



**Bryt**  
By nature

**OUR SUSTAINABILITY JOURNEY,  
OUR RESPONSIBILITY.**

# OUR PROMISE

WE ARE **CO<sub>2</sub>**  
CARBON NEUTRAL

"At Bryt Energy, we believe that acting sustainably is quite simply the right thing to do, and so we've committed to a clear, long-term sustainability improvement programme. For us, it's not only about the environment - our ethos is about ensuring we have a positive impact on society as a whole. From the customers and partners we work with and the staff that deliver our vision, to communities and ecosystems across the planet. So, we're calling it our 'Bryt by Nature' programme, because naturally, we're working towards a Bryter future for everyone.

As a zero carbon, 100% renewable electricity supplier, sustainability is in our DNA. We've already achieved **carbon neutral status\*** by minimising and offsetting our carbon emissions. But this is just the beginning of our journey.

We know that the climate has a curfew, so we need to take our efforts to the next level. How will we achieve this? Well, we're aiming for **net zero emissions** by 2025. This means we need to do everything we can to reduce our emissions as much as possible and remove any we can't avoid creating from the atmosphere. This is an ambitious goal, but we're up for the challenge - and we hope our customers, staff and stakeholders are ready to join us.

Sustainability is led by the board to ensure this issue is considered and acted on as seriously as it needs to be throughout our business. By doing this we ensure that our responsibility goes beyond Bryt and we are committed to helping our customers on their carbon reducing journeys. We look forward to updating you on our progress on this exciting journey - let's do this!"

The Bryt Energy Board  
29 September 2020



\*Carbon neutral is defined by Bryt Energy as Scope 1, 2 & 3 for the categories of gas, electricity, water, waste and business travel. The scope 1, 2 & 3 carbon emissions for 2016-2019 were 106.64 tonnes and therefore 110 tonnes of carbon credits from Bokhol Solar project were retired on behalf of Bryt Energy by EcoAct in August 2020.

# WHY IS SUSTAINABILITY SO IMPORTANT?



In 2018, the UN Intergovernmental Panel on Climate Change (IPCC) highlighted an urgent need for action to **limit global warming to 1.5°C** above pre-industrialised levels<sup>1</sup>. The report warned of the devastating effects a 2°C rise would have on our ecosystems, our communities and our current way of life, yet global average temperatures are already 1°C higher. The effects of **climate change** are already **visible**, with more frequent extreme weather events, loss of biodiversity and rising seas, threatening communities across the globe.



With climate change at the forefront of everyone's minds, we believe we need to act now - and we know many of our customers choose Bryt because they believe this too. We all have a responsibility to tackle climate change and put sustainability at the heart of what we do. So, as a company we are striving to ensure that we have a positive impact on the world and help our customers to do the same.



We want to strive to create a better tomorrow, so when we talk about the environment, we don't just mean the natural world. We're also trying to create a positive social climate within Bryt, and right across our sphere of influence. By practicing what we preach, we aim to become a better business; better for our customers and better for the planet.

## WE ARE BETTER TOGETHER, JOIN OUR JOURNEY.

<sup>1</sup><https://www.ipcc.ch/sr15/>

# BRYT BY NATURE

Our programme for being a better business consists of four key elements:



## TRUSTED BY NATURE

Our sustainable roots run deep. Our parent company, Statkraft, has over **125 years of renewable energy experience** and they (along with energy expert partners MEA), were passionate about embedding these values throughout Bryt Energy from the start. So, you can trust us to do the right thing - with the right heritage and experience.

Founded in Norway, Statkraft is a leading international hydropower company and Europe's largest generator of renewable energy.

Crucially, Statkraft is also sustainable in a financial sense - with an **A- credit rating\***, it had a net operating revenue of £2.5bn in 2019, and it invested £300m in new renewable energy in the same year.

Statkraft's expertise makes us a **safe, secure, sustainable electricity company** that our customers can trust, and rely on our support for the long-term.



**SDG7:**  
Clean and affordable energy

We always put our customers first - we want to be more than just a supplier. We promise to be **accurate, reliable and there when you need us**. We want to be able to help our customers along their sustainability journeys and do the right thing by their businesses as well as ours.



