



**Bryt**Energy



**Bryt**  
By nature

**OUR SUSTAINABLE  
BUSINESS REPORT  
2024**

## WELCOME TO 2024'S BRYT BY NATURE REPORT - OUR FRAMEWORK FOR BEING A BETTER BUSINESS

Since launching our Bryt by Nature programme in 2020, we've been fully documenting our journey to becoming a truly sustainable and responsible business, being totally transparent about the successes and challenges we've experienced along the way. In the last year, we've also released our first mid-year Bryt by Nature report, to provide our customers and supply chain with our 2023 carbon emissions data earlier, supporting them with their own sustainability reporting.

This is our 2024 Bryt by Nature report. It addresses our four key business values of being **trusted, passionate, sustainable and pioneering by nature**.

Under each area, we'll outline our goals, cover the actions we have taken since our last report to progress towards them, and set out our next steps moving forward.















As we know, being a sustainable business is about more than just our environmental impact, so we've also included wider updates and milestones from other areas of our business to ensure we're recognising our social impact as well.

### THE TECHNICAL PART

Our carbon emissions reporting is retrospective, with data collected from January 1st 2023 to December 31st 2023. This information was analysed during the first quarter of 2024 and verified by independent climate consultancy EcoAct, using the internationally recognised ISO 14064-3 standard.

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# WHO WE ARE

We, Bryt Energy, are part of the Statkraft Group, and provide British businesses with zero carbon, 100% renewable electricity\*, sourced solely from Solar, Wind and Hydro power. Through pioneering products and services, we empower businesses to create value from their electricity usage, by optimising their consumption and challenging the way they interact with the electricity system.

## OUR PURPOSE:

Leading Britain towards a net zero, sustainable energy future; having a positive impact on businesses, communities and the planet. **Find out more [here](#).**

We recognise that to achieve a sustainable energy future, our industry needs to evolve and behaviours need to change. That's why our vision for the energy sector is:

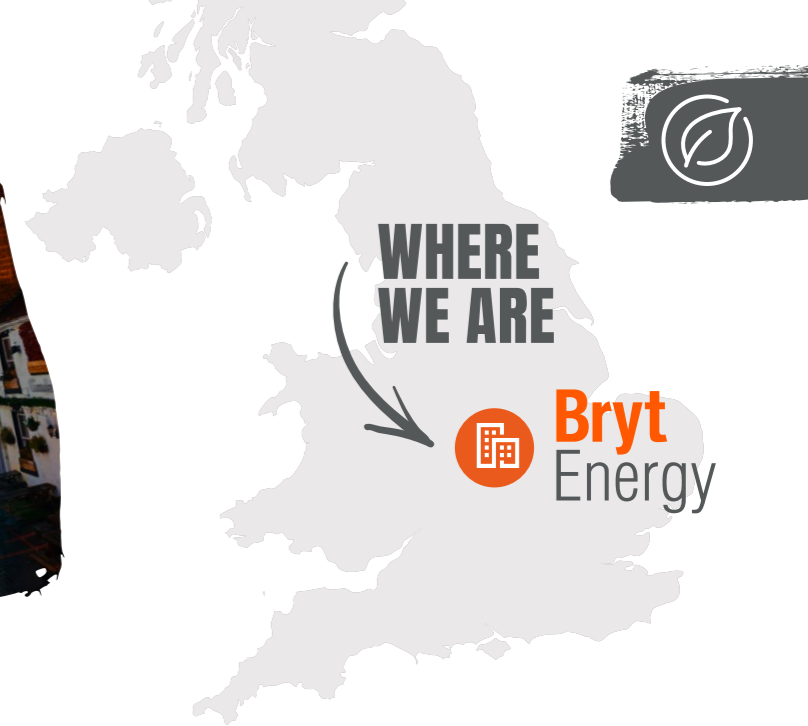
## OUR VISION:

A net zero future, in which consumers are empowered to actively engage with, support and benefit from a sustainable energy system, playing our part in delivering Statkraft's global vision.

## OUR COMMUNITIES

As part of our purpose, we aim to have a 'positive impact on businesses, communities and the planet', in everything we do. This means all our stakeholders, including our customers, our employees and their families. We also aim to have a positive impact on those we work alongside - such as our supply chain, service providers, consultants and partners, Statkraft, and the wider energy sector.

\*Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services.



## STATKRAFT'S VISION: RENEW THE WAY THE WORLD IS POWERED

Statkraft is Europe's largest renewable energy producer and a leading international hydropower company. Operating for 130 years and spanning over 20 countries, Statkraft develops and operates renewable energy assets, buys and sells energy, and invests 100% of growth into renewables. As part of the Statkraft Group, we are working to deliver Statkraft's vision, together.

Learn more [here](#).

Statkraft's global presence:





# LETTER FROM THE BOARD

“Since Bryt Energy’s inception in 2016, we have always believed that acting sustainably is quite simply the right thing to do.

As a supplier of zero carbon, 100% renewable electricity\*, we feel that businesses have a responsibility to ensure that they have a positive impact on the world they’re operating in. That’s why we launched our Bryt by Nature programme in 2020, to help us report our progress as we strive to become a better business.

Having set our science-based emissions reduction targets with the Science Based Targets initiative (SBTi) in 2023, 2024 has been about empowering our team with the knowledge to enact positive change within our sphere of influence. We’ve done this by educating and engaging with our team through our new Carbon Literacy training programme, which aims to inspire confidence in discussing and tackling climate change. We’ve further worked to prioritise sustainability through the establishment of our new Sustainable Leaders Forum, which brings leaders from across the business together to ensure that our purpose is always a key driver in all decisions and change across the business.

In 2024, we also continued to prioritise our sustainable growth as a business, increasing our team to almost 150 employees to help deliver our purpose. To better support our growing team, we’ve announced that an office at Cornerblock will become our new home, providing a modern and flexible working environment that aligns with our commitment to sustainability and employee wellbeing. We look forward to the benefits the move will bring in 2025.

Looking at the wider energy industry, we know that innovation and collaboration is critical to helping businesses on the journey to net zero. That’s why this last year we’ve established our new Product and Proposition team, and worked in partnership with Statkraft to expand our range of pioneering products to respond to and anticipate the evolving needs of our customers. By giving our customers access to the expertise in our wider group, we hope we can help businesses navigate and take advantage of the energy transition

We know that the UK can’t achieve a net zero energy system if businesses work in silos - by sharing best practice and working collaboratively we can create real change, faster. We will continue to be transparent and share our own journey, in the hope that by doing so we can help others to have a smoother path. After all, we’re in this together.”

From the Bryt Energy Board  
December 2024



# OUR YEAR AT A GLANCE

We’re proud of the progress we’ve made over the last year, from expanding our supply product offerings, to prioritising employee engagement and wellbeing. Our team’s ongoing commitment has allowed us to continue delivering on our purpose, and providing value to our customers and partners.

Here are some of the key highlights of our year<sup>1</sup>.



## SUSTAINABLE

- Customers on our zero carbon, 100% renewable electricity\* supply with an annual volume of 3.21TWh as of 5th December 2024
- We are on track to achieve our near-term carbon reduction SBTi targets
- First renewable electricity supplier\* to become a Carbon Literate Organisation – accredited Silver



## TRUSTED

- We continue to be EBITDA positive<sup>2</sup>
- We exceeded our industry smart meter installation target and continued to install meters for the remainder of 2024
- We are part of the Statkraft Group, who has an A credit rating<sup>3</sup> and Score A- on CDP Climate Change



## PASSIONATE

- **86%** of our employees said they’re proud to work for our company
- An average of **4.3** training days completed per employee
- Signed a contract for our **new office space**, with enhanced facilities and collaboration spaces for employees



## PIONEERING

- Developed 5 new products, including working with Statkraft to offer Corporate Power Purchase Agreements (**CPPAs**) and **green hydrogen** opportunities
- Published **23** pieces of educational content, with many focused on the energy transition
- Hosted **2** webinars for our energy consultant partners, to educate them about emerging products for a changing energy landscape

<sup>1</sup> All statistics here are from January-December 2024, unless stated otherwise.  
<sup>2</sup> Earnings Before Interest, Taxes, Depreciation and Amortisation (EBITDA)  
<sup>3</sup> Based on Standard & Poor’s long-term credit rating. You can find out more on Statkraft’s credit ratings, here: <https://www.statkraft.com/IR/credit-rating-and-analysis/>  
 \*Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services

# WHY IS SUSTAINABILITY SO IMPORTANT?



2024 was the **hottest year on record**<sup>4</sup>, with the average annual global temperature reaching **1.6°C above pre-industrial levels** (exceeding the temperature limit set by world leaders under the Paris Agreement). As a result, it has never been more important for businesses to take action to reduce carbon emissions and make sustainable choices.

Every small increment of temperature increase that the Earth experiences has dangerous implications for people and the planet. We continue to see the consequences of this as the impacts of climate change becomes more extreme and frequent, putting people and wildlife at risk of events like flooding, hurricanes, drought and wildfires.

With this extreme weather, and the cost-of-living crisis here in the UK continuing to impact lives and businesses, we know that 2024 has not been an easy year for many. Despite these challenges, some significant steps have been taken to decarbonise the UK's energy system over the year.

At the end of September, we saw the closure of the last coal-fired power plant, concluding the complete phase-out of electricity generated from coal. With the new Labour Government came the lifting of the previous de-facto ban on onshore wind farms, plans to decarbonise the electricity system were brought forward to 2030, and there are ambitions to significantly increase solar and wind generation in the same timeframe.

We have a long way to go, but we know that the UK's 2050 net zero target has never been more critical - and here at Bryt Energy, we're making sure we do everything we can to contribute to this goal.

