



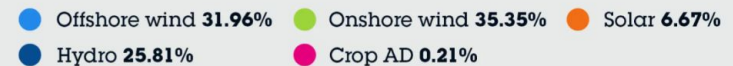
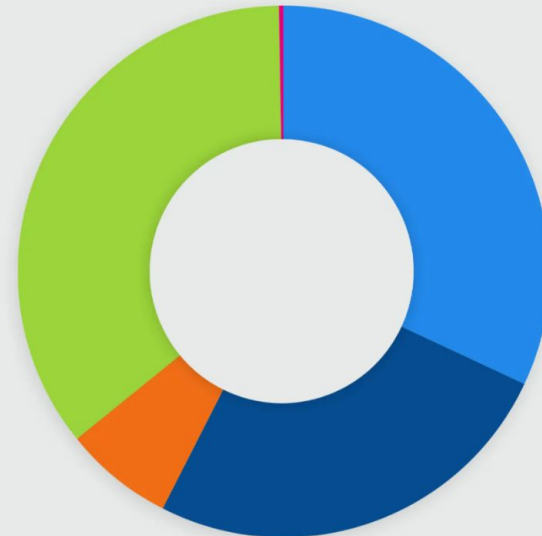
Matched Energy

Each year, every UK energy company has to publish where its electricity supply comes from. While the industry average for renewable energy is around 40%, Ecotricity supplies 100% green electricity to its customers.

The chart to the right demonstrates where our electricity came from during 2024/25, with the mix including offshore wind, onshore wind, solar and hydro.

Fuel	Electricity Supplied by Ecotricity Ltd.	UK Average
Coal	0%	5.9%
Natural Gas	0%	33.3%
Nuclear	0%	16.2%
Renewables	100%	42.1%
Other	0%	2.5%
Total	100%	100%

Where our energy comes from (2024/25)



[About Us](#)[Our Energy](#)[Our Tariffs](#)[Business](#)[Our Blog](#)[My Account](#) [JOIN US TODAY](#)

100Green electricity fuel mix

1st April 2024 - 31st March 2025

Coal	0%
Natural Gas	0%
Nuclear	0%
Renewables	100%
Other	0%

UK electricity fuel mix

1st April 2024 - 31st March 2025

Coal	5.9%
Natural Gas	33.3%
Nuclear	16.2%
Renewables	42.1%
Other	2.5%

ELECTRICITY FUEL IMPACT

This is the environmental impact compared to the UK average. Again, this is for electricity only as there is no official gas impact measurement.

100Green impact

Carbon dioxide emissions	0.00g per kWh
High level radioactive waste	0.000g per kWh

UK fuel impact

Carbon dioxide emissions	154.00g per kWh
High level radioactive waste	0.007g per kWh



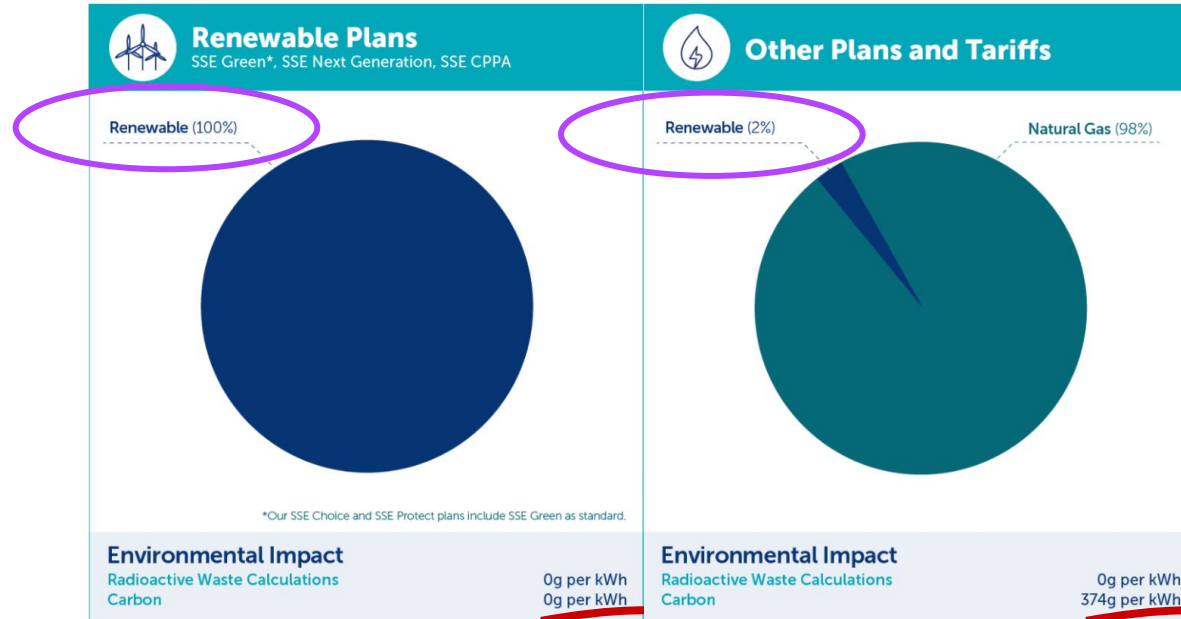
Contact customer services: 0345 725 2526

Get in touch

SSE business energy plans and tariffs

This section shows the energy sources used for our different plans and tariffs. Our renewable plans include [SSE Green](#), [SSE Next Generation](#) and [SSE CPPA](#). Our other plans include all non-renewable plans and the [SSE Variable Business Rates](#) (VBR).

Standard fuel mix - Our plans 2024/2025



"100% Renewable"

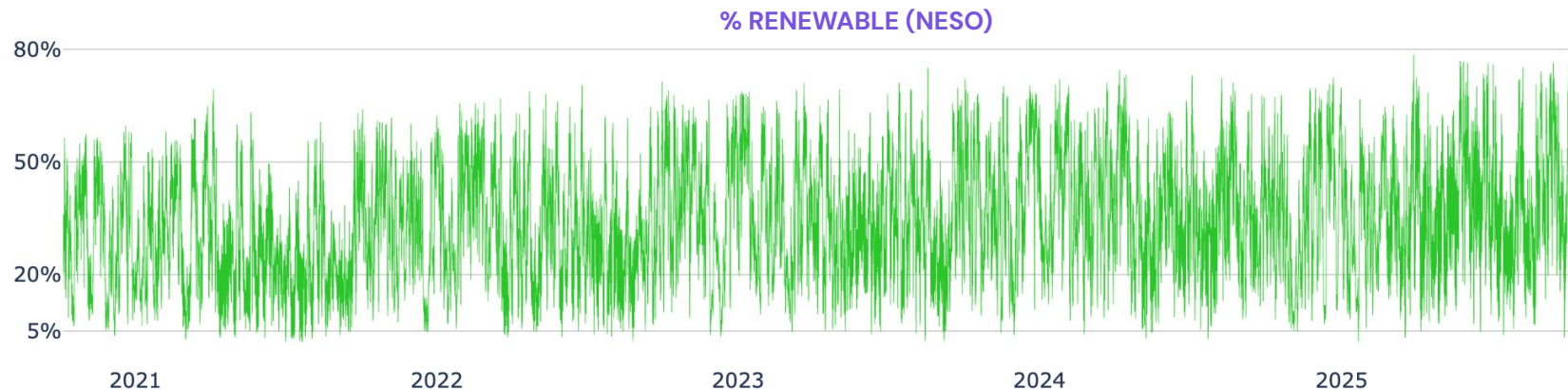


" 9 million British households are on green tariffs – over half of new electricity tariffs are '100% renewable' or 'green' [BEIS, 2021](#)

"100% Renewable"



" 9 million British households are on green tariffs – over half of new electricity tariffs are '100% renewable' or 'green' [BEIS, 2021](#)



"100% Renewable"



" There is confusion around green tariffs... 31% incorrectly think a green tariff means all the energy they use is generated from renewable sources. [Ofgem, 2021](#)



1. What underpins renewable claims – why are they misleading?
2. What would be a better system – how would suppliers perform?
3. Can we harness the renewable market to accelerate Clean Power 2030?

About Matched



WE ARE:

Independent,
not-for-profit, tracking
renewable supply with
public data.

OUR GOALS:

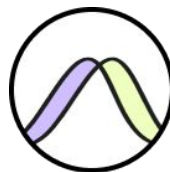
Recognise **suppliers**, help
consumers, and drive
regulatory reform.