## SUSTAINABLE BY NATURE

At Bryt Energy, **sustainability is in our DNA**. We've been focused on striking an equal balance between people, profit, purpose and the planet since we were first established in 2016. So for us, sustainability has never been a 'tick-box exercise'. Quite simply, we believe it's the right thing to do.

We've always believed that businesses have a responsibility to minimise their impact on the world they're operating in and create a positive culture for their employees, and we've put these beliefs into action throughout Bryt Energy.

In the UK, one of the biggest sources of emissions is our energy supply - the energy supply sector contributed over 23%<sup>2</sup> of the UK's overall emissions in 2018. We have a key role to play in the energy supply sector, and **we're leading the way by only supplying our customers with zero carbon, 100% renewable electricity**.



We choose only **wind, solar and hydro** energy sources because while nuclear and bioenergy are classed as zero carbon-emitting sources, there is some debate surrounding their use. Bioenergy requires combustion to generate electricity, and while nuclear is zero carbon, the radioactive fuel source Uranium is finite, so it's non-renewable.

That's why our portfolio only includes wind, hydro and solar sources, as they are **natural, renewable and zero carbon**.

We've made good progress towards our sustainability goals already, but we're not afraid to acknowledge that there will always be areas we can improve upon. **We're determined to be totally transparent** in our journey, and constantly strive to do better. We're always looking for ways to improve and are currently taking action to better understand how we can reduce our impact when it comes to travel, IT equipment and our supply chains.



**SDG12:**  
Responsible consumption and reduction

We will voluntarily produce a Streamlined Energy and Carbon Report (SECR) every year and will look to set reduction targets on our emissions.



<sup>2</sup><https://www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-national-statistics-1990-to-2018>

\*Standard & Poors rating

# BRYT BY NATURE



## PIONEERING BY NATURE

As a supplier, we play a key role in the energy industry. We want to use **our influence to build a better industry** for the businesses that operate within it and the customers that rely on it.

As more businesses electrify their operations, electricity usage is likely to increase so we believe there is a need for a more flexible approach to energy. By partnering with our customers, we can help them understand their consumption, improve their efficiency and optimise every kilowatt hour they use.

This approach is particularly important as the need grows for businesses to understand their impact on the environment, as we all move towards the UK's net zero target.

We offer additional support alongside our zero carbon, 100% renewable supply to take our customers' energy awareness and management to entirely new levels. Our **data visualisation platform** gives insights into their energy usage and by working closely with our parent company Statkraft, we can provide **on-site solar PV propositions**, reducing reliance on the grid.

Additionally, our team has expertise in **battery storage technologies** which can provide resilience as well as grid services to provide long-term savings, depending on the needs of the business.

We're also developing **EV offerings** for customers looking to electrify their fleet and have on-site charging with renewable electricity for their customers or employees.

Finally, we bring this all together via our **Optimisation** products to put our customers in control and help them optimise their electricity usage to reap the financial and environmental benefits of a flexible electricity demand.



**SDG13:**  
Climate Action



## PASSIONATE BY NATURE

Without our amazing team, we wouldn't be able to deliver our purpose - so we're always striving to find new ways to keep them healthy and happy.

We're passionate about making Bryt a **positive, diverse and inclusive place to work**, so we take a modern approach to working practices, as we know how important it is to have a good work-life balance.

For many of our team, family comes first (and rightly so), so we always strive to facilitate flexible working.



**SDG3:**  
Good health and wellbeing

We also take wellbeing seriously at Bryt, and we want to be able support our people whenever they need it. We provide **regular wellbeing training sessions**, and have a dedicated support scheme in place if anyone needs extra support.

We empower all of our **people to take action** by encouraging them to volunteer through Helping Hands Days, and run regular engagement initiatives, led by our employee champions, to assist people who want to get involved.

We recognise and **celebrate our individuality**. We want people to progress and develop with us and contribute to the building and strategy of the business. To enable this, we have tried to avoid the traditional corporate hierarchy structure and place a strong emphasis on training and development.

# DEFINING OUR GOALS



So when it comes to sustainability, we know we've got a long journey ahead. We've been working hard to take stock of where we are today and set some goals to ensure we're working towards a Bryter future.

We started by documenting all of our emissions from the founding of Bryt in 2016, measuring all of the electricity, gas and water we used in our Birmingham and Sheffield offices, as well as the amount of waste we produce and the emissions we create due to travel. We used this data to calculate our carbon footprint, using UK Government GHG Conversion Factors to standardise our reporting and align ourselves with the UK's reporting requirements.

