

The 6 month trial allows businesses to buy renewable electricity directly from specific sites. Renewable generators will be able to sell their electricity directly to their neighbours, local businesses or schools for the best price. Good Energy will act as utility partner for the ground breaking scheme, working closely with Open Utility to ensure that Piclo meets all regulatory requirements and help facilitate billing.

Good Energy founder and Chief Executive Juliet Davenport said,

"We're pleased to be in partnership with Open Utility. Piclo is an innovative service that puts consumers at the heart of energy and could unlock the potential of renewables in the UK. This is something we passionately support as a pioneering independent energy supplier."

James Johnston, Co –Founder, CEO Open Utility said,

"We are excited to work together with Good Energy to deliver Piclo, a brand new way to buy and sell renewable electricity in the UK. This project brings together the UK's leading renewables focused energy supplier with a customer-centric technology company from the heart of London's Tech City. Together, Good Energy and Open Utility are taking a significant first step towards giving people more control over their energy, and helping support a future powered by renewables."

Open Utility and Good Energy are currently recruiting a limited number of commercial consumers and renewable generators to be the first to try out Piclo. To register your interest in joining the trial contact innovation@goodenergy.co.uk

The innovative project is backed by The Energy Entrepreneurs Fund scheme run by The Department of Energy and Climate Change (DECC). Match funding has been provided by Nominet Trust. Ofgem are following its progress and have expressed a keen interest in the project. Piclo gives unprecedented control and choice to customers, and as a marketplace, prices will vary depending on supply and demand.

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For more information please contact Luke.Bigwood@goodenergy.co.uk01249 478358

Notes to Editors

About Good Energy www.goodenergy.co.uk

Good Energy is a fast-growing 100% renewable electricity supply company, offering value for money and award-winning customer service. An AIM-listed PLC, and founder member of the Social Stock Exchange, our mission is to support change in the energy market, address climate change and boost energy security. Good Energy matches over the course of a year all the electricity its customers use with power from renewable sources. Good Energy has consistently been ranked top or second in Which? energy company customer satisfaction surveys for the past four years. Good Energy's dual fuel tariff is cheaper on average than the standard tariffs sold by the 'Big Six' before discounts.

Twitter: @GoodEnergy

About Open Utility www.openutility.com
Open Utility is an innovative energy startup whose mission is to give people more access and control over their energy. Open Utility is based in Tech-city in London, founded in January 2013 by James Johnston, Andy Kilner and Alice Tyler. Open Utility has a vision of a world powered by renewable energy and aims to give people greater access and control over their energy.
Co-founder James spent 3 years researching disruptive technologies in the energy sector alongside

spending 4 years running his own renewables design company. Co-founders Andy Kilner and Alice Tyler are experienced in leading design and development in digital startups.
Open Utility has now grown to a team of 6. The full team is: Nima Taba-tabai, who prior to Open Utility helped a wind manufacturer grow their sales base by a factor of 10 in under 2 years, Annika Clarke who has 4 years experience as a software developer and Rob Greenoak who has 18 years experience in operations and project management."

Twitter: @OpenUtility

About Nominet Trust www.nominettrust.org.uk

Nominet Trust is the UK's leading Tech for Good funder. The Trust believes in harnessing the power of digital technology to improve lives and communities.
A UK registered charity, Nominet Trust brings together, invests in and supports people committed to using digital technology to create social and economic value.
Nominet Trust has invested in hundreds of projects since its inception, providing business support as well as financial investment, seeking to connect projects to prospective partners who can help increase their reach and impact.
Nominet Trust is the charitable foundation of Nominet, the company responsible for running the .UK internet infrastructure. Nominet believes in the positive power of the internet, and with the money generated from the registration of web addresses ending in .uk, .org.uk, and .co.uk, Nominet is proud to be able to fund Nominet Trust's work.

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