CONTRIBUTORS:



UNIVERSITY OF EDINBURGH
Business School





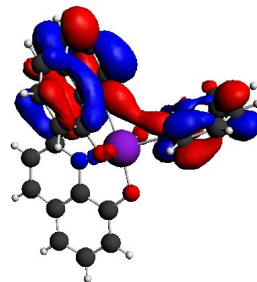
FOUNDER, MATCHED



TESLA ENERGY



ECOFACITOR

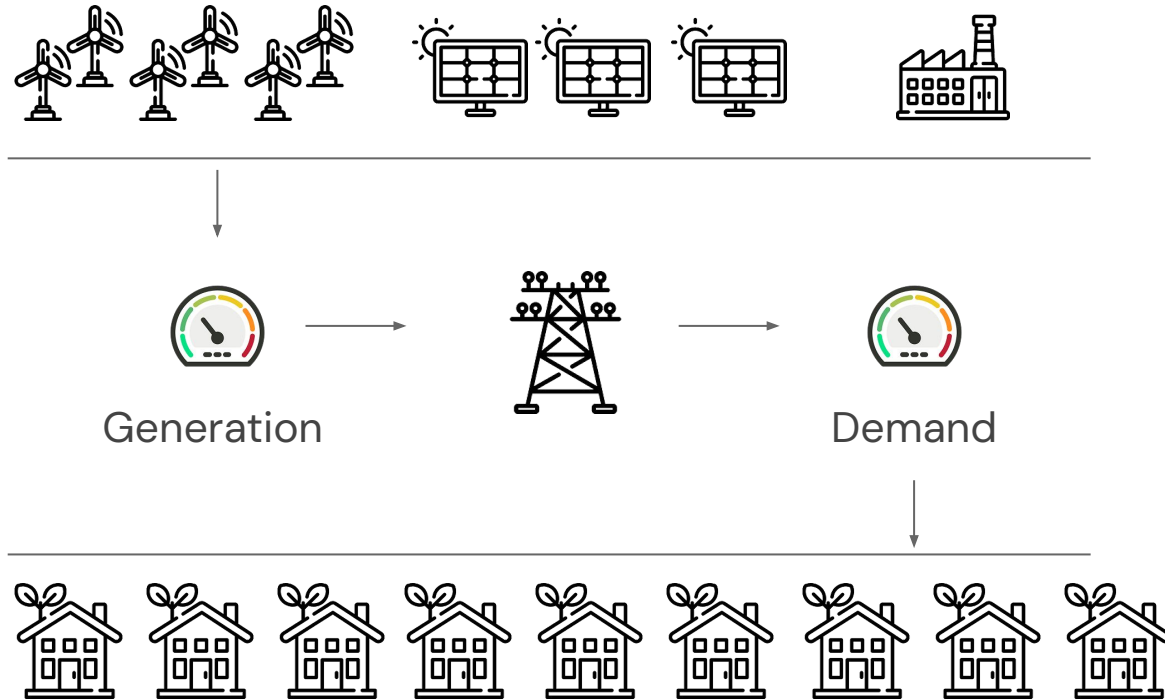


CAMBRIDGE, IMPERIAL, STANFORD

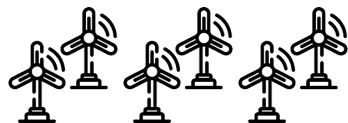


What Underpins Renewable Claims?

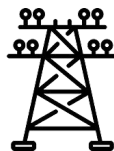
What Electricity Do You Get – In *Physical* Terms?



What Electricity Do You Get – In *Market* Terms?



Supplier **buys** power



Supplier pays **tolls**

Supplier **sells** power

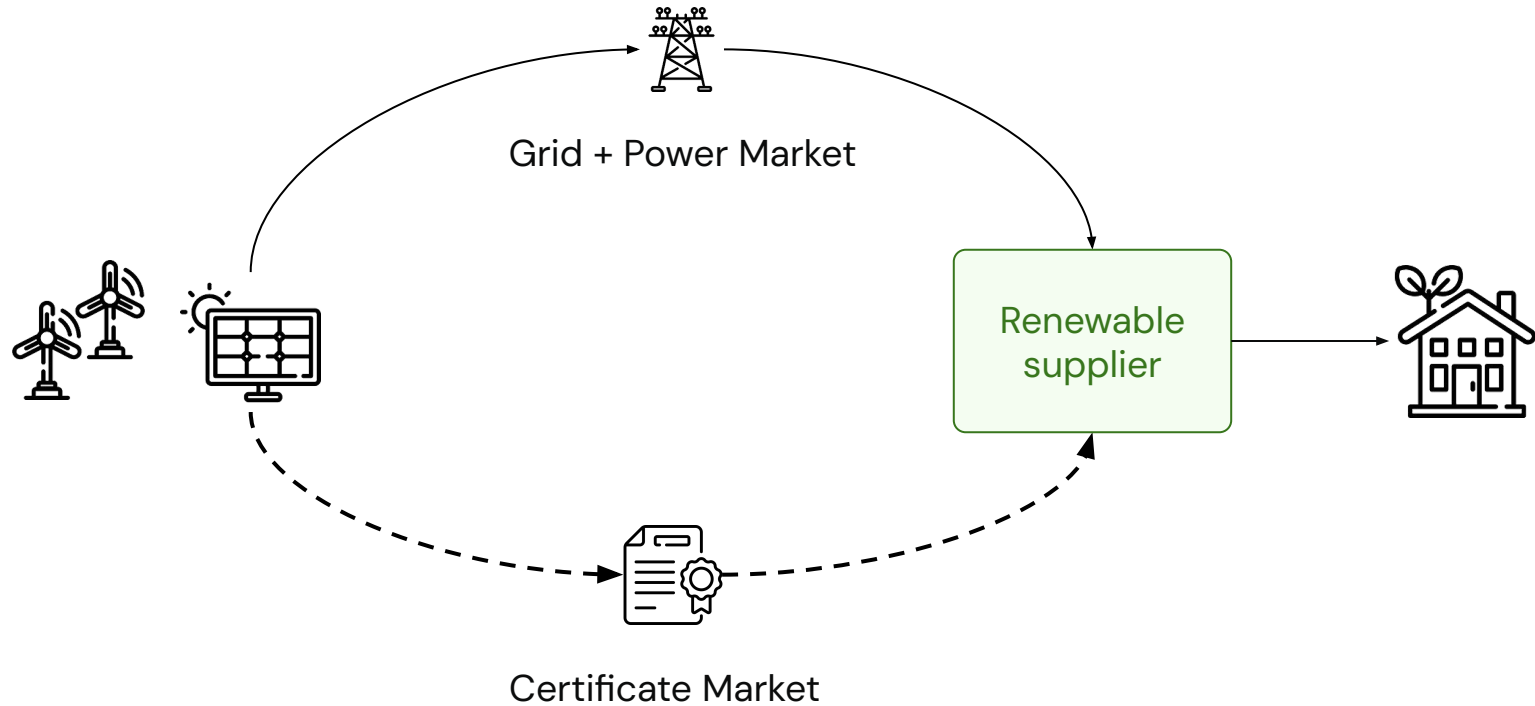


What Electricity Do You Get – In *Market* Terms?