Determining our carbon footprint wasn't easy as we're in a shared building. It was sometimes tricky to work out what our usage was and what was used by other floors. We're still refining our emissions but travel is currently the biggest area of carbon emissions and we have made some strides into creating policies and measures to reduce this. We've now had our footprint independently audited by EcoAct - here's what it looks like:



We want to achieve a better and more sustainable future for all by embracing the 17 **Sustainable Development Goals** (SDGs) created by the United Nations in 2015<sup>3</sup>. Each goal addresses a different area of social, economic and environmental change and challenges us to shift the world onto a more sustainable path. **Following a detailed assessment, we've initially identified four goals which we believe we can make the biggest contribution to. These are:**



## SDG 3: GOOD HEALTH AND WELLBEING

The health and wellbeing of our staff will always be a priority for us. We're committed to having a diverse, inclusive, happy and healthy team and championing this goal is one of the ways of doing this. By supplying only zero carbon electricity we're also helping to reduce emissions, improving the health of people worldwide and the planet itself.

## SDG 7: AFFORDABLE AND CLEAN ENERGY



As a zero carbon, 100% renewable electricity supplier, we believe everyone should have access to clean energy at an affordable cost. All of our electricity comes from wind, solar and hydro sources.



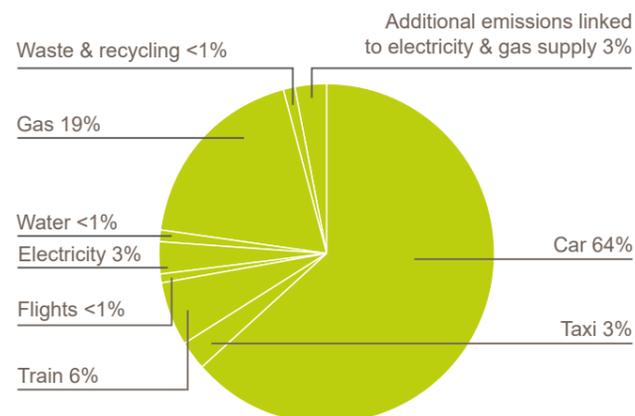
## SDG 13: CLIMATE ACTION

Tackling climate change is at the heart of what we do. We care about the future of our planet and want to do everything we can to address this issue.

If there were no renewable electricity sources powering our offices, our carbon footprint would be c.20% higher than it is today.



Bryt Energy 2019 Carbon Footprint - source of emissions



2019 total carbon footprint: 44.11 tonnes of CO<sub>2</sub>e

## SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION



We're committed to understanding our environmental impact as a business. We want to reduce our waste and implement sustainable practices across all levels of our organisation. We believe supporting this goal will give us the best framework possible to achieve this.

<sup>3</sup><https://www.un.org/sustainabledevelopment/sustainable-development-goals>

# OFFSETTING OUR EMISSIONS



We've recently chosen to support a project, one which we're very excited about – the Bokhol Solar Project.

Through EcoAct, we've purchased carbon credits and we are supporting the first ever solar photovoltaic (PV) project in Bokhol, Senegal, which provides around **160,000 people** with access to renewable energy.

The solar PV plant is one of the largest of its kind in West Africa, with around **77,000 modules covering 50 hectares**. The project provides Senegalese people with jobs, and the profit gained from any carbon credits sold goes to fund investments into the local community to improve the quality of living conditions, such as new housing, new medical equipment for the local midwife and the renovation of school rooms.



**PROVIDING**  
**160,000**  
**PEOPLE WITH ACCESS**  
**TO RENEWABLE ENERGY**



We chose this project because it aligns with our Sustainable Development Goals - by supporting solar PV in Bokhol, we're:



Helping people to access clean energy at affordable prices



Addressing climate change



Enhancing the wellbeing of the people of Bokhol



We're proud to be supporting this project by buying carbon credits equivalent to the emissions we're yet to eliminate, which helps us to **offset our carbon emissions and achieve carbon neutrality**.

