

Fuelling our road revolution with renewable energy — and how innovation is putting customers in control and unlocking grid flexibility

Fiona Howarth,
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electric vehicles

What's the context?

 Fiona

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Science & Environment

Climate change: UK government to commit to 2050 target

By Roger Harrabin
BBC environment analyst

🕒 12 June 2019

 INDEPENDENT






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Global sea levels may rise more than two metres by 2100

'We're closer to business as usual than what we would hope,' says Professor Jonathan Bamber

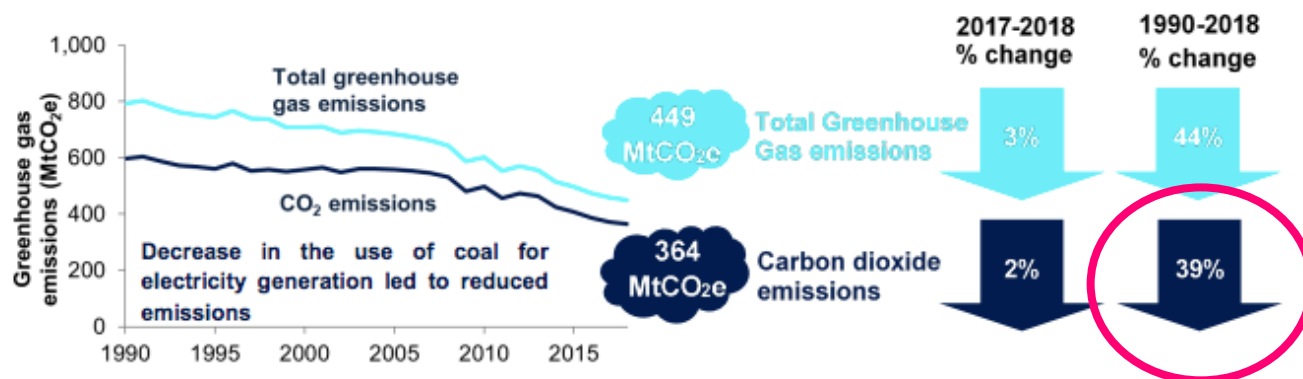
Phoebe Weston Science Correspondent | @phoeb0 | 1 day ago | |
56 comments

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Global **sea levels** could rise by more than two metres by the end of this century if **emissions** continue in a "business as usual" scenario, a **United Nations** body has warned.

Carbon from transport only down 3% since 1990

2018 UK greenhouse gas emissions are provisionally estimated to be lower than in 2017



	2017-2018 % change	1990-2018 % change
Energy supply (including power sector)	↓ 7%	↓ 59%
Business	↔ 0%	↓ 41%
Transport	↓ 3%	↓ 3%
Residential	↑ 3%	↓ 16%
Public	↑ 4%	↓ 39%

PLUS big impacts at a local level









So – why isn't everyone driving one?

Introducing...

octopus

electric vehicles

The one-stop-shop for
everything you need to go electric

What do we offer at Octopus EV?



The cars
(including
financing)

+



**Renewable
energy tariffs**
for EV drivers

+



Smart charging
for your EV

+



Expert support
for every step of
your electric
journey



84%

drivers more likely to switch to an EV having driven one

We believe buying energy should be as simple as buying cornflakes.

Get my switch started in under 2 minutes

Rated 5 stars for customer service



based on **4206** customer reviews



uSwitch
MOST LIKELY TO
BE RECOMMENDED
WINNER 2019



#1 in category

★ Trustpilot

QUESTION 1:

How to increase the supply of EVs into the UK

Some suggestions:

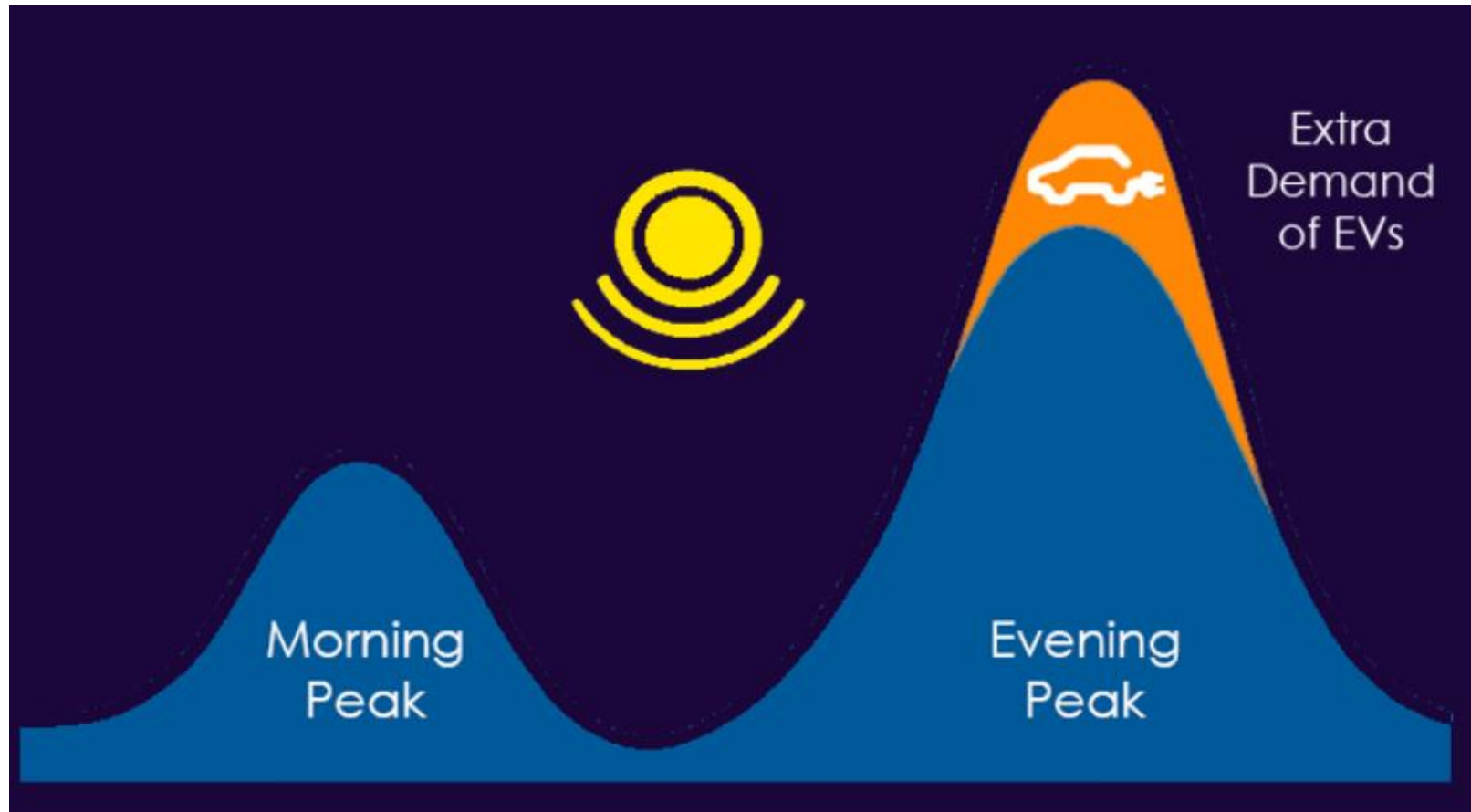
Increase penalties on polluting vehicles & support cost of electric vehicles

Ensure there are emissions targets for car manufacturers in the UK

Support large scale educational & test drive programme

QUESTION 2:

What about the impact on the energy system?









We launched our OctopusGo tariff in June 2018



**The tariff
designed just
for EV drivers**

Automatically charge during the cheapest
hours - no need to get out of bed

Charge from
5p
per kWh

From the award winning company
octopusenergy

  Officially
certified
Green Mark
winner 2018

5

pence/kWh
00:30-04:30 every day

1-2

pence/mile

Save >90% on fuel
vs. petrol / diesel

And it's 100% renewable

We are partnering with smart charging companies



The Zappi

Automatically charge
at off-peak rates on
Octopus Energy Go

Compatible with
solar panels

from **£459**
fully installed

after £500 government grant



from



We offer time-of-use pricing that reflects costs



AgileOctopus

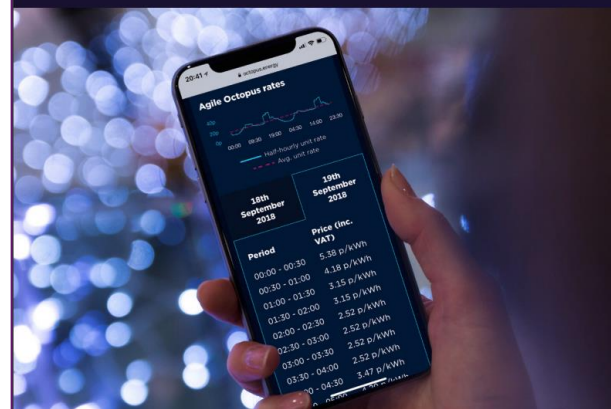
Half-hourly pricing that
reflects cost

Pricing release day before
at 4:30pm

APIs available to enable 3rd
party developments

Agile Octopus

A consumer-led shift to
a low carbon future