**THE IPCC BELIEVES THAT THROUGH URGENT AND AMBITIOUS ACTION, WE CAN SECURE A LIVEABLE, SUSTAINABLE FUTURE FOR ALL<sup>5</sup>.**



<sup>4</sup> <https://www.theguardian.com/environment/2025/jan/10/world-temperature-in-2024-exceeded-15c-for-first-time>

<sup>5</sup> <https://www.ipcc.ch/report/ar6/syr/>

## THE ENERGY SECTOR

In the UK, the energy supply sector is one of the biggest sources of carbon emissions. However, in recent years there has been an increasing amount of renewable energy on the grid – **in 2012, renewables provided 11.3% of the UK's electricity<sup>6</sup>, but this has grown to an average of 51% in 2024<sup>7</sup>.**

With this, the energy system is shifting from a linear, 'generator-to-consumer' model, built around planned and controllable fossil fuel-powered generation, to a more 'decentralised' energy landscape that is by nature more variable and intermittent. This is being supported by localised on-site generation and low-carbon technology, as businesses increasingly consider technologies such as electric heat pumps, electric vehicle (EV) chargers, battery storage, and on-site solar photovoltaic (PV).

This changing energy landscape comes with a host of new challenges for businesses, who will have to adapt and evolve alongside the changing grid. To navigate this, consumers will need to be more engaged with their electricity usage, playing a more active role in

when and how they consume electricity, which we believe can unlock new opportunities for revenue streams and cost savings.

In an economic landscape that is already more challenging for businesses, it's understandable that some might not feel able to dedicate as much time and budget towards sustainability as they'd want to. We see that businesses are becoming more conflicted between the knowledge and desire to do what is right, and other economic demands that might prevent this, leading to an all or nothing approach.

Nevertheless, we believe it's essential that businesses learn to adapt to the changing energy landscape, so that they can also take advantage of the new possibilities it presents, and support the transition to a net zero system.



*In order to navigate the energy transition and develop a business energy strategy suited to a net zero future, businesses will have to proactively manage their electricity usage, work with their supplier to understand the trajectory of their business, and seize any opportunities whilst helping to balance the grid.*

**Kerry Locke, Head of Sales**



<sup>6</sup> <https://www.gov.uk/government/statistics/uk-energy-in-brief-2013>

<sup>7</sup> <https://www.neso.energy/news/britains-electricity-explained-2024-review>



# BRYT BY NATURE

## OUR PROGRAMME FOR BEING A BETTER BUSINESS

Bryt by Nature helps us deliver our company purpose and ensures we have a positive impact on the environment and society as a whole. It consists of four key elements aligned with our chosen Sustainable Development Goals (SDGs) and it's integral to everything we do. Our company objectives are built around this programme, and it's core to all of our values as a business - how we want our employees to act, how we construct all of our products and how we influence our communities.

We continue to review this framework and our chosen SDGs to keep pace with what global 'best practice' sustainability reporting and actions look like. We hope to keep improving how we communicate our progress, and we actively invite feedback to help us maintain transparency and accountability.



## OUR VALUES



### SUSTAINABLE BY NATURE

Sustainability is in our DNA, and we've always been focused on striking a balance between people, profit, purpose and the planet. From documenting our carbon footprint to setting our science-based targets, we're determined to be totally transparent at every step of our journey.

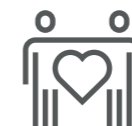
SDG 13:  
Climate Action



### PASSIONATE BY NATURE

We're passionate about providing an excellent service that benefits both our customers and the environment. Without our amazing team, we wouldn't be able to deliver our purpose - so we're also enthusiastic about making Bryt Energy a positive, diverse and inclusive place to work.

SDG 3:  
Good Health and Wellbeing



### TRUSTED BY NATURE

Our customers are at the heart of what we do. We know that our customers trust us to work to the highest of ethical standards, and we know that they need to be able to rely on us. So, we're committed to being a reliable, secure and trusted electricity company.

SDG 7:  
Affordable and Clean Energy



### PIONEERING BY NATURE

By using our influence as an electricity supplier, we're helping our customers use electricity more intelligently and sustainably, whilst supporting the energy system in achieving net zero. Our innovative products are helping to build a better energy industry for the businesses that operate within it and the customers that rely upon it.

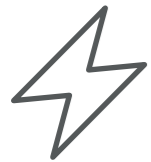
SDG 12:  
Responsible Consumption and Production



# SUSTAINABLE BY NATURE



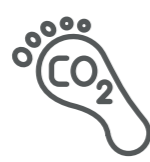
## AT A GLANCE



Customers on our zero carbon, 100% renewable electricity\* supply with an annual volume of 3.21TWh as of 5th December 2024



25% decrease in Scope 3 carbon emissions intensity, per MWh of renewable electricity supplied, since our 2020 baseline



SF<sub>6</sub> emissions from the National Grid remain our largest source of carbon emissions, making up 82% of our footprint



Almost 8% of colleagues have joined the EV salary sacrifice scheme



First renewable electricity supplier\* to become a Carbon Literate Organisation – accredited Silver



60% of our employees are now Carbon Literate



## SPOTLIGHT ON SUSTAINABLE BY NATURE

As the reporting landscape for greenhouse gas emissions continues to evolve, our customers have become increasingly interested in understanding and evidencing the origins of their electricity, resulting in a greater amount of nuanced and complex queries. We welcome this, and are continuously looking to support our customers in this area.

We've been working to better understand what businesses need amid various voluntary reporting initiatives, and offering greater detail and a wider range of supply products to help meet their requirements.

## OUR CONTRIBUTION

With energy supply continuing to be one of the biggest sources of UK carbon emissions, we've made sure from the start to only supply our customers with zero carbon, 100% renewable electricity\*.

We believe there are many renewable paths for businesses to take in decarbonising their energy supply, which is why we've worked to widen our renewable electricity procurement options, so that customers can choose what works best for their business. As part of this, we've been working to ensure that we have products that can be suited to meet the various reporting frameworks that our customers are a part of, such as the **GHG Protocol** and **RE100**.

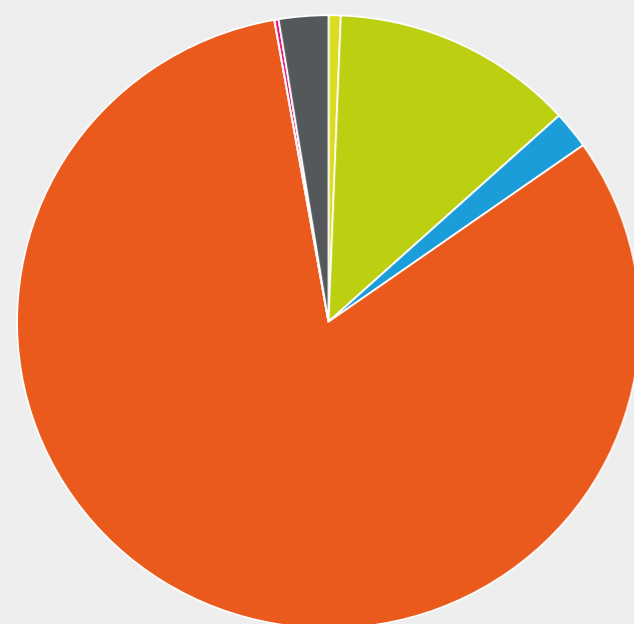
We're committed to working collaboratively with our customers to curate their supply contracts into what works best for them.





## OUR CARBON FOOTPRINT 2023

Our full market-based emissions breakdown for 2023: 2,952.24 tCO<sub>2</sub>e



■ Scope 1 Fuels and Refrigerants	6.24
■ Scope 2 Market-Based Electricity	0.00
<b>Scope 3:</b>	
■ Category 1 Purchased Goods and Services	384.76
■ Category 2 Capital Goods	57.16
■ Category 3 Indirect Fuel & Energy-Related Emissions	2,425.46
■ Category 5 Waste and Water	0.19
■ Category 6 Business Travel and Hotel Stays	8.75
■ Category 7 Employee Commuting and WFH	69.69

## RESTATEMENT OF 2022 DATA

During the calculation of our 2023 footprint, we discovered two small errors in how the previous year's calculations were made.

An error in converting the office floor area from square feet to square meters meant that we had underestimated our 2022 carbon emissions from gas, water and waste. The second error identified was around supplier spend, and both have now been corrected.

This resulted in a total increase of 32.6 tCO<sub>2</sub>e to our 2022 footprint. As this error was below the SBTi materiality threshold of 5%, we are not required to restate our data to SBTi or in our reporting, but we believe in full transparency and so have updated our 2022 emissions in the graphs on pages 18 and 19, to correct these errors (for full data see our appendix).

The above shows our carbon emissions from January 1st 2023 to December 31st 2023. This information was analysed during the first quarter of 2024 and then verified by independent climate consultancy EcoAct, using the internationally recognised ISO 14064-3 standard.

In 6 of the 15 Scope 3 categories, carbon emissions were identified and calculated. The remaining 9 categories were found to be either zero or not applicable to our operations. For full information on our carbon footprint, including all 15 categories in Scope 3, please see our appendix at the end of the report.





SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

## OUR SCIENCE-BASED TARGETS

The **Science Based Targets initiative** (SBTi) provides a framework and guidelines for companies to set targets that are in line with the latest climate science and the objectives of the **Paris Agreement**, which aims to limit global warming to 1.5°C above pre-industrial levels.

This ensures businesses are playing their part in global action to tackle climate change, with verifiable pathways to reduce their emissions.

## OUR SCIENCE-BASED TARGETS ARE:

- 1** Bryt Energy commits to reduce absolute Scope 1 and Scope 2 greenhouse gas emissions 90% by 2030 from a 2020 base year.
- 2** Bryt Energy also commits to reduce Scope 3 greenhouse gas emissions 52% per megawatt hour (MWh) of renewable electricity\* supplied within the same timeframe.