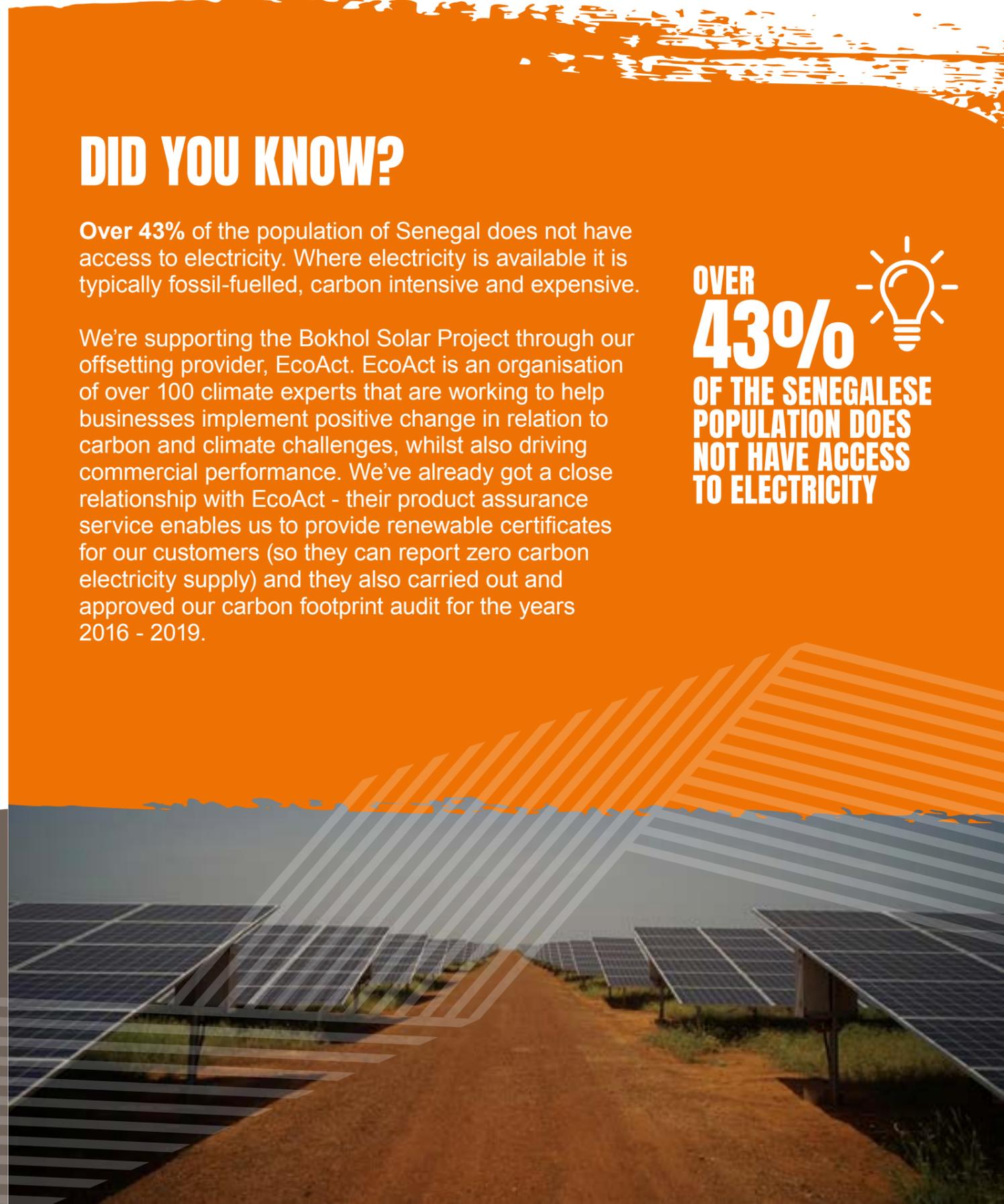
The plant helps many within the Bokhol community to access **cheaper, more sustainable energy**.