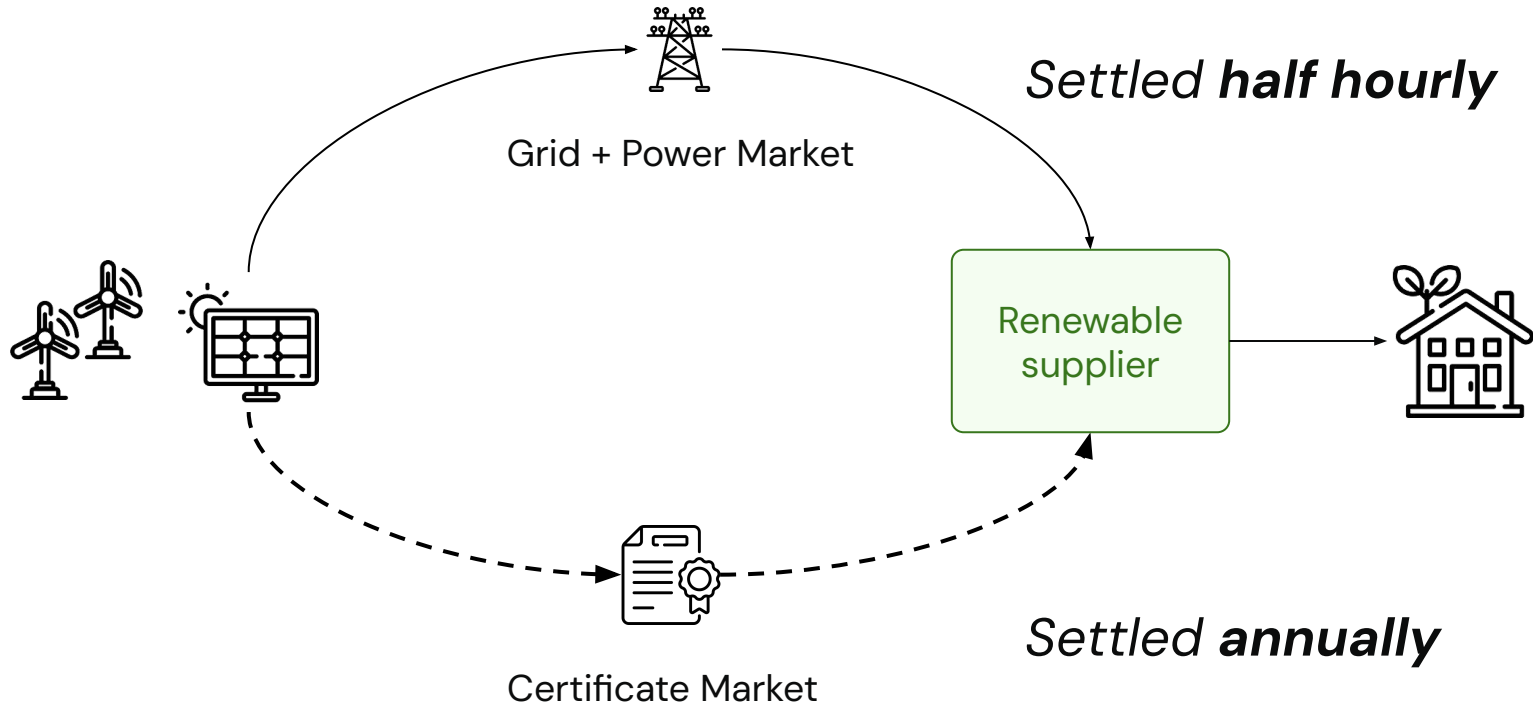


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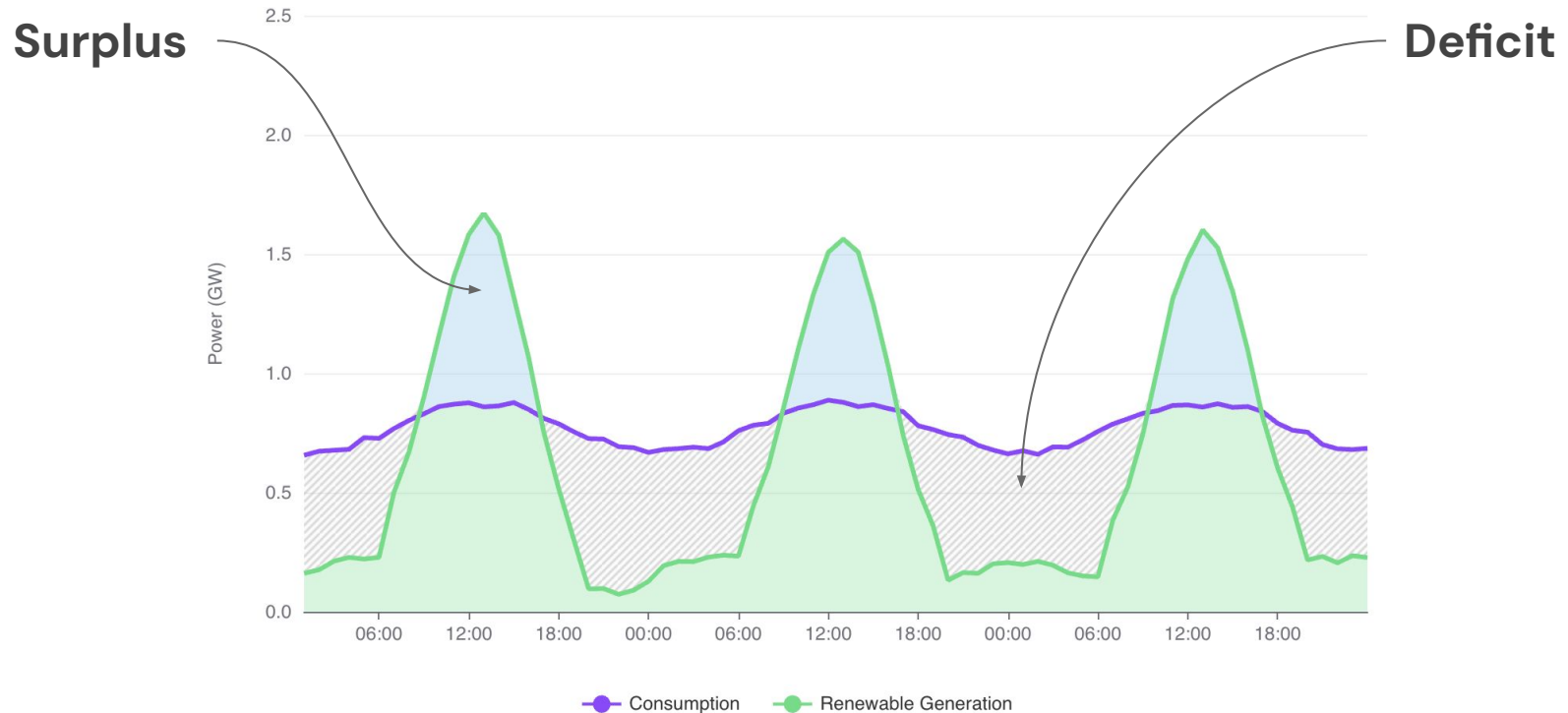
Certificate Markets (REGOs)



Certificate Markets (REGOs)



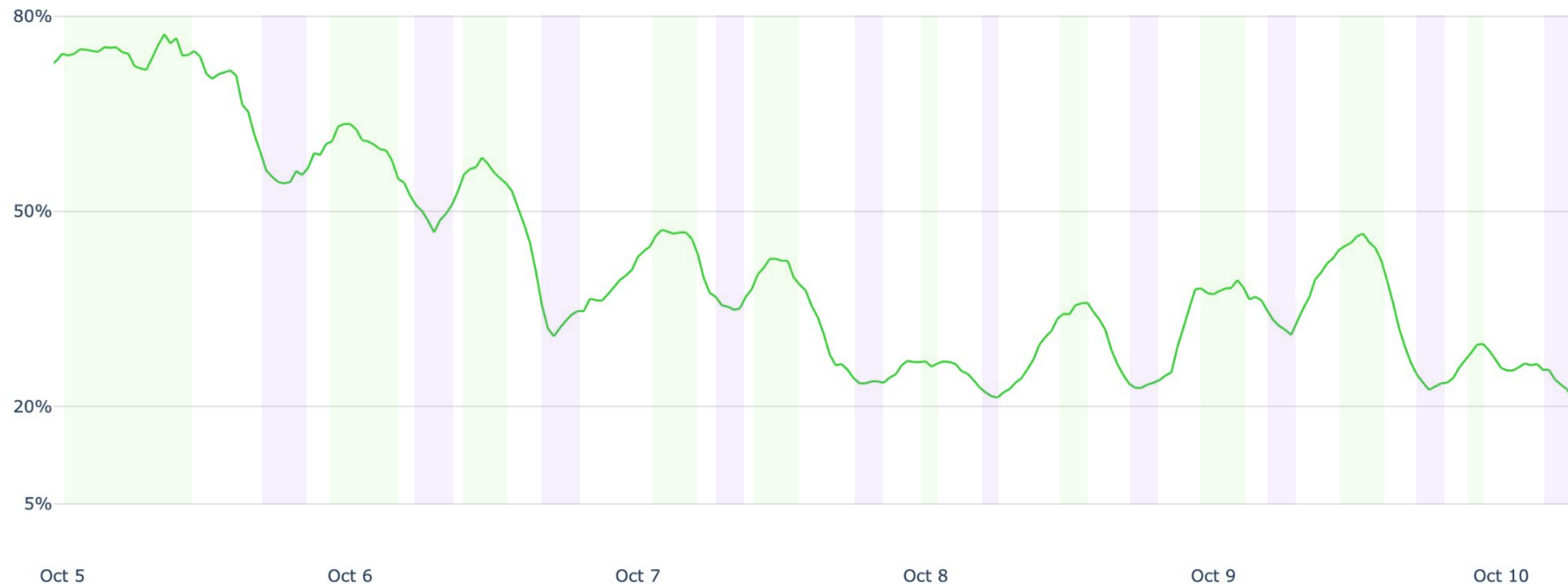
Annual Settlement is a Form of *Offsetting*



It Matters When We Consume



% RENEWABLE (NESO)



Annual Settlement is Flawed

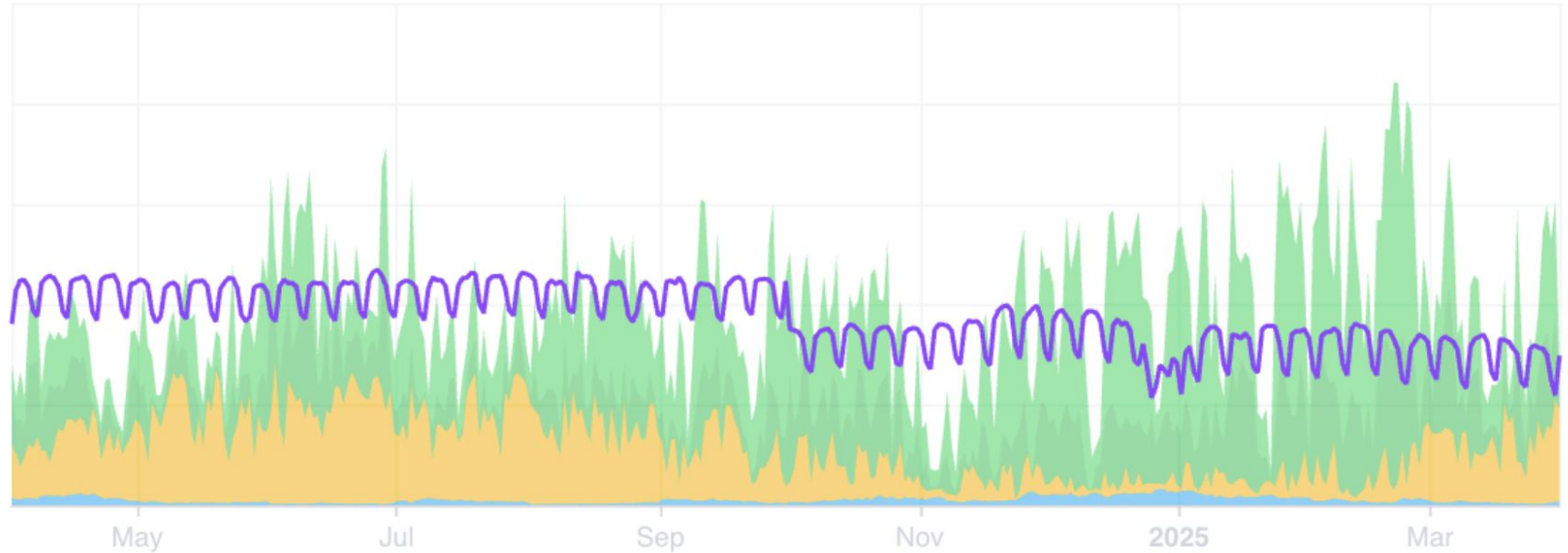


1. It's unphysical
2. It misleads consumers
3. It doesn't distinguish the cleanest suppliers
4. It doesn't incentivise diversification of renewables or flexibility



How Do We Improve Renewable Claims?