\*Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services



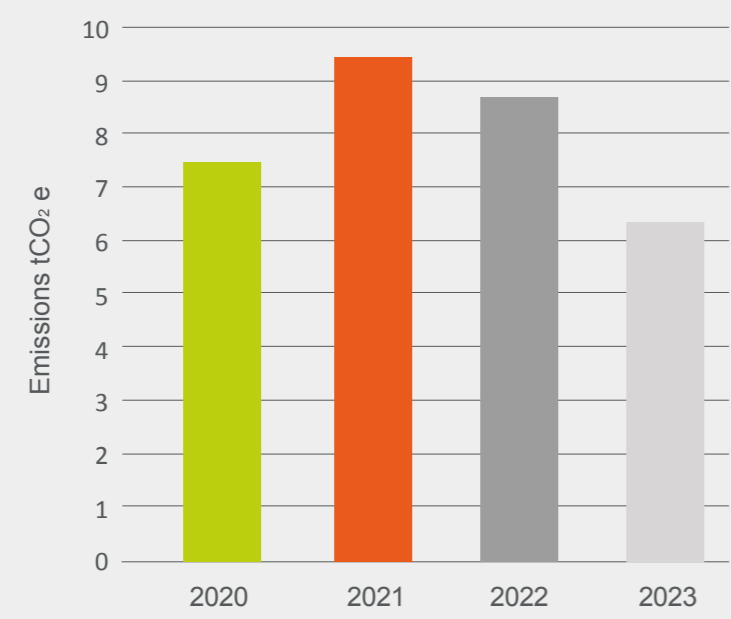
# OUR PROGRESS

## OUR ABSOLUTE SCOPE 1 AND SCOPE 2 EMISSIONS:

In 2023, our absolute emissions from Scope 1 (emissions from direct gas use) decreased by ~28% compared to 2022. We are pleased to see this progress but have not been able to determine the exact cause of the reduction. This is because our calculations are based on building-wide data, which is then allocated to us proportional to our occupied floor. This means the reductions could have been due to changes in wider building occupancy and use. Alternatively, they may be linked to the relatively milder winter periods at the beginning and end of the reporting year, leading to a reduced use of heating.

Our emissions from Scope 2 (emissions from indirect electricity use) remains zero as we continue to be supplied by 100% renewable electricity, which remains a key priority for us.

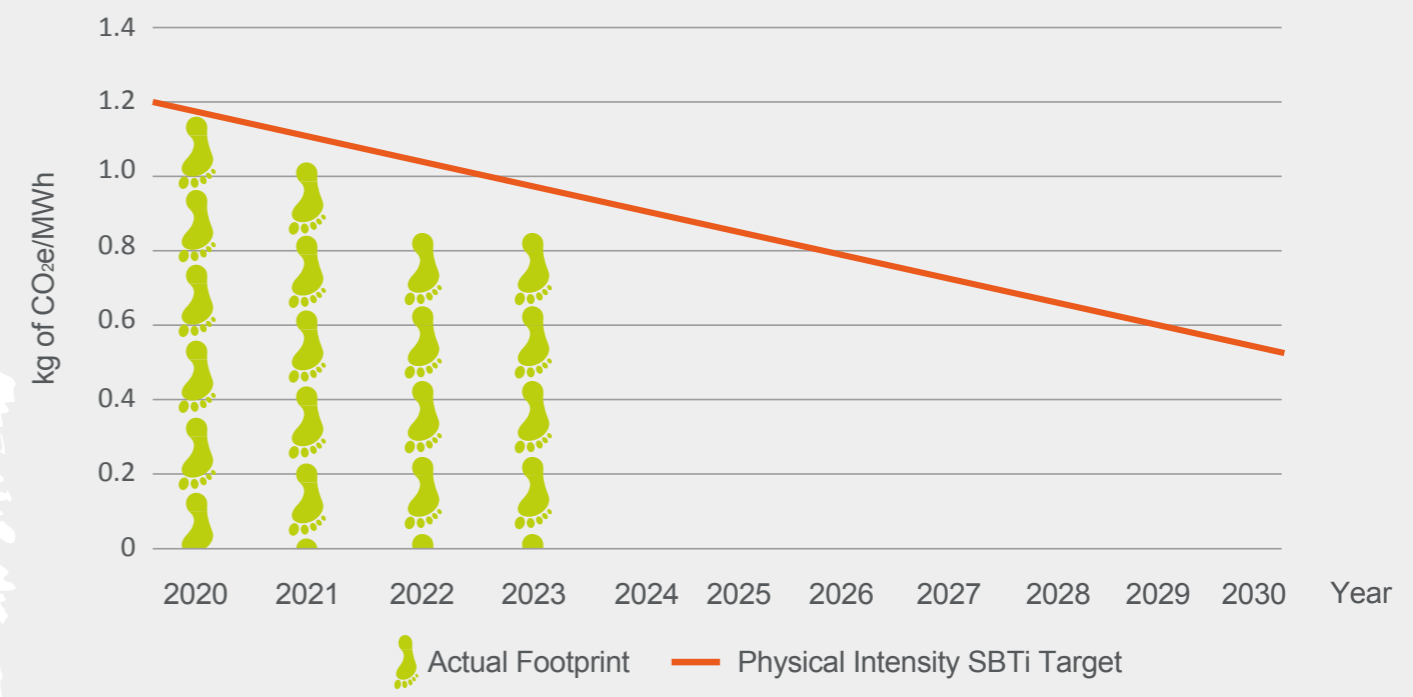
Due to our office move in 2025, we are now even more confident on meeting our Scope 1 and 2 target of a 90% reduction in emissions by 2030. Just like our current office, our new office electricity supply will come from renewable sources. However, our new office will be in a much more energy-efficient building, heated by electricity, not gas. We look forward to working with our new building management team to allow us to monitor and implement changes, curating a more sustainable office space.



## SCOPE 3 EMISSIONS BY PHYSICAL INTENSITY:

There has been no significant change in the physical intensity of our Scope 3 carbon emissions compared to the previous year (2022). However, since our baseline year of 2020, we've seen a decrease of 25% and an average year-on-year decrease of ~8%, meaning we are still on track to meet our SBTi 2030 target.

In last year's report, we stated a decrease of 26%, rather than 25%. However, as our data for 2022 has been restated, following the identification of errors during the 2023 carbon footprint calculations, this has resulted in a total increase of 32.6 tCO<sub>2</sub>e in our 2022 carbon footprint.





## BEHIND THE FOOTPRINT

While our Scope 3 operational emissions are largely out of our direct control, we believe it is our responsibility as a business to maintain accountability and proactively influence and collaborate with our stakeholders to reduce these emissions.

To ensure transparency around our carbon emissions, we'd like to elaborate on three key areas of our progress.



### SUPPLIERS

Our carbon emissions from purchased goods and services (Scope 3, Category 1) have **decreased by 5% compared to 2022** – and since our base year of 2020, have massively **reduced by 55%**. This is largely due to our work in gathering more exact, rather than estimated, carbon information directly from our supply chain, and more accurate figures from the CEDA database we use.

By contacting our suppliers or using their online tools, we were able to reduce our reported emissions in 2023 by 472 tonnes – without this hybrid approach, our emissions from suppliers would have been more than double the final figure.

We therefore cannot take full credit for these emissions reductions by any specific actions. However, we can show that by looking at your supply chain in more depth, asking the right questions, and collaborating, you can obtain greater insight. This can be a major step towards reducing your overall carbon footprint, and can allow for more informed decisions in your procurement strategies. We will continue to expand this approach into 2025 and beyond, leveraging our influence and collaborating with both internal and external stakeholders to drive real carbon reductions.

### SUSTAINABLE TRAVEL

Following on from last year's report, we saw the business continue to grow and relationships with our energy consultant partners expand and strengthen. Accordingly, business travel emissions for in-person meetings **increased by 44.4%**, compared to 2022. As a team, we try to carefully consider whether business trips are essential, with the majority of meetings now able to be held online. However, we know that face-to-face collaboration can be powerful and valuable, so when employees did travel for business, around **70%** of journeys were taken by public transport, such as trains, trams and buses - less carbon intensive ways to travel than by car. For the minority of business trips that were taken by car, around **10%** were colleagues car sharing, which is also less carbon intensive.

In comparison, despite the growth of our team, our carbon emissions from commuting to our office decreased last year. Over 89% of our employees commuted into the office sustainably, using public transport, walking, or by electric vehicles (EVs) which is encouraging news, and reflects the work we have done to promote sustainable travel within our team. This includes hosting **Sustainable Transport Week** each November. During this, we held workshops and shared resources on our sustainable travel initiatives and policies, including our EV salary sacrifice scheme, Cycle to Work scheme, and discounted local bus and train travel through National Express.

We also worked together with Transport for West Midlands to promote a Government-funded programme internally, which offers businesses across the region free and discounted bus travel to incentivise active travel and the uptake of the public transport network. We will continue to support staff in making sustainable choices where possible and recognise those that are incorporating sustainability into their daily lives.

### SF<sub>6</sub>

A key contributor to our carbon footprint is the greenhouse gas sulphur hexafluoride (SF<sub>6</sub>), which is used by National Grid in the transportation and distribution of the electricity we supply to our customers. SF<sub>6</sub> is critical to the operation of electricity networks and can leak in small volumes. The leaks of SF<sub>6</sub> from the transmission network make up **82%** of our total emissions.

SF<sub>6</sub> is used in the electricity industry to insulate live electrical parts and keep networks running safely, and is valued for its stability, as well as for being non-toxic and non-flammable. However, SF<sub>6</sub> has a global warming potential (GWP) 23,500 times greater than CO<sub>2</sub>, and is therefore one of the most potent greenhouse gases known. For that reason, leakages of SF<sub>6</sub> across the transmission system present a difficult obstacle for the energy industry to overcome as we work towards a net zero future.

SF<sub>6</sub> emissions from the National Grid relate to the supply of all electricity to end users, irrespective of the source or supplier. By reporting and accounting for SF<sub>6</sub>, we are showcasing the impact that this gas has in our own emissions reduction journey, hopefully leading the way for other electricity suppliers to align with our transparent approach and create more collective support across our sector.

We maintained our relationship with National Grid in 2024, in order to better understand their challenges and progress, and will continue to do so in 2025. As our **value chains are inextricably interlinked**, we have ensured that our near-term emission reduction targets follow the National Grid's own science-based targets, with their commitment to halve SF<sub>6</sub> emissions by 2030 from 2018 levels.



## SPOTLIGHT ON OUR WITHDRAWAL OF SBTi NET ZERO COMMITMENT

Our validated SBTi targets are **near-term targets**, committing us to ‘immediate’ action – in our case, by 2030. Near-term science-based targets<sup>8</sup> outline what companies will do now, and over the next 5-10 years, to reduce emissions in line with what the latest climate science deems necessary to limit warming to 1.5°C above pre-industrial levels.