## DID YOU KNOW?

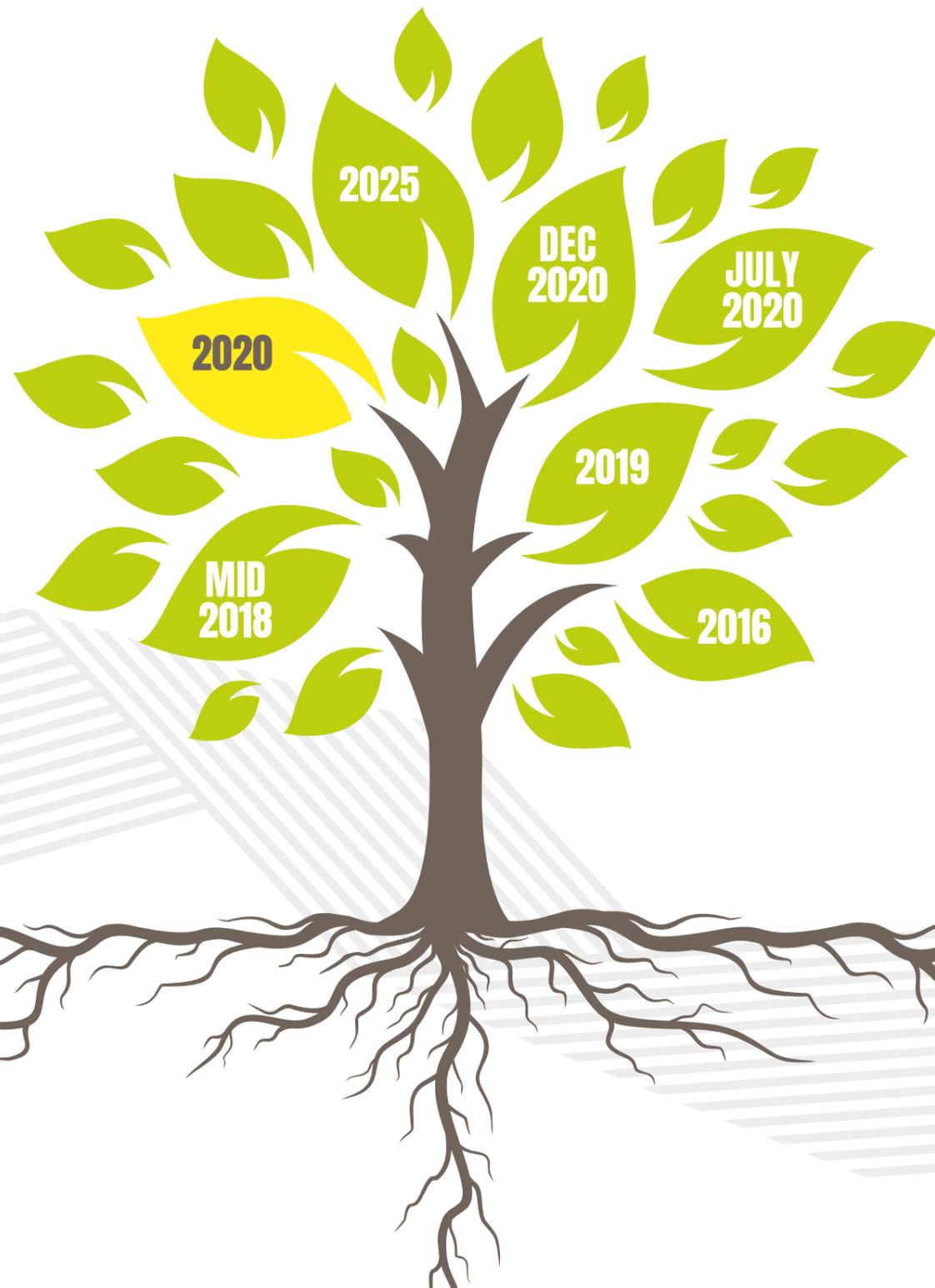
**Over 43%** of the population of Senegal does not have access to electricity. Where electricity is available it is typically fossil-fuelled, carbon intensive and expensive.

We're supporting the Bokhol Solar Project through our offsetting provider, EcoAct. EcoAct is an organisation of over 100 climate experts that are working to help businesses implement positive change in relation to carbon and climate challenges, whilst also driving commercial performance. We've already got a close relationship with EcoAct - their product assurance service enables us to provide renewable certificates for our customers (so they can report zero carbon electricity supply) and they also carried out and approved our carbon footprint audit for the years 2016 - 2019.