Certificates Should Settle Half-Hourly (Like Power)



“100% Renewable” **(annual)**

78% Renewable **(half-hourly)**

Half-Hourly Settlement Works



1. It's physical
2. It wouldn't mislead consumers
3. It would distinguish the cleanest suppliers
4. It would incentivise diversification of renewables and flexibility



How Do We Make Half-Hourly Work?

The Half-Hourly Ecosystem



Standards

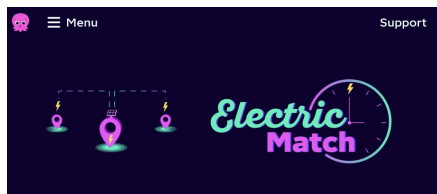


Consultations



Designing a framework for transparency of carbon content in energy products: call for evidence

Tariffs



Traceable Renewable Supply

We understand the complexity of navigating the journey to net zero that confidence and traceability of your renewable power is key for businesses when reporting net zero carbon emissions.

Our **Traceable Renewable Supply** product offers just that.

Commitments



24/7 by 2030:
Realizing a Carbon-free Future

Why Hasn't Change Been Faster?



What Can We Do With Public Data?

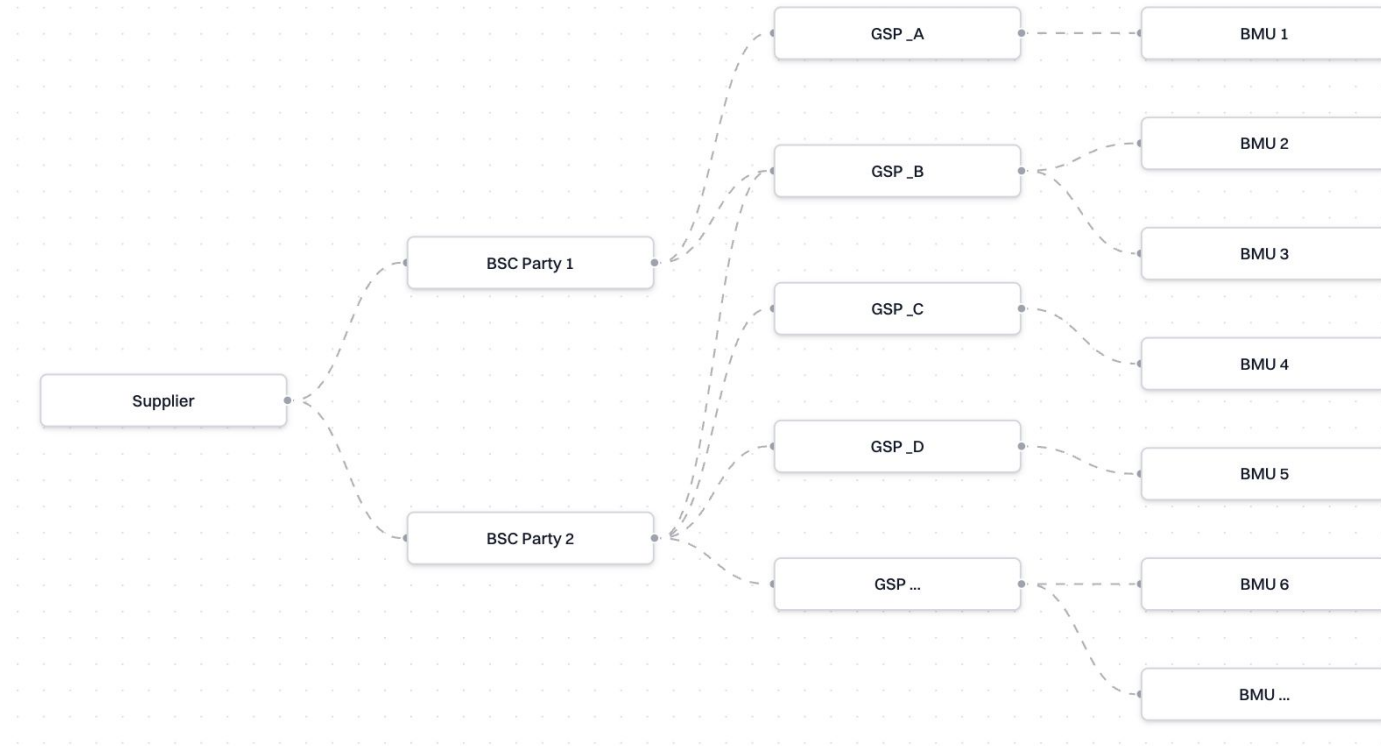


Elxon Settlement Data (SAA-I014)



bsc	MERCURY
settlement_date	2024-04-01 00:00:00+01:00
settlement_period	1
settlement_run_type	SF
bm_unit_id	2__PAVRO000
information_imbalance_cashflow	0.0
bm_unit_period_non_delivery_charge	0.0
period_fpn	0.0
period_bm_unit_balancing_services_volume	0.0
period_information_imbalance_volume	0.0
period_expected_metered_volume	0.0
bm_unit_metered_volume_mwh	-5.7
period_bm_unit_non_delivered_bid_volume	0
period_bm_unit_non_delivered_offer_volume	0
transmission_loss_factor	-0.025677
transmission_loss_multiplier	0.983401
trading_unit_name	DEFAULT__P
total_trading_unit_metered_volume	-47.654
bm_unit_applicable_balancing_services_volume	0.0
period_retailer_bm_unit_delivered_volume	0.0
period_retailer_bm_unit_non_bm_absvd_volume	0.0
...	

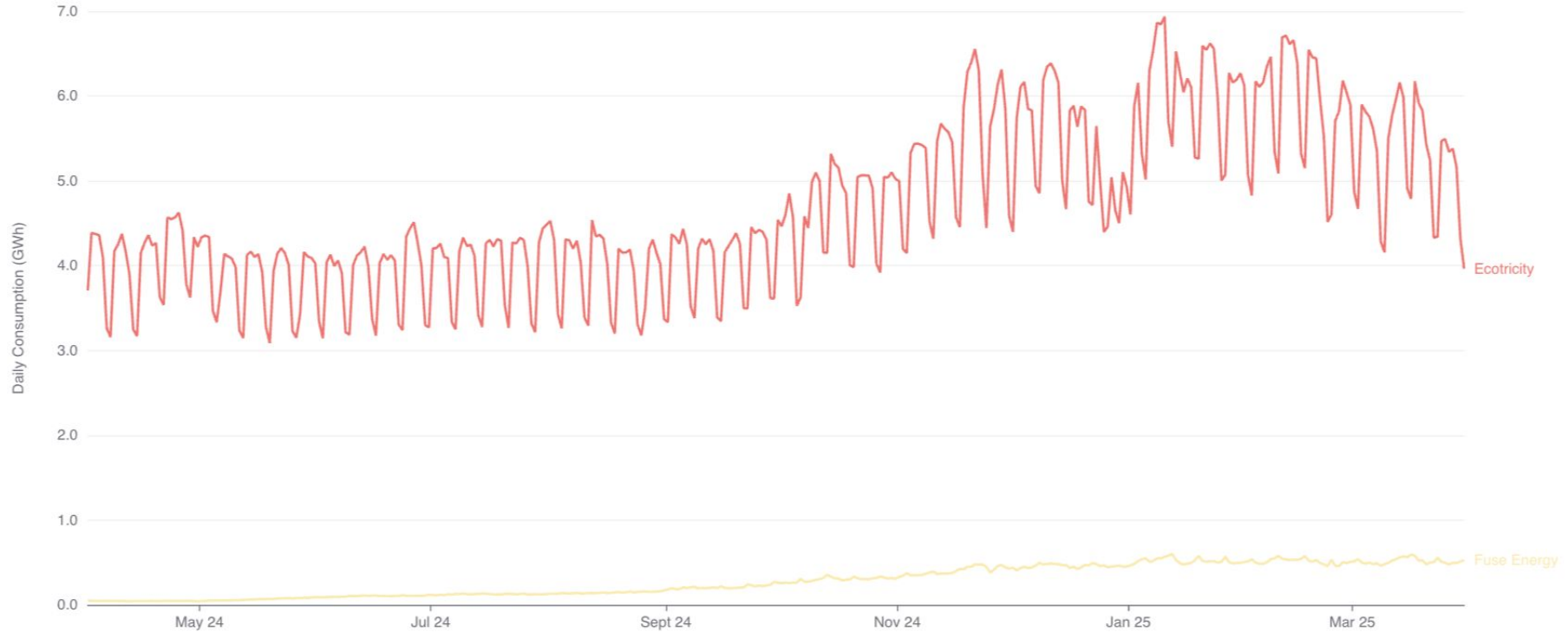
Elexon Settlement Data (SAA-I014)