To reach **net zero targets** under SBTi’s Corporate net zero Standard criteria<sup>9</sup>, companies must reduce their carbon emissions across Scopes 1, 2 and 3 by at least 90%. For the power sector (which includes us at Bryt Energy), net zero targets need to be achieved by 2040 – as opposed to the standard SBTi net zero timeline of 2050. Whilst we are confident that our Scope 1 and 2 emissions will meet this target, our Scope 3 emissions, which account for over 99% of our carbon footprint and are outside of direct control, are more of a challenge.

Despite being a supplier of 100% renewable electricity\* with zero downstream Scope 3 emissions, we still have significant upstream Scope 3 Category 3 emissions, due to our use of the UK electricity transmission infrastructure to deliver our supply to our customers. 82% of our carbon footprint comes from the leakage of SF<sub>6</sub> from the UK’s electricity transmission infrastructure. National Grid has a commitment to achieve net zero by 2050, but does not have an SBTi net zero target for 2040. Because our emission reductions rely so heavily on this, and are outside of our direct control, we are unable to commit to a SBTi accredited net zero target at this point in time.

As a result, in September 2024 we proactively wrote to the SBTi Targets Team to regrettably withdraw our commitment to set a net zero target with the SBTi, explaining our reasoning rather than leaving the target to lapse without explanation. However, we are still as committed as ever to our near-term SBTi carbon reduction targets, and to reducing our emissions across all Scopes.



*Our top priority remains meeting our near-term SBTi targets, as we know that action is needed now to limit the worst impacts of climate change. However, we will continue to review our position on setting a net zero target, as we believe it is important keep our ambition strong whilst holding ourselves accountable.*

*Jos Mister, Sustainability Manager*



<sup>8</sup> <https://sciencebasedtargets.org/blog/net-zero-jargon-buster-a-guide-to-common-terms>

<sup>9</sup> <https://sciencebasedtargets.org/net-zero>

\*Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services

## PROGRESS ON SEQUESTRATION AND CARBON OFFSETTING

For 2024, we set ourselves the goal of revisiting our sequestration and carbon offset research to agree a plan that would complement our carbon reduction commitments, whilst also having a wider positive impact in supporting our chosen SDGs.

Throughout the year, we have kept up with developments and evolving best practice in these areas, and specifically the **new guidance from the SBTi**, on Beyond Value Chain Mitigation (BVCM). This framework ensures businesses are contributing to mitigation efforts outside of their own decarbonisation strategy, in order to help limit global warming to 1.5°C above pre-industrial levels. With the **IPCC** stating carbon removals will play a critical role in this, we believe it's important to play our part.

The core principle of not using carbon credits as a way to 'offset' our carbon footprint, but instead looking at ways we can contribute to the global goal of keeping warming below 1.5°C – is one that aligns with our views.

Whilst we wanted to make more progress on this area in 2024, we feel it is really important to set the right approach so taking the time to make considered decisions is paramount. We will continue to develop our approach in 2025, building into our wider sustainability strategy.



*We chose Carbon Literacy training as we were able to customise it to cover how Bryt Energy's purpose and sustainability strategy, along with Statkraft's, fits within the broader approach to tackling climate change. In particular, we tailored the course to explore specific aspects of the energy transition, the important role the energy sector has in driving change, and the ways that Bryt Energy and its customers can contribute.*

**David Taylor, Sales & Marketing Director**



## CARBON LITERACY TRAINING

Carbon Literacy Project



At the beginning of 2024, our Senior Leadership team set a new objective across the company, to develop and implement an employee engagement programme on climate change and sustainability. We chose the Carbon Literacy training to achieve this, as its themes align closely with our own values of collaboration and education.

With the impacts of climate change being felt across the world and the deadline to reach net zero drawing closer, we felt it was an important time to deliver training to our team that would help them feel confident in discussing and implementing actions to reduce carbon emissions, at home, at work and in the community.

Over the course of two months, we delivered **five** tailored training sessions to over **100** of our team. We learned about the causes and impacts of climate change, as well as the vulnerabilities faced by different communities. It was important to us that the training was, and will continue to be, both informative and engaging, whilst allowing space for debate and discussion. We've ensured that the training was delivered from a scientific and objective point of view, bringing people of all levels of knowledge along the journey to understanding the climate crisis and their individual agency.

It's fair to say that some of the themes can be emotionally challenging, especially surrounding a full day of in-depth learning. We tried to balance this by reminding the team of the importance of looking after their mental health, providing space for discussion during breaks and finishing the day focusing on action.

With the help of our trainers, we asked for feedback after the sessions to understand how effective the training was in raising awareness of climate change and increasing motivation to act, as well as how to improve the training going forward. We made sure to listen to any suggestions for improvement, which we will consider for future training, and of course we welcomed any encouraging feedback. We've been so pleased to see the positive outcome of the training, with **90%** of participating employees saying they would recommend the training to others.



**102**

employees have received Carbon Literacy training



**94**

of these employees are now certified as Carbon Literate



**60%**

of our overall team is now Carbon Literate



## EMPLOYEE CLIMATE ACTIONS

Following the training, our Carbon Literate employees committed to two carbon reduction actions with each focusing on what can be done by individuals, and together in groups, to reduce carbon emissions at work. We were delighted to see just how varied our employees' climate commitments were across all our departments, demonstrating a deep understanding and consideration about the many ways they can make a difference. One of our key focuses is how best to track the progress of our employee's carbon literacy actions and making sure they have the support they need to achieve what they set out to do. Investigating and trialling the best way to do this will continue into 2025 but we are committed to encouraging employees to share their actions with others and to seek out support from the Sustainability team and the wider business.



## MOVING FORWARDS WITH CARBON LITERACY

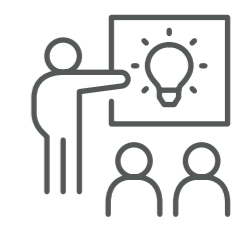
As a result of our training and further company commitment, we are proud to say that Bryt Energy is the **first renewable electricity supplier\* to become Carbon Literate!** The Carbon Literacy programme has four tiers of accreditations – Bronze, Silver, Gold and Platinum. Our Silver accreditation demonstrates a widespread understanding of the climate crisis across our team and our team's commitment to climate action, with a significant portion of our workforce now certified as Carbon Literate. We're also continuing to advocate for climate education by raising awareness of the benefits of the Carbon Literacy training programme to other businesses, via our social media channels and our blog, which you can read more on, [here](#).

## GOING FORWARDS

Going forward, we have plans to connect employees with similar commitments to each other, in order to help them in progressing with their planned actions by supporting each other. We will continue to embed awareness around sustainability throughout our team by facilitating future training sessions in 2025, curating follow-up sessions with interactive activities, and featuring the themes of Carbon Literacy within our induction process for all new team members.

This process is ongoing and will change and develop, as we discover what best resonates with our employees. As a Silver Carbon Literate Organisation, we will continue to work hard to empower our team to drive change at Bryt Energy and as individuals with agency.

## EMPLOYEES' THOUGHTS ON THE TRAINING



*"Really informative and helpful in laying out the scientific foundations around climate change, and it was made to feel relevant to how individuals and businesses can make a difference in tackling it."*

*"When you hear about climate change almost every week in the news, you almost become desensitised to it. It's good to understand how real the threat is."*

*"It's so relevant to our company and role, and it's in our best interest for us all to be trained on it. If everyone was trained to the same level on this, it would be easier for us to work together to help minimise our carbon footprint and understand why these actions are important."*

*"The training has definitely influenced me to start making better choices in my personal life and at work."*

*"Everyone can do their bit, within their individual ability. Some is better than none!"*

*"It's eye opening and very worthwhile."*

*"Fun, engaging, knowledgeable and interesting. Also, very thought provoking."*



# NEXT STEPS



We will continue to engage with the National Grid regarding their targets in reducing SF<sub>6</sub> emissions, to ensure that we are aligned and can be transparent about our own challenges.



We will continue to embed sustainability into our team, ensuring that the themes of Carbon Literacy are built into company training initiatives and induction processes, and will provide ongoing support for employees with their Carbon Literacy actions within these processes.



We will continue to engage with suppliers through a programme of work with our partner EcoAct, which will define a targeted approach towards our high emitting categories and larger suppliers.

# TRUSTED BY NATURE



## AT A GLANCE



We exceeded our industry smart meter installation target and continued to install meters for the remainder of 2024



We continue to be EBITDA positive<sup>10</sup>



We are part of the Statkraft Group, who has an **A credit rating**<sup>11</sup> and Score A- on CDP Climate Change



We undertook our first **ESOS (Energy Savings Opportunity Scheme) audit**, to identify energy saving opportunities for our office and our business travel



## SPOTLIGHT ON TRUSTED BY NATURE

Last year, we embraced the regulatory changes to increase transparency regarding Third Party Intermediary (TPI) Commission Transparency, which was rolled out as part of Ofgem's Non-Domestic Market Review. We've welcomed this change, which aims to make energy consultants' commission fees more visible to customers in their contracts, as we want to always be fair and clear in our contracting, so that customers can make informed choices.



<sup>10</sup> Earnings Before Interest, Taxes, Depreciation and Amortisation (EBITDA)  
<sup>11</sup> Based on Standard & Poor's long-term credit rating. You can find out more on Statkraft's credit ratings, here: <https://www.statkraft.com/IR/credit-rating-and-analysis/>



## STATKRAFT AND BRYT ENERGY

With 130 years of renewable energy expertise from Statkraft, these core values of being sustainable and trusted were integral from the inception of our business. We've only ever supplied our customers with zero carbon, 100% renewable electricity\*, making SDG 7 - Affordable and Clean Energy - a natural choice for us to commit to.

Here, Statkraft highlights tangible decarbonisation solutions that will ensure our pathway towards a sustainable energy future is collaborative and effective. To read our summary of the report's findings, visit [here](#). Or, read more in their latest annual report, [here](#).

Founded in Norway, Statkraft is a leading international hydropower company and Europe's largest generator of renewable energy. Their expertise, as well as their **A credit rating**<sup>12</sup> and **Score A- on CDP Climate Change**, helps make Bryt Energy a secure, trusted and reliable electricity company that our customers can rely on, now and in the future.

Since 2006, Statkraft has invested over £1.4 billion in the UK's renewable energy infrastructure. They are a leading provider of long-term power purchase agreements in the UK, a key player in the UK green hydrogen market, and are working on pioneering solutions to support a low carbon energy system, such as their Greener Grid Parks, which help keep the electricity grid networks stable.