**OVER**  
**43%**  
**OF THE SENEGALESE**  
**POPULATION DOES**  
**NOT HAVE ACCESS**  
**TO ELECTRICITY**



# OUR SUSTAINABILITY JOURNEY



## 2016

Bryt Energy was established in Birmingham, with **visionary expert leaders** and a **sustainable philosophy**, offering solely zero carbon, 100% renewable electricity. Choosing an energy knowledge hub in a central location with good public transport links was a deliberate decision.



## MID 2018

We realised that in order to reduce our impact, first we needed to truly understand it! To do this, we began to collate information on how our **carbon footprint** has changed since Bryt's inception, learning on the way.



## 2019

We reviewed Bryt's impact on the Sustainable Development Goals (SDGs) and identified the **SDGs** we wanted to focus on (3, 7, 12 and 13).



## 2020



We calculated and documented our emissions, and **EcoAct** audited our carbon footprint to confirm its accuracy. We then offset these emissions via EcoAct, and became a **carbon neutral** business!

Sustainability is led by the board and we have devised our Bryt By Nature programme to ensure we deliver our commitments across our business and beyond.

We are working on a detailed plan around each of our 4 key elements to keep us accountable and on track.



As part of the Statkraft group, sustainability is part of our DNA.



# AMBITIOUS BY NATURE



Bryt Energy is aiming to reach net zero emissions by 2025 - which is an ambitious target! But we're determined to achieve it, because we know urgent action is needed to tackle climate change. As such, we're in the process of putting together a step-by-step plan based around our Bryt by Nature elements. We're in no doubt that as we delve further into this, we'll uncover more learnings and aspects that we need to look into.

We've documented what we can, but still need to reduce where possible. Under Scope 3, we need to look further into our sphere of influence to understand our supply chain emissions. We believe that to be net zero we will need to look at how to eliminate and remove any emissions we can't reduce from the atmosphere via projects that remove or capture carbon emissions.

WE AIM TO REACH  
**NET ZERO**  
EMISSIONS BY 2025

CO<sub>2</sub> ↓



Scope 1 covers direct emissions under our control, e.g. our gas usage.

Scope 2 covers indirect emissions from the generation of purchased electricity which we consume.

Scope 3 covers other emissions which we do not have direct control over, but that we can have influence on. For example, water, waste and business travel, as well as through our supply chain or the stakeholders with whom we work.

Carbon neutral is defined by us as Scope 1, 2 & 3 for the categories of gas, electricity, water, waste and business travel. Our emissions for these areas for 2016-2019 were 106.64 tonnes CO<sub>2</sub>e and, to achieve carbon neutrality, we've purchased 110 tonnes of carbon credits for the Bokhol Solar project through EcoAct in August 2020 to offset this

Net zero will require us to go even further, reducing our carbon impact, expanding into our supply chains and then exploring carbon sequestration projects that absorb carbon from the atmosphere, so that we are no longer a net contributor to climate change.

**CLEAR DEFINITIONS CLEAR TARGETS**

# WHAT'S NEXT?

## How will this work in practice?

We're still exploring the best ways to put our sustainability commitments into practice, but here are a few ideas on where we're going to start...



Incorporate carbon metrics into our core business measurement and report on them alongside our financial metrics.



Reduce our travel emissions through bike to work and Electric Vehicle schemes, and a more flexible approach to business meetings.



Put an action plan in place to ensure we're addressing all of our SDGs. Mapping our stakeholder and supply partners' emissions.



As we continue to grow, we will always put the customer at the heart of what we do.



Voluntarily report under the Streamlined Energy and Carbon Reporting (SECR) scheme.



Looking into projects to remove and capture carbon emissions.



Embed sustainability and cultural values into our recruitment process.



Introduce a new internal engagement sustainability plan, with training and pledges for all staff.



**OUR VISION:** LEADING BRITAIN TO EMBRACE A LOW CARBON, SUSTAINABLE ENERGY FUTURE; MAKING A DIFFERENCE TO BUSINESSES, COMMUNITIES AND THE PLANET.

# JOIN OUR JOURNEY



Our goal is to lead Britain to embrace a low carbon, sustainable energy future. We're doing this one business at a time, so why not make sure yours is the next to benefit?

To talk to our experts about how we could help your business to reach its sustainability goals, call us on **0121 726 7575** or email **[solutions@brytenergy.co.uk](mailto:solutions@brytenergy.co.uk)**.