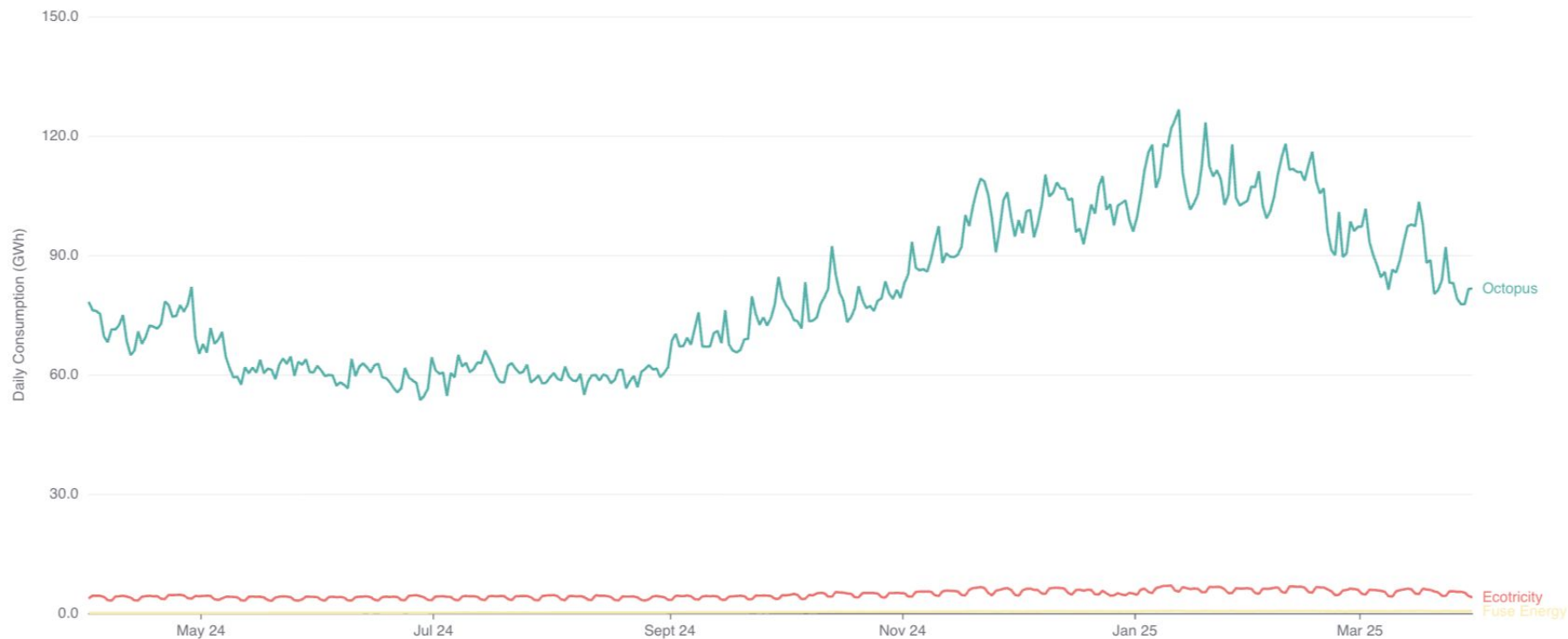
Elxon Settlement Data (SAA-I014)



Elexon Settlement Data (SAA-I014)



Elexon Settlement Data (SAA-I014)



Renewable Energy Register (REGOs)



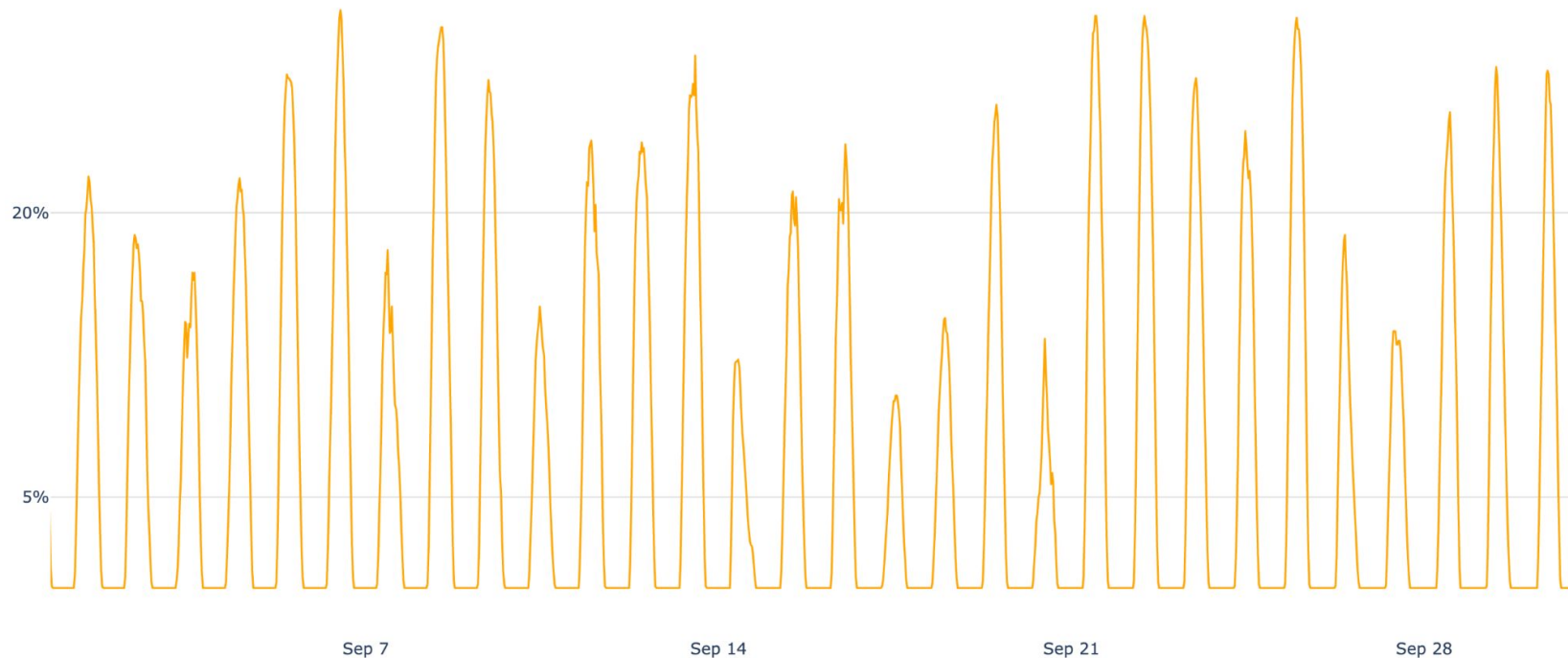
Accreditation reference	G28568PVEN
Station name	Mount Joy School
Station TIC in kW	49.77
Scheme	REGO
Country	England
Technology	Solar PV
Generation type	NaN
Output period	Nov 2024-Mar 2025
Number of certificates	10
Start certificate number	G28568PVEN00000000000011124310325GEN
End certificate number	G28568PVEN00000000009011124310325GEN
MWh per certificate	1
Issue date	25/09/2025
Status	Issued
Status date	25/09/2025
Current holder	Good Energy Ltd
Company registration number	NaN