For the ninth consecutive year, Statkraft has released their Green Transition Scenarios report. Prepared by Statkraft's strategic analysis team alongside experts in various other fields, the report thoroughly researches and outlines three possible scenarios for the global journey to net zero.

\*Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services  
<sup>12</sup> Based on Standard & Poor's long-term credit rating. You can find out more on Statkraft's credit ratings, here: <https://www.statkraft.com/IR/credit-rating-and-analysis/>



## ENSURING WE'RE A TRUSTED SUPPLIER

At Bryt Energy, we believe strongly in transparency and accountability, and aim to instil this into every aspect of our business.





*It's important to us to have a clear no-blame culture for our employees in cases of potential breaches of regulations. This is vital to enable transparency within the business, allowing us to learn from our mistakes.*

**Duncan Forsyth, Finance Director**

*Customers want to make sustainable choices, and need clear and accurate information to be able to make the decision on what's right for them. That's why, in line with the Competition and Markets Authority's Green Claims Code, we're determined to do all we can to ensure our partners and customers have the facts they need for procuring renewable electricity and confidently sharing their sustainability efforts with others.*

**Ceri Barker, Marketing Manager**



### RESPONSIBLE OPERATIONS

We're always working to make sure that we meet regulations responsibly and transparently. Although we haven't had any regulation breaches in 2024, this hasn't stopped us from establishing additional preventative measures and clear processes to follow, should one occur.

Regular training of our employees and ensuring that there is a clear process for recording and reporting breaches help mitigate risks and highlight their importance to our growing team.

We want to be here to support our customers, now and in the future, which means ensuring that we are financially sustainable to deliver our purpose. Whilst continuing to be EBITDA positive, we have been growing our business in a considered and intentional way, by investing in our people, systems and new products.

We are also careful about making sure that we are the right partner for each customer. This means that our portfolio can, and will, change as we evolve – but our commitment to our purpose remains.

### RESPONSIBLE SALES

We're committed to a fair procurement approach that puts the customer's needs at the heart of the process.

We want to be partners with our customers, and ensure that they receive the products and supply contract that is best for their business' needs. Our relationships with our customers and their energy consultants are collaborative, as we listen to them about the products they need - whilst also being willing to challenge and provide our expertise and advice. We also only work with energy consultants that align with our values, making sure that we follow Statkraft's **Code of Conduct**, which outlines the company's fundamental principles for responsible behaviour, within contract procurement of any kind.

### RESPONSIBLE MARKETING

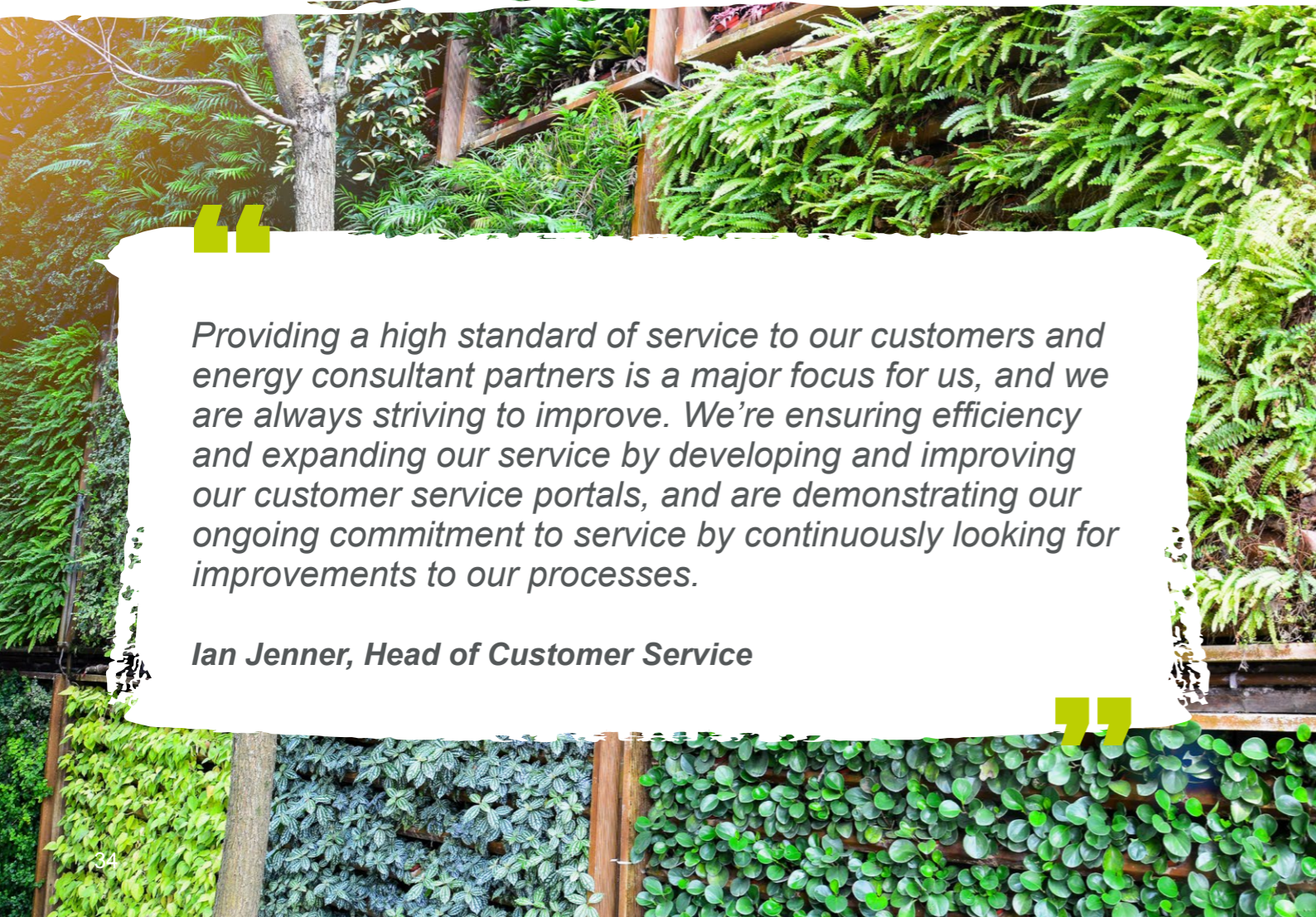
We love to be creative but transparency is key to us, so we've also provided more detailed information across our marketing suite to ensure that our customers can make clear, informed choices about what products are best for them. This included informing customers about what exactly makes up their electricity supply, based on how the electricity industry works, and explaining how customers can report their electricity as renewable.

# OUR CUSTOMER SERVICE

We're committed to ensuring we live our trusted values in our operations and customer service. We always want to offer the best service possible and we're continually looking at ways we can improve how we work with our customers and partners. Over the past year, our dedicated Strategic Account Customer Service Team has continued to grow, allowing us to offer larger customers a more bespoke service for their complex supply products.

We value and pride ourselves on our great customer service and our team of experts, who are happy to help with any enquiry. However, we also want our customers to feel secure and supported beyond our team's working hours. That's why last year we worked on developing an **improved customer portal**. These developments allow our customers and energy consultant partners to submit meter readings, view bills, and have access to their account and half-hourly data with ease.

As a demonstration of our commitment to improving our customer service, we have also joined the **Institute of Customer Service**, an independent professional membership body. The Institute have already provided us with valuable advice about areas to improve the service our customers' receive, and we are looking forward to continuing to improve through the Institute's tools, insights and support.



*Providing a high standard of service to our customers and energy consultant partners is a major focus for us, and we are always striving to improve. We're ensuring efficiency and expanding our service by developing and improving our customer service portals, and are demonstrating our ongoing commitment to service by continuously looking for improvements to our processes.*

**Ian Jenner, Head of Customer Service**



## ENERGY CONSULTANT FEEDBACK

We recognise the importance of collaboration and working together alongside energy consultants as our partners.

We view them as an extension of our team, and so we are happy to see the positive findings from our survey with our energy consultants, but also important constructive feedback that we can work on into 2025.



Overall experience

**4.33/5**



Easy to work with

**4.28/5**



## NEXT STEPS



We're continuing to evolve our contract and product offerings to support British I&C (Industrial and Commercial) businesses in the energy transition - all whilst continuing to provide transparency around our products, to help our customers make clear and informed choices about their supply contracts.



Customer service remains a priority for us, and we plan to make progress in the Institute of Customer Service accreditation program to make sure we are delivering the service that our customers expect and deserve from us.

# PASSIONATE BY NATURE



## AT A GLANCE



86% of our employees said they're proud to work for our company, with 13% neutral



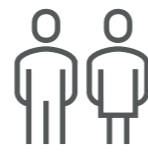
13 promotions in 2024



Provided an average of 4.3 training days per person in 2024



Living Wage Employer for the third year - including third party employees such as cleaners



Board gender divide: 25% female, as of December 2024



## SPOTLIGHT ON PASSIONATE BY NATURE

In September 2023, we launched a new employee platform, YourBryt, to better connect our teams and streamline our HR processes. In the last year, we launched new functionalities, including creating areas to recognise the hard work of individual members of our team, as well as communities dedicated towards various hobbies and passions outside of work to unite like-minded people.

We recognise that working in an environment that balances the values of working both at home and at the office can have its own challenges in staying connected to the rest of the team and building bonds. So we want to provide every opportunity to encourage our teams to **embody our values and culture** – and to make sure Bryt Energy remains a **positive, diverse and inclusive** place to work.

As a result of employees connecting over their shared hobbies on YourBryt, our employees have hosted weekend hikes, as well as Walk and Talk outings to exciting exhibitions and locations across Birmingham.

Our Bryt Energy running group also participated in Hyrox, an indoor fitness competition, which allows those in our team that are passionate about fitness to challenge themselves in a competitive setting and meet like-minded individuals.