Upsampling REGOs – Transmission-Tied Generation

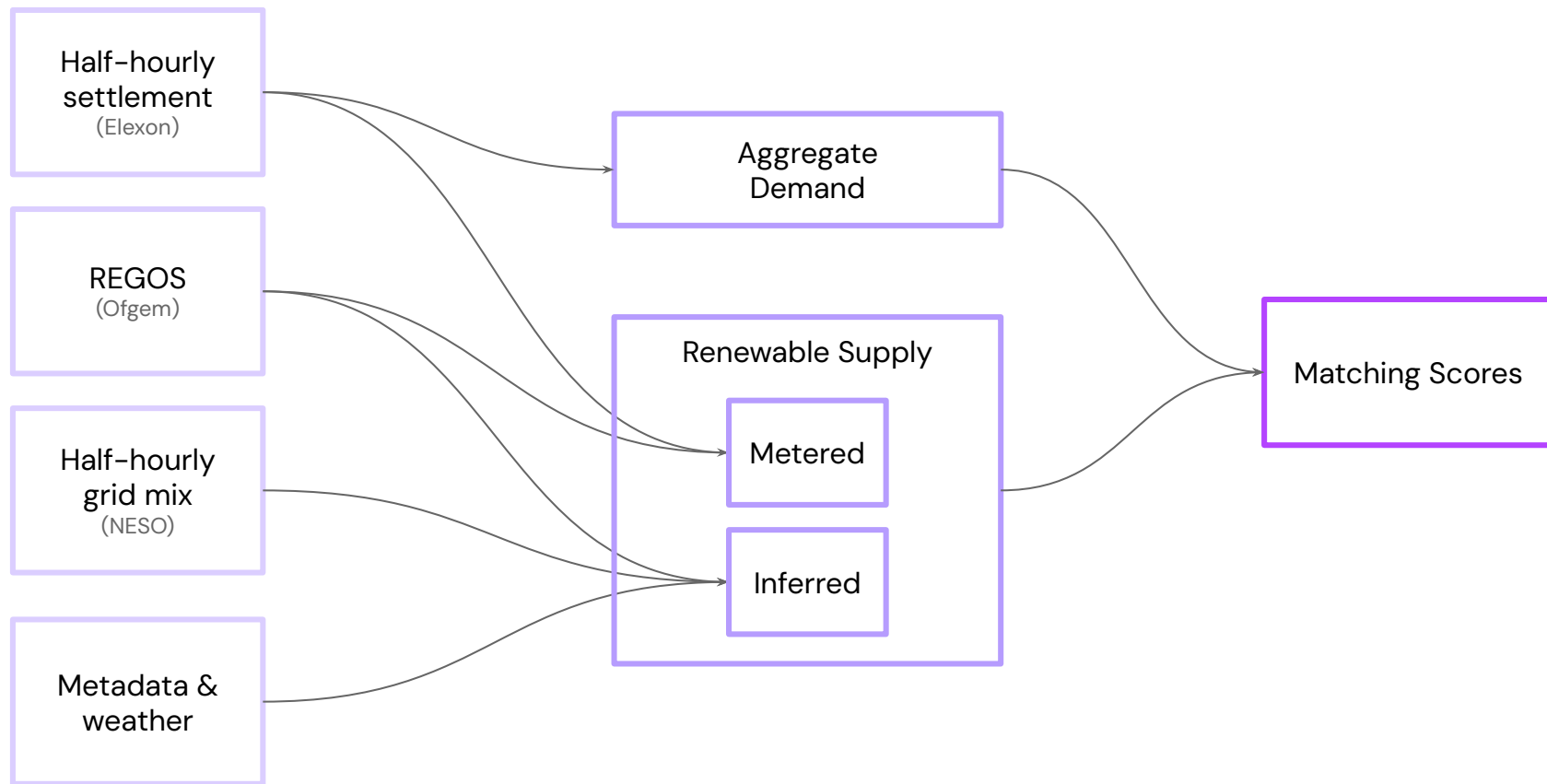


rego_name	Drax Power Station (REGO)
accreditation_number	G01821BWEN
lead_party_name	Drax Power Ltd
lead_party_id	DRAX
rego_technology	Biomass
bmu_fuel_type	BIOMASS
bmu_ids	T_DRAXX-1, T_DRAXX-2, T_DRAXX-3, T_DRAXX-4
rego_mw	3865.0
bmu_net_mw	2547.0
rego_bmu_power_ratio	1.52
rego_mwh	15163066.0
bmu_mwh	15027842.5
rego_bmu_monthly_volume_ratio_min	0.88
rego_bmu_monthly_volume_ratio_median	1.02
rego_bmu_monthly_volume_ratio_max	1.03
rego_capacity_factor	0.45
bmu_capacity_factor	0.67
rego_sample_months	12.0
bmu_sample_months	12.0

Upsampling REGOs – Embedded Generation



Workflow



Open-Source & Peer Reviewed



Matched Methodology v1.2

[Download PDF](#)

Reviewers

We gratefully acknowledge the contributions of everybody who has reviewed the Matched Methodology.

- npower
- Good Energy
- So Energy
- Iain Staffell, Imperial College London
- Robin Morris, Zero Institute, University of Oxford
- Wilson Ricks, Princeton University
- Matthew Brander, Business School, University of Edinburgh
- Tom Luff, Energy Systems Catapult
- Killian Daly, EnergyTag
- Benedict Shegog, Seb Porter, Charles Checkley, Granular Energy
- Olivier Corradi, ElectricityMaps
- Connor Galbraith, Clement Attwood, Dylan Johnson, Future Energy Associates
- Louise Dalton, Stella Mavrommati, CMS
- Liam O'Flynn, Freeths
- Giorgio Balestrieri, Robert Richardson, Tesla
- Adrien Lebrun, ALL Energy
- Alan Tarleton, EcoAct
- Chris Page, Energy Context
- Peter Dudfield, Open Climate Fix
- Puneeth Kalavase, Plus Power
- Rohan Ma, Redwood Materials
- Ayrton Bourn, Dare
- Amit Gudka, Field

BLOG

Latest Posts

October 10, 2025

GHG hourly matching: from implementation concerns to market reality

The shift to hourly matching in GHG Scope 2 emissions reporting is an immediate opportunity. While stakeholders cite implementation concerns, the data already exists and is publicly available.

[Read more →](#)

October 7, 2025

What your supplier actually generates (and why it matters for carbon accounting)

You're paying for 100% renewable electricity. Your supplier claims 100% renewable on their tariff. But hour by hour, what renewable generation have they actually bought? Matched uses public data to provide the answer.

[Read more →](#)

View more at www.matched.energy

Matched Clean Power Index



Matching

Generators

88% renewable ⓘ

ⓘ All tariffs

ⓘ Renewable tariffs

405 GWh ⓘ

Customer demand

Supply & Demand

Scroll or drag the slider to zoom.



Matched Clean Power Index



Matching

Generators

719 generators ⓘ

80% of supply from 14% of generators

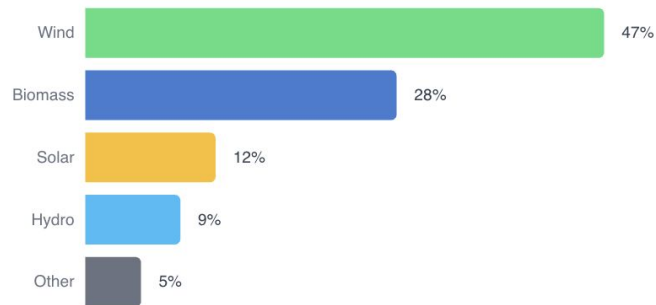
Exclusive offtake from 639 generators

433 GWh ⓘ

Volume is pre-loss adjustment

22.1% directly metered from BMU

Renewable Mix by Technology





Accelerating Clean Power 2030



Department for
Energy Security
& Net Zero

Policy paper

Clean Power 2030 Action Plan: A new era of clean electricity – main report

1. Secure and affordable energy
2. Greenhouse gas reductions
3. Creation of new energy industries



Department for
Energy Security
& Net Zero

Policy paper

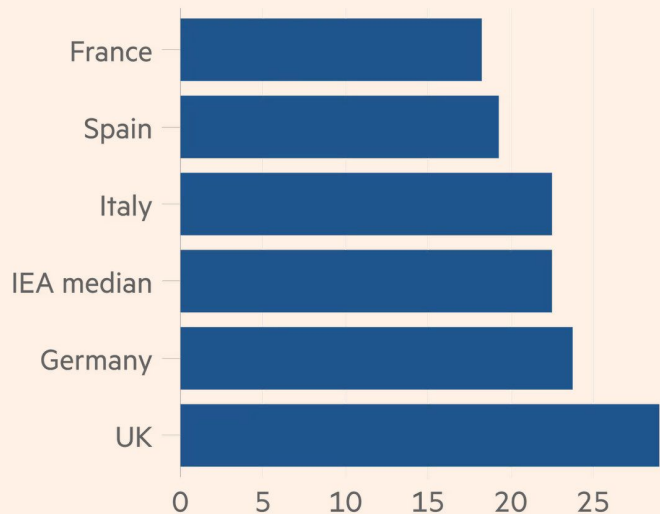
Clean Power 2030 Action Plan: A new era of clean electricity – main report

- 1. Secure and affordable energy**
- 2. Greenhouse gas reductions**
3. Creation of new energy industries

UK Power is Expensive Because of Gas

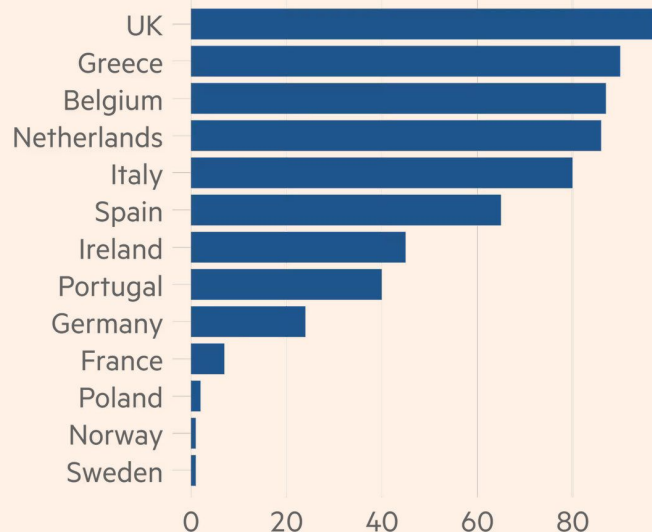


2024 electricity prices (pence per kWh)



Excluding taxes
Source: DESNZ

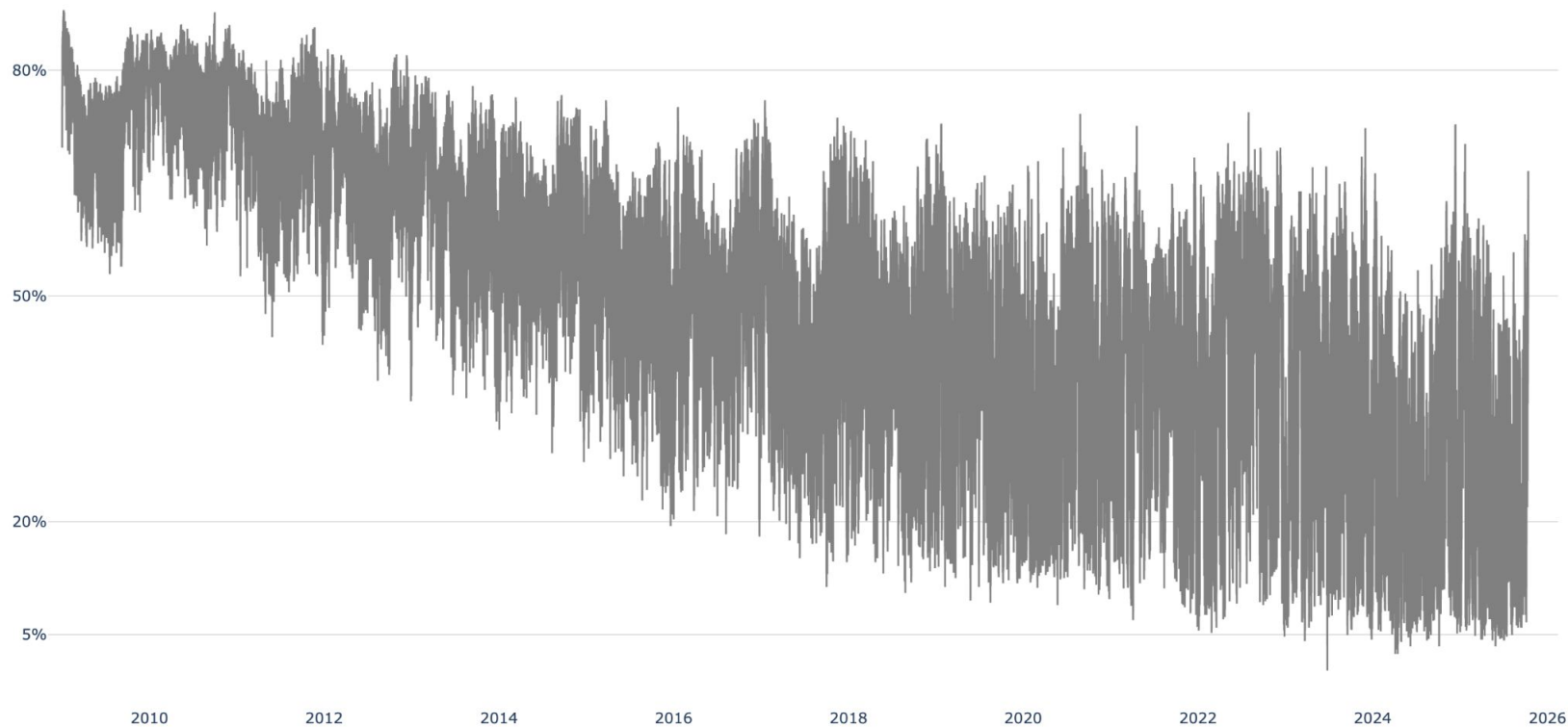
Share of hours in which gas set the power price in 2023 (%)