*I've really enjoyed getting involved with various group physical activities with my colleagues last year. Bryt Energy provides a great culture and platform to try new ideas, and I find it helps to bring people together from various corners of the company. I am an ambassador for mental health support for all our colleagues and believe in the positive impact keeping active can have on your wellbeing, so I like to advocate and get involved wherever I can!*

**Adam Davis, Financial Planning and Analysis Manager**



**WITHOUT OUR INCREDIBLE TEAM, WE KNOW WE WOULDN'T BE ABLE TO DELIVER ON OUR PURPOSE.**

That's why we're always looking for new and engaging ways to make Bryt Energy a positive, diverse and inclusive place to work - whether that's at home or in the office. To help us get it right, and identify areas for improvement, we conduct an annual employee engagement survey.

Our recent survey results show that 86% of our employees are proud to work for Bryt Energy, with 13% neutral. Growing our business in a hybrid world unavoidably comes with challenges and presents elements that we need to work on - such as improving collaboration and communication - but the insight we get each year is invaluable to help us understand our teams, so that we can continue to improve our working environment.



## PASSIONATE ABOUT OUR PEOPLE

### EMPLOYEE TRAINING AND DEVELOPMENT

Growth and development are key to attracting and retaining our talented team, so we endeavour to support this through comprehensive training initiatives. In 2024, our approach included a review of our current induction process for new employees, aiming to make the process as beneficial and insightful as possible. We responded to feedback from new starters by incorporating a phased approach to ensure that new employees receive the right level of information at the right time. In this way, we aim to give our employees the best possible start, ensuring that they have everything they need to thrive in their new roles.

Opportunities for continuous personal and professional development are essential for wellbeing and a positive working environment. As such, we are thrilled to have undertaken our third cohort of the Aspiring Manager Programme, which provides our employees with skills that will support their potential career paths. Our commitment to growth led to **13** promotions within the company between January and December 2024, and our continued investment in employee development is reflected in an average of **4.3** training days per employee.



*I went through the Aspiring Managers Programme and found the experience to be invaluable. This experience helped me refine some of my natural ability whilst developing some new skills, such as presentation, writing and people skills, that I massively underestimated previously. My biggest takeaway from the course would be self-improvement, especially in my confidence, which encouraged me to apply for a role that I thought was a long shot - and I was offered the role. I am very thankful to have been offered this experience, and I would implore anyone interested in progression to take this opportunity and challenge yourself to be the best you that you can be.*

**Brandon Haycock, Strategic Account Executive**



### EMPLOYEE WELLBEING

It's not only professional growth that we continue to prioritise. As well as developing their career skills, we have continued to ensure that we are taking care of our employees' wellbeing. This includes:



Automatic enrolment in a health plan, which financially supports our employees when accessing various health and medical care.



A menopause policy to raise our team's understanding and detail the support available to those experiencing symptoms.

Access to private medical cover with Bupa UK.

We also know that providing support for our employees' mental health is equally as important as protecting their physical health, and we are proud to say that over 5% of our team are qualified Mental Health First Aiders (MHFA). We believe it is important to raise awareness for mental health and create opportunities to discuss and destigmatise issues we may all experience.

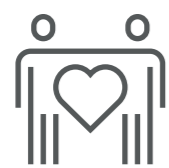
Our MHFA team have been trained in how to identify and help someone who may be experiencing a mental health issue, and they help us to provide vital support for our employees' wellbeing.



*We have made it a priority to provide avenues for employees to discuss mental health and connect to others. Activities such as our mental health walks offer space for our staff to de-stress and access support through community. It is our mission to open up discussion about mental health, making our workplace a healthier, happier environment.*

**Mental Health First Aiders**





## SUPPORTING EMPLOYEE WELLBEING THROUGH OUR NEW OFFICE

Since COVID-19 in 2020, we at Bryt Energy have continued to operate a working approach that balances both the **values of working at home and at our office**. Over the years, our employees' needs have evolved, with collaboration and connection becoming paramount to our employees' days at the office. In reaching out for feedback through employee surveys, we have learned that a larger office that enables choice, more rooms for collaborative work and enhanced facilities would be beneficial in supporting our growing team.

In October, we excitedly announced our new office space at Cornerblock, in Snow Hill, Birmingham. Cornerblock not only have sustainability plans that align with our own, but also share our commitment to employee welfare. The building team runs events to better connect its tenants, and will provide our team with access to facilities such as a new weights studio, a cardio gym, expanded social space through a roof terrace, and a new, secure bike store for employees who choose to cycle to work. In the coming year, we are confident that our new office space will help us towards our sustainability goals, whilst supporting our talented team.

You can read more about our new office space in their recent press release, [here](#).



*Without our amazing team, we wouldn't be able to deliver our purpose. As such, we are always eager to respond to feedback about what they need in order to work at their best. For 2025, we've introduced a 'Celebration day' for our team - meaning an extra day of annual leave to spend on recognising a significant personal celebration of their choice, such as birthdays or other occasions. The 'Celebration day' is all about our team as individuals and enhancing their work-life balance. It's been fantastic to be able to give something back to them, when they give Bryt Energy so much.*

*Heidi Wilbor, Customer Operations and HR Director*





## EQUALITY, DIVERSITY AND INCLUSION

Our Equality, Diversity and Inclusion (EDI) Champions - a key group of employees who promote, celebrate and raise awareness of important topics – have focused on observance days and events, providing opportunities for our team to gather and recognise the wide range of causes that are important to them. These include religious and cultural events such as Eid, Diwali, Ramadan, and St. George’s Day, as well as those aimed to spread awareness, such as Black History Month, South Asian Heritage Month, International Women’s Day, Race Equality Week, and Birmingham Pride.

For many of these, our EDI team provided resources to educate our team on the significance of the days, signposting events in the local area and hosting in-office activities such as quizzes, and providing cultural food to celebrate.

Our EDI Champions help ensure we are offering a safe, fair and equitable place to work. Last year, we also partnered with specialists in workplace EDI, **The Equal Group** (TEG), to help enhance our commitment to equality, diversity, and inclusion, and inform our long-term EDI strategy.

Working with TEG, our EDI team and other colleagues from across the business attended a strategic vision workshop to gather feedback on their experience working at Bryt Energy, highlighting any changes they’d all like to see. As a result, our EDI Champions created a mission statement and, with the help of TEG, plan on working to expand their strategy into 2025.



*I really enjoyed the strategic workshop with The Equal Group! They were extremely knowledgeable, professional and easy to talk to. The EDI Champions, sponsors, and a few other colleagues from across the business took part, and having such a mixture of individuals was really impactful. I commend everyone in the session for being so open, honest and vulnerable (Directors included!). Working with TEG reminded me that no one has all the answers. You can't know everything, particularly in an ever-changing landscape like EDI, but as long as we're open, respectful and committed, we can make a meaningful impact.*

**Ameenah Ali, Third Party Agency Performance and Contract Manager**



## EMPLOYEE VOLUNTEERING DAYS

We offer our employees one day of paid leave per year to dedicate towards volunteering for a cause that means something to them. In this way, our team are encouraged to give their time back to their communities and make a positive impact. In the last year, we've seen our employees spend their day with residents of care homes and providing gardening and DIY support at a local school for vulnerable children.





## PASSIONATE ABOUT SUSTAINABILITY

We recognise how important it is that our team are empowered with the understanding and knowledge to carry forward our purpose. That's why, over the last year, we've worked to ensure that this is a constant focus for us, which we have supported through Carbon Literacy training – see page 25.

### EMPLOYEE SUPPORT

We've continued to empower our employees to embrace sustainable practices. For the second year in a row, we celebrated Second Hand September with an in-office clothes swap, promoting sustainable shopping practices amongst our team.

We have also continued to actively support staff in using a range of employee benefits and policies that make it easier for them to live and work more sustainably. These policies are not new to us this year, but we know we need to continue to make our team aware of the support they offer.

These include:



The Climate Perks policy, which gives employees paid travel time when they choose to travel on holiday via land or sea rather than flying, encouraging low carbon travel.



The Cycle to Work scheme, which supports employees in adopting a more active lifestyle by helping them save money on a new bike, through monthly salary payments.



Our partnership with National Express, to provide our employees with discounts on local bus and train travel, ensuring that sustainable choices are accessible for everyone.



The Electric Vehicle (EV) Salary Sacrifice scheme, which allows our employees to buy a new or used zero-emissions electric car in a tax efficient way.



Being a Period Dignity Employer with Grace & Green, to make sure that our employees have access to free sustainable period products in all of our office bathrooms.



*Both my partner and I purchased cars through Bryt Energy's EV Salary Sacrifice scheme, and had very positive experiences. We had very quick deliveries for the cars and I was kept up-to-date throughout. A very smooth process!*

**Jonathan Cowley, Head of Operational Risk & Collections**



*I used the Climate Perks scheme during a trip to Disneyland Paris, adding an extra five hours each way to drive. Driving meant that we had no airport hassle and had the freedom to set off whenever we wanted. The journey to Paris was straightforward, and the process of collecting additional holiday hours for the journey was easy. I have also used the Cycle to Work scheme with Bryt Energy. This was so easy and stress-free to do, and saved me a lot of money on bus and train fare. I plan to cycle more as we move to the new office to take full advantage of this benefit.*

**Paul Blizzard, Senior Operational Analyst**





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*I used the Cycle to Work scheme last year as I wanted to make sure the whole of my journey was sustainable. Typically, I would take the car to the train station to then get into the office, but having access to a bike meant I had the option to take low-carbon transport for the whole of my journey. It also means I can incorporate being active as part of my commute, as well as reducing my travel emissions in my personal life.*

**Georgina Kilburn, Sustainability Specialist**

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*I was planning a family holiday to Brittany, which meant quite a bit of travelling, through use of the car and the ferry. The Climate Perks scheme meant I could compare this end-to-end travel time with the alternative air travel journey, and claim what amounted to another two days annual leave, which I then added onto the trip. It was quick to sort out and submit and was a lovely bonus to the holiday.*

**Cara Hamblett, Product Manager**

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## NEXT STEPS



We believe that recognising and rewarding the efforts of our team members is vital for motivation and promoting a positive work environment. In the future, we aim to continue to explore ways to acknowledge and celebrate our team's hard work.



We also plan to continue supporting our EDI Champions in developing our company EDI strategy, working to ensure that our workplace is a healthy, positive and inclusive place to be. We will also continue to assist them in celebrating and creating awareness for important causes in the future.



In making the move to our new office space in the coming months, we look forward to working with our new landlords to further curate a working space that supports a healthy work-life balance for our team, encouraging both creativity and wellbeing.



# PIONEERING BY NATURE



## AT A GLANCE



Developed **5** new products, including:

- working with Statkraft to offer Corporate Power Purchase Agreements (CPPAs) and opportunities for green hydrogen production
- products that support emerging sources of increased electricity demand as they decarbonise, particularly heating and transport



Hosted **2** webinars for our energy consultant partners, to educate them about emerging products for a changing energy landscape



Published **23** pieces of educational content on a variety of subjects, including thought leadership content to help businesses navigate the energy transition



Continued to offer **Battery Storage Optimisation and Demand Side Response (DSR)** services to help customers maximise the value of their electricity supply contracts and provide flexibility to the grid



## SPOTLIGHT ON PIONEERING BY NATURE

In 2024, we established a new Sustainable Business Leaders Forum, in order to make sure that sustainability and our purpose remains a priority for our leadership team, streamlining decisions and encouraging collaboration.

The new forum brings together senior representatives from across the organisation in order to give sustainability the voice it deserves, and to spur us into further action.



*The new Sustainable Business Leaders Forum has been so powerful in influencing communication and collaboration on sustainability. Having a space to centralise discussions with senior members across all areas of the business has streamlined the process of driving change, boosting momentum in making impactful decisions about how we can become a more sustainable business. I'm looking forward to seeing how the forum can continue to help us propel our Bryt by Nature framework and deliver our purpose further in 2025.*

*Kat Wilton, Head of Marketing and Sustainability*



### GOOD GRID CITIZENSHIP

To enable the transition to net zero, every business will need to be more involved in the energy system, acting as 'good grid citizens' to embrace a system that works for all of us. The term 'good grid citizenship' is about using the electricity network responsibly, thinking about the grid as not just something that services us but something that is shared, so that it works for everyone. We'll all need to think and act differently - not just about how much electricity we use, but how and when we consume it. The more consumers can harmonise their energy usage in line with renewable generators, the easier it will be to support a system powered on renewables.

### NEW PRODUCTS TO SUPPORT CUSTOMERS' NEEDS

On the journey to net zero, the energy landscape is evolving and, likewise, our customers' needs are changing too. As a supplier, we play a key role in this, and we want to use our influence to help our customers use electricity more intelligently and sustainably, supporting the energy system in making the transition to net zero.

That's why, in 2024, we created a new **Product and Proposition Team**, who bring vast industry knowledge and expertise.

They will facilitate a greater range of pioneering products for our customers' evolving needs; not only to address their current requirements, but also anticipate their future needs, helping them in the best direction for their energy procurement.

With the energy landscape changing at a rapid pace, we knew we needed to bring together our eager, innovative minds and work better together across the business, if we were to create the new products and solutions our customers need. Our new **Product and Proposition team** have helped to facilitate this collaboration, to develop an exciting roadmap of products and services that complement and optimise our customers' sustainable energy activities.

## PROGRESS SO FAR

In 2024, we launched our new electricity supply product, Pure Flex Blend. Pure Flex Blend is a variation of our flex electricity supply contracts, and offers customers another option should they wish for greater control over their electricity profile, ensuring they're able to choose the contract that truly suits their needs. This product is a stepping stone in enabling customers to fully manage their electricity usage – something we will need to see more of in our journey towards net zero.

## PRODUCTS WITH STATKRAFT

We're also delighted that, as part of the Statkraft Group, we're now able to offer our customers a wider range of renewable procurement options through CPPAs and green hydrogen solutions. We know that achieving net zero will need everyone to work together and we're proud to be able to provide our customers' access to innovative opportunities like these through our wider group.

**Corporate Power Purchase Agreements (CPPAs)** are long-term energy procurement agreements between a customer and an energy generator (or their offtaker), such as a wind or solar farm. Through a CPPA, generators commit to provide **long-term renewable power** (and REGOs) to businesses, and businesses can demonstrate a direct link to a specific renewable energy asset.

**Green hydrogen** is a low-carbon alternative to gas, produced through the electrolysis of water using renewable energy, and presents an opportunity for businesses, particularly large gas users or those in hard-to-abate sectors, to decarbonise.

## EDUCATING THE INDUSTRY

By supporting other businesses in sharing information, we believe we can all learn from each other. This can pave the way for innovation and better ways of working, helping everyone achieve a more sustainable future, faster.

That's why in 2024, we focused on our broader partnerships and educational initiatives to connect and share our expertise on energy procurement and navigating the changing energy landscape with a range of audiences. We want to empower and help businesses in making informed choices about their own sustainable energy journeys. This included speaking at events, such as **BusinessGreen's Net Zero Festival 2024** and **the Southern Sustainability Partnership's Big Sustainability Expo 2024**, where we discussed how to develop a business energy strategy that is fit for a net zero future.

We also hosted our own webinars on understanding Corporate Purchase Power Agreements (CPPAs) and green hydrogen, to educate our energy consultant partners on the role these can play in achieving net zero.

## KEY CONTENT IN 2024

In total, we published 23 pieces of educational content this year, directing our focus towards explaining how the energy industry functions now, how it will evolve with the energy transition, and the impact that will have. Examples include:

- an **article** with BusinessGreen, highlighting the 'three things businesses should consider for electricity procurement in the energy transition'
- a **video** on 'What will a net zero energy system look like?', to explain the future of the energy industry
- a **Q&A** explaining the benefits and considerations of CPPAs as a procurement option

## ENERGY MARKET UPDATE

To further share our expertise and knowledge with our customers, last year, we've added a new section, '**Bryt Energy Market Update**,' to our monthly policy update, Bryt Insight. This section outlines the trends in the energy market and what has impacted them, based on internal expertise from our Commercial Team. This includes short-term and long-term wholesale electricity prices as well as the latest updates on the prices of Renewable Energy Guarantees of Origin (REGO) certificates.



In 2024, we also joined the UK's largest energy trade association, **Energy UK**, and **The Association for Decentralised Energy (ADE)**, which acts as an advocate for integrated energy delivery. Associations like these are instrumental in focusing discussion about the energy industry, allowing us to work together with likeminded peers to find solutions, together. We are eager to play our part in shaping the conversation about the future of our sector, so we look forward to working with Energy UK and ADE towards a shared sustainable future.



## NEXT STEPS



We will continue to develop new products for our customers, ensuring that they have everything they need to reach their sustainability ambitions, now and in a net zero future.



Whilst we are currently working with customers that have flexible assets as a supplier, we are also considering how we can work with them in additional roles, to offer greater **flexibility beyond the wholesale** electricity market. We're exploring wider developments in the commercial use of flexible consumption, at both national and local levels, in order to help customers get maximum value from their flexibility and support the grid at the same time.



# KEY LEARNINGS

Throughout our progress in the year, we came across several key learnings to take into 2025, which we always share in case other businesses may find them helpful for their own sustainability journeys.

## COLLABORATION IS KEY

We can't reach a sustainable energy future alone. With value chains inextricably linked, we all have to collaborate – within our own organisations, with suppliers, and with third parties – to create a joined-up strategy, if we are to make net zero a reality.

Throughout the last year, we tried to do this by sharing our knowledge and experiences across our wider sphere of influence. This included speaking at sustainability events, hosting educational webinars for our partners, releasing articles on the changing energy landscape and joining energy trade associations. We hope that by being part of the conversation and sharing our learnings, we can help achieve a more sustainable future, faster.

## THE EVOLVING NATURE OF THE ENERGY LANDSCAPE

It's been evident that the energy transition is a continuously evolving space, with new information and solutions always emerging, as we all look to understand how we can ensure our energy system can accommodate more renewable energy.

It's important that suppliers and others involved in the energy industry constantly pay attention to key developments and trends, both now and in the future. It's essential that we all share this information in an accessible way, simplifying complicated aspects of the energy transition for mass adoption.



## EMPLOYEE ENGAGEMENT IS ONGOING

We know that delivering our purpose is not possible without our incredible team and, whilst sustainability is led by the board, we need every employee engaged to be able to drive change.

A big part of educating and engaging our team in 2024 has been through our Carbon Literacy training. We're proud of the positive feedback we've received from our team – in how the training has inspired them to have meaningful conversations and take action on climate change, within their own spheres of influence.

Even so, we know the training doesn't stop there, and we need to support our team in moving forwards with their carbon reduction actions this year.

We've also found from feedback that everyone learns in different ways. Whether that be the format of the training or the length of sessions, we will take these different preferences into consideration, as we find new ways to engage with our team.

If your organisation is on a similar journey, it may be helpful to consider the various learning styles of your employees and to remember that engaging your team on sustainability is a continuous, incremental process.

## THE POWER OF FEEDBACK

In the past year, we've really discovered the importance of gathering and listening to feedback from employees, partners and customers, to enhance what we do.

By speaking to our customers, we've been able to better understand the various sustainability reporting initiatives they're part of, and provide both greater detail and a wider range of supply products to help them meet these requirements – something we will continue to develop this year.

With our employees, through a range of conversations and surveys, we've been able to understand the type of environment they need to be able to work at their best, and have considered our new office space with their feedback in mind.

We recognise that a team that feels listened to will be more empowered to deliver our purpose, so we plan to continue to foster a positive, supportive and productive environment for our team in the future.



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We're proud of everything our team has achieved over the past year, as well as the sustainable growth we've made as a business. We've made strides in furthering our Bryt by Nature framework – but becoming a better business is an evolving journey and we still have work to do.

The energy sector is a fast-moving and dynamic landscape. We are aware of the important role we have to play in this and are passionate about helping to shape the conversations around the future of our industry.

We're always eager to improve ourselves year-on-year. Listening and acting on feedback from our employees and our customers has been instrumental to our continuous growth, and we'll continue to prioritise this in 2025.

If you have any feedback for us about this year's sustainable business report - or suggestions for ways that we can improve on our journey to becoming a truly sustainable and responsible business - please get in touch at [heretohelp@brytenergy.co.uk](mailto:heretohelp@brytenergy.co.uk).

Ian Brothwell, Managing Director at Bryt Energy

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# GLOSSARY

## CLEAR DEFINITIONS, CLEAR EXPLANATIONS

Here's a selection of useful terms we've used throughout our report, designed to provide clarity and insight.