Source: Carbon Brief quoting Zakeri and Staffell, 2023

Source: Financial Times

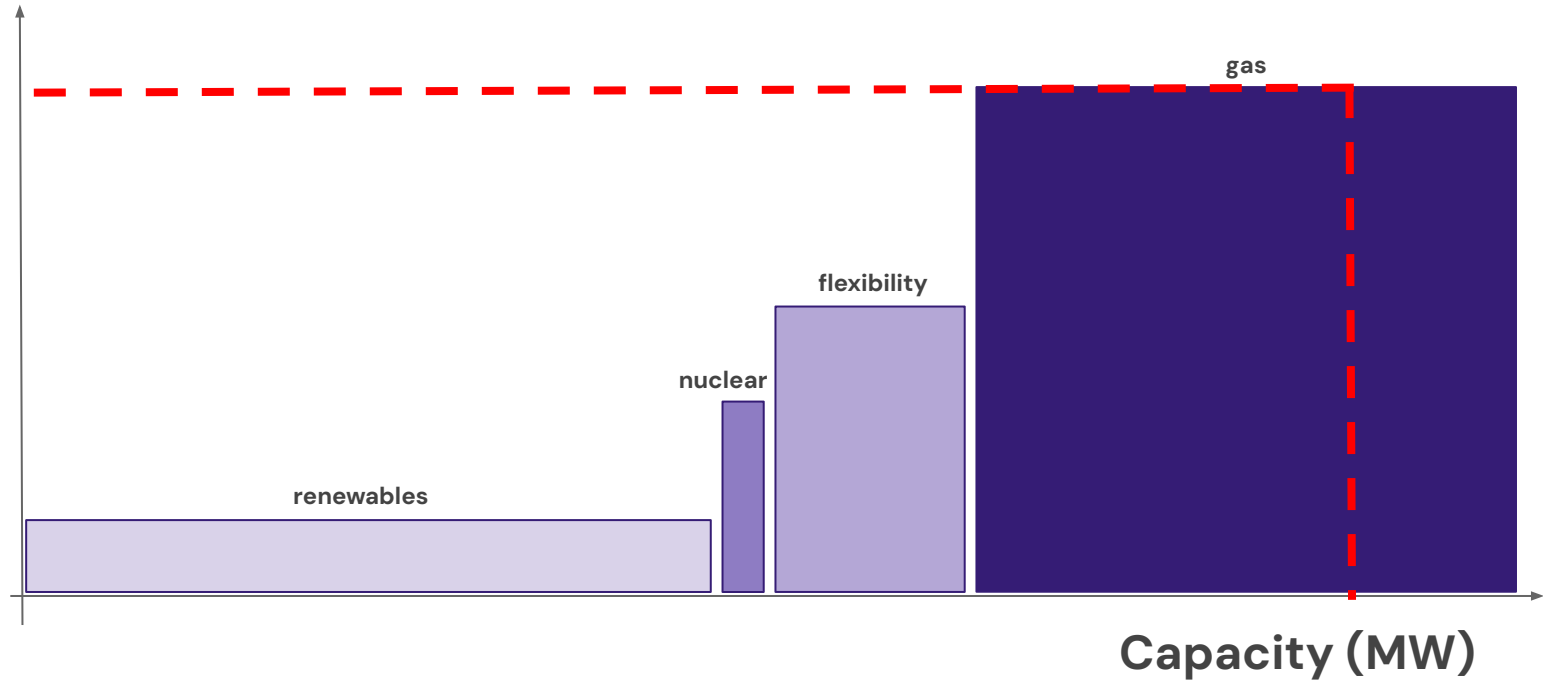
Gas is in Decline



Marginal Pricing



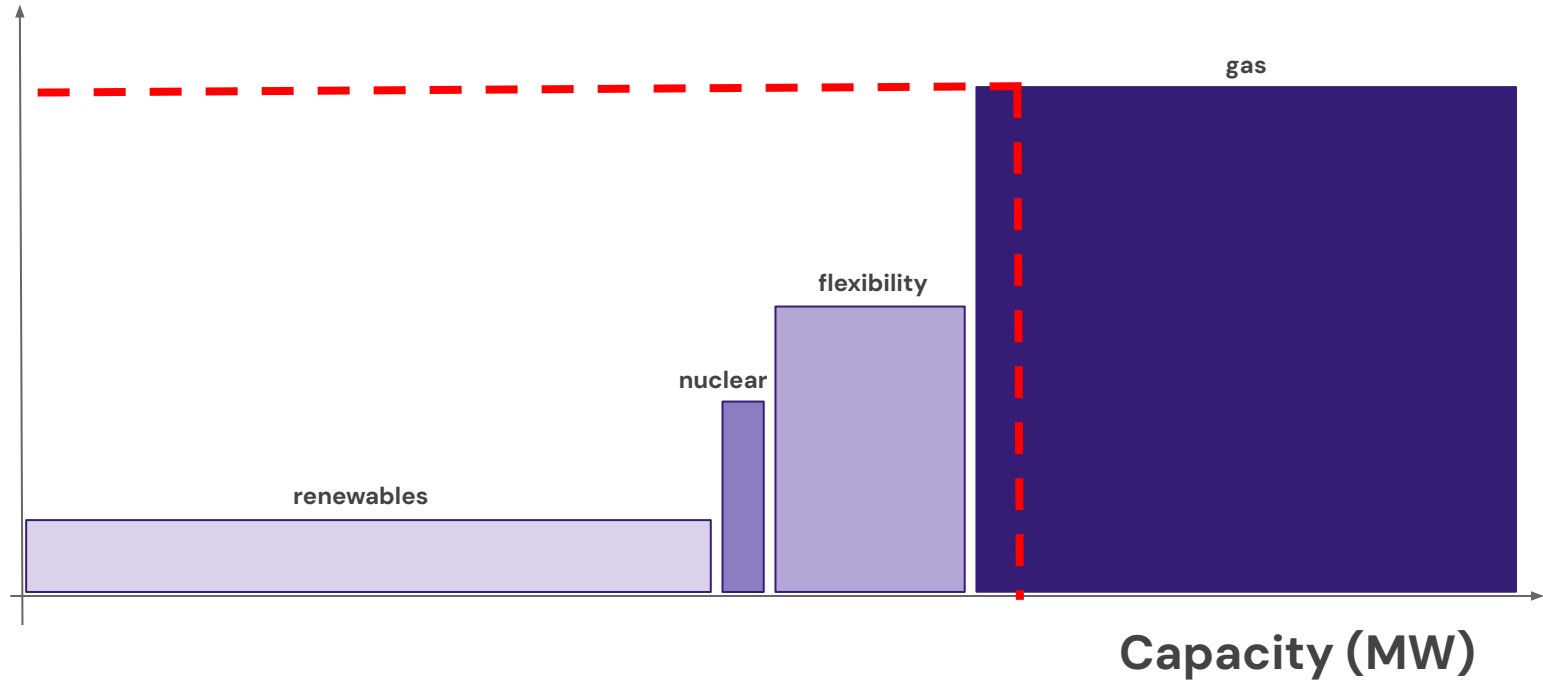
Price (£/MWh)



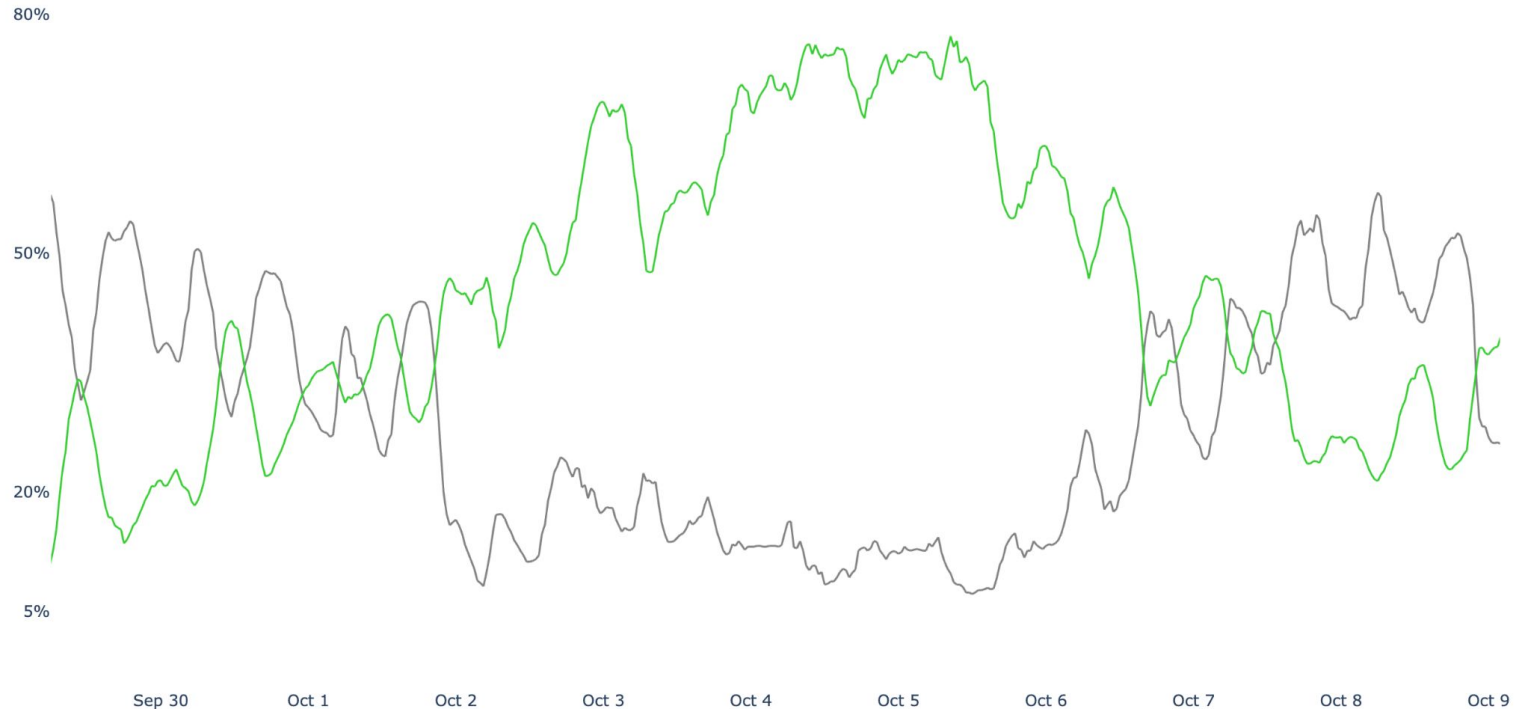
Marginal Pricing



Price (£/MWh)



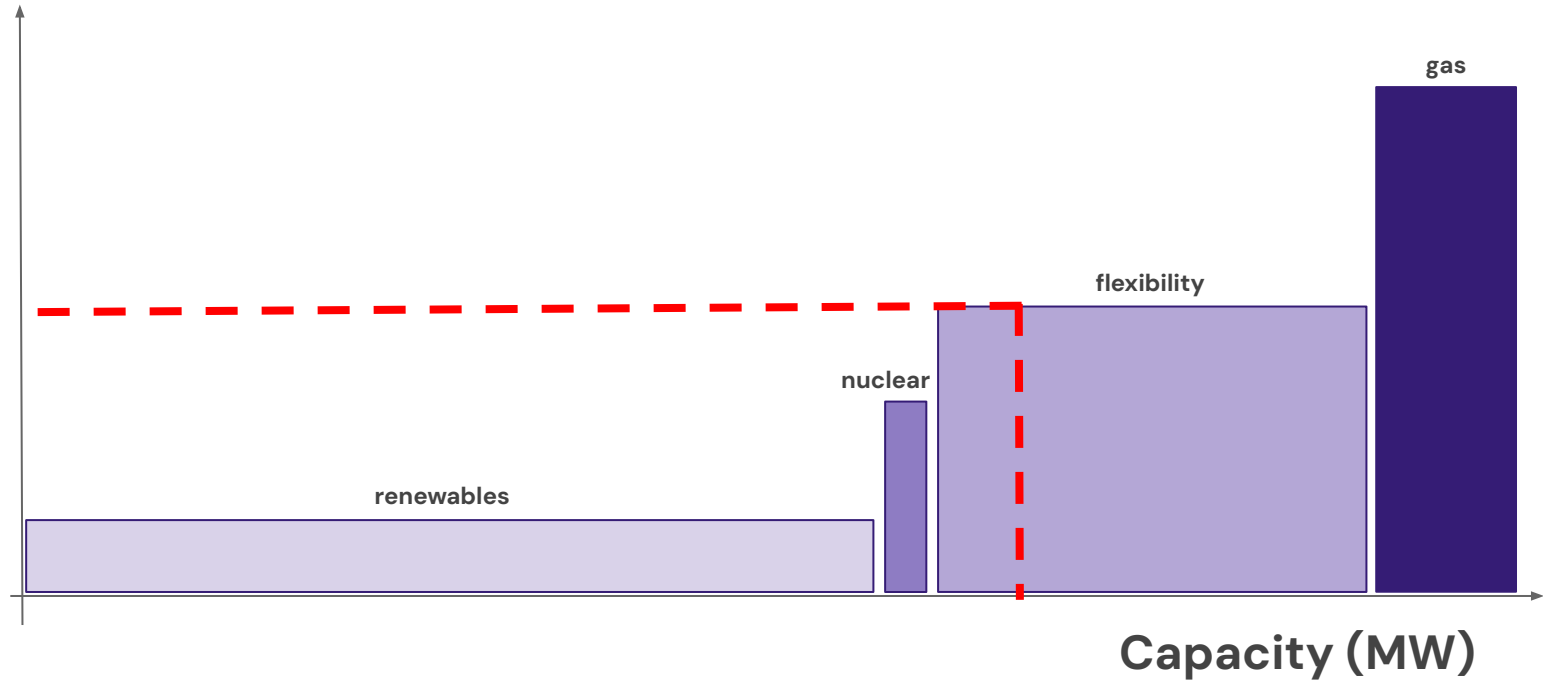
Gas Fills in For Renewables



Marginal Pricing



Price (£/MWh)





Conclusion

Regulatory Reform Is Necessary



REGOs should be settled half-hourly to:

1. Rebuild consumer trust
2. Distinguish leading suppliers
3. Incentivise diversification of renewables and flexibility