- **Carbon intensity** - this is the measure of how much carbon is created in relation to an activity, e.g. electricity supply.
- **CEDA** is a database providing average carbon data for industries, activities and categories. We calculated our Scope 3, Category 1 and 2 emissions based on our financial spend and using the CEDA database.
- **Climate Perks** - Climate Perks is an employee benefit scheme which provides paid travel time to employees who elect to travel on holiday via land or sea rather than via air, encouraging staff to travel abroad sustainably by compensating the time difference. To find out more about the scheme, visit Climate Perks' website, [here](#).
- **CO<sub>2</sub>e** - Carbon dioxide equivalent. This is the universal unit of measurement used to indicate the global warming potential (GWP) of each of the six greenhouse gases, expressed in terms of the GWP of one unit of carbon dioxide. For example, we take the global warming potential of SF<sub>6</sub> and convert it to the carbon dioxide equivalent so that we can compare each source of our emissions. When we talk about carbon emissions, we are referring to all greenhouse gases.
- **Corporate Power Purchase Agreements (CPPAs)** - long-term energy procurement agreements between a customer and an energy generator, such as a wind or solar farm, or their offtaker. Through a CPPA, generators commit to provide long-term renewable power (and REGOs) to businesses, and businesses can demonstrate a direct link to a specific renewable energy asset.
- **Green hydrogen** - A low-carbon alternative to gas, produced through the electrolysis of water using renewable energy, and presents an opportunity for businesses, particularly large gas users or those in hard-to-abate sectors, to decarbonise.
- **GWP** - Global warming potential. Greenhouse gases warm the Earth by absorbing energy from the Sun and decreasing the rate at which this energy (heat) escapes into the atmosphere. There are six greenhouse gases, with each one having a different global warming potential (their ability to prevent heat from leaving the atmosphere). GWP is used to convert all greenhouse gases to carbon dioxide equivalent (see above).
- **Net zero emissions** - The IPCC states net zero emissions are achieved when human-caused GHG emissions are balanced by removing the same quantity of emissions from the atmosphere over a specified period of time<sup>13</sup>.
- **Renewable Energy Guarantees of Origin (REGOs)** – REGOs are certificates issued to renewable generators per megawatt hour of renewable electricity generated. These are purchased by suppliers and demonstrate to the consumer (and Ofgem) that the equivalent of their supplied electricity in a given year came from renewable generation. Without sufficient certificates, suppliers cannot claim to be providing a renewable supply.
- **SBTi** - The Science Based Targets initiative is a partnership of global organisations including CDP, the United Nations Global Compact, World Resources Institute and the World Wide Fund for Nature. The SBTi helps businesses by defining and promoting best practice in science-based target setting. For us, this has meant going through a robust process of being independently assessed by a team of experts to validate our near-term targets and ensuring they align with the latest climate science.
- **SBTi's Net Zero Standard** - The SBTi's Corporate Net Zero Standard outlines how much and how quickly companies need to reduce GHG emissions in order to achieve net zero no later than 2050. For most companies, net zero means reducing GHG emissions by at least 90% and neutralising any residual GHG emissions on an ongoing basis.
- **Sequestration** - This is the capture and storage of carbon dioxide (CO<sub>2</sub>), thus removing it from Earth's atmosphere through either natural or artificial processes.
- **Scope 1** is a category within carbon footprinting, and covers direct carbon emissions from sources under our control, e.g. our gas usage.
- **Scope 2** covers indirect carbon emissions from the generation of purchased electricity. There are two methods for reporting these emissions:
  - **Scope 2 market-based method** - This reflects emissions from electricity that companies have purposefully chosen to procure and report on. Customers purchasing renewable electricity can report zero carbon emissions under the Greenhouse Gas Protocol Scope 2 market-based method.
  - **Scope 2 location-based method** - This reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data).
- **Scope 3** covers emissions over which we do not have direct control, but that we can indirectly influence, for instance through our supply chain or the stakeholders we work with.
- **SDG** - Sustainable Development Goals. Adopted by all United Nations Members States in 2015, the Sustainable Development Goals are a set of 17 goals that calls for urgent action to improve health and education, reduce inequality, and spur economic growth while tackling climate change and preserving nature.
- **SF<sub>6</sub>** - Sulphur hexafluoride is a gas with a global warming potential (GWP) 23,500 times greater than CO<sub>2</sub> and therefore one of the most potent greenhouse gases.
- **Sustainability** - Sustainability was defined by the United Nations Brundtland Commission in 1987 as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”<sup>14</sup>. At Bryt Energy, we see sustainability as more than just our environmental impact, we look at the long-term wellbeing of our employees, our contribution to society, as well as the financial stability and longevity of the business.
- **Value chain** - We use the term value chain in relation to Scope 3 emissions. It covers a company's upstream impact (e.g. supply chain) as well as its downstream impact (e.g. product use phase).

<sup>13</sup> <https://www.ipcc.ch/sr15/chapter/glossary/x-3/>  
<sup>14</sup> <https://www.un.org/en/academic-impact/sustainability>

# APPENDIX WITH DATA

Type of emissions	Activity	Emissions 2020 (tCO <sub>2</sub> e)	Emissions 2021 (tCO <sub>2</sub> e)	Emissions 2022*** (tCO <sub>2</sub> e)	Emissions 2023 (tCO <sub>2</sub> e)	
Direct (Scope 1)	Fuels	7.35	9.37	8.3	6.24	
	Refrigerants	0.00	0.00	0.4	0	
	<b>Scope 1</b>	<b>7.35</b>	<b>9.37</b>	<b>8.7</b>	<b>6.24</b>	
Indirect (Scope 2) Location-Based	Electricity	8.85	7.99	8.92	10.53	
	<b>Scope 2 Location-Based</b>	<b>8.85</b>	<b>7.99</b>	<b>8.92</b>	<b>10.53</b>	
Indirect (Scope 2) Market-Based	Electricity	0.00	0.00	0.00	0.00	
	<b>Scope 2 Market-Based</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
Other Indirect (Scope 3)	Category 1 - Purchased Goods and Services	502.91	565.11	381.55	384.76	
	Category 2 - Capital Goods	3.50	32.10	54.36	57.16	
	Category 3 - WTT Gas	0.96	1.60	1.41	1.03	
	Category 3 - WTT & T&D Electricity (Location based)		2.09	2.97	3.14	3.45
		Location-based reporting (retrospective for 2020 & 21)				
	Category 3 - SF <sub>6</sub> emissions		1748.98	2193.89	2261.55	2420.98
		SF <sub>6</sub> emissions from the National Grid				
	<b>Total Category 3 - Fuel and Energy-Related Emissions</b>	<b>1752.03</b>	<b>2198.46</b>	<b>2266.1</b>	<b>2425.46</b>	
	Category 4 - Upstream Transportation & Distribution	Not applicable - emissions associated with meters are now within Category 1				
	Category 5 - Waste and Water	0.24	0.11	0.15	0.19	
	Category 6 - Business Travel	3.08	1.50	5.37	7.85	
	Category 6 - Hotel Stays (optional)	0.20	0.35	0.69	0.9	
	<b>Total Category 6 - Business Travel &amp; Hotel Stays</b>	<b>3.28</b>	<b>1.85</b>	<b>6.06</b>	<b>8.75</b>	
	Category 7 - Employee Commuting	19.35	18.14	36.68	30.55	
	Category 7 - WFH (optional)	22.06	40.51	34.18	39.15	
<b>Total Category 7 - Employee Commuting &amp; WFH</b>	<b>41.41</b>	<b>58.65</b>	<b>70.86</b>	<b>69.7</b>		
Category 8 - Upstream Leased Assets	Not applicable**					
Category 9 - Downstream Transportation & Distribution	Not applicable**					
Category 10 - Processing of Sold Products	Not applicable**					
Category 11 - Use of Sold Products		0.00	0.00	0.00	0.00	
	Assessed as zero as Bryt Energy's sold product is 100% renewable electricity*					
Category 12 - End-of-Life Treatment of Sold Products	Not applicable**					
Category 13 - Downstream Leased Assets	Not applicable**					
Category 14 - Franchises	Not applicable**					
Category 15 - Investments	Not applicable**					
<b>Scope 3 Subtotal</b>	<b>2303.38</b>	<b>2856.28</b>	<b>2779.08</b>	<b>2946.01</b>		
<b>BRYT ENERGY GROSS EMISSIONS (Location-Based)</b>	<b>2319.58</b>	<b>2873.64</b>	<b>2796.7</b>	<b>2962.77</b>		
<b>BRYT ENERGY GROSS EMISSIONS (Market-Based)</b>	<b>2310.73</b>	<b>2865.65</b>	<b>2787.78</b>	<b>2952.24</b>		
<b>Scope 3 emissions by physical intensity (kgCO<sub>2</sub>e per MWh)</b>	<b>1.16</b>	<b>1.07</b>	<b>0.88</b>	<b>0.88</b>		

\* Please visit <https://www.brytenergy.co.uk/100-renewable-electricity/> for more information on our products and services  
 \*\*In 6 of the 15 Scope 3 categories, carbon emissions were identified and calculated. The remaining 9 were assessed and found to be either zero or not applicable to our operations - for example we do not have any leased assets, and nor do we have any franchises.  
 \*\*\*Data for 2022 has been restated following identification of errors during the 2023 carbon footprint calculations. This has resulted in a total increase of 32.6 tCO<sub>2</sub>e. We calculated part of our Scope 3, Category 1 and 2 emissions based on our financial spend and using the CEDA database. This database provides average carbon data for industries, activities and categories.



## 2023's energy, water, waste & refrigerants:

Electricity consumed (MWh)	Water consumed (M <sup>3</sup> )	Gas consumed (MWh)	Refrigerant top up (kg)	Waste (tonnes) Calculated based upon percentage of building waste
50.84	370.86	32.27	0	Recycled 0.85 Incinerated 1.43 Landfill 0





**Bryt**  
By nature

# JOIN OUR JOURNEY

If you have any questions or want further information about our organisation, our friendly team of experts will be happy to talk to you. You can contact them, [here](#).

In addition, if you too are passionate about sustainability and are interested in joining our team, finding out more about a Bryt Energy electricity supply contract, or a potential partnership, visit our website, [here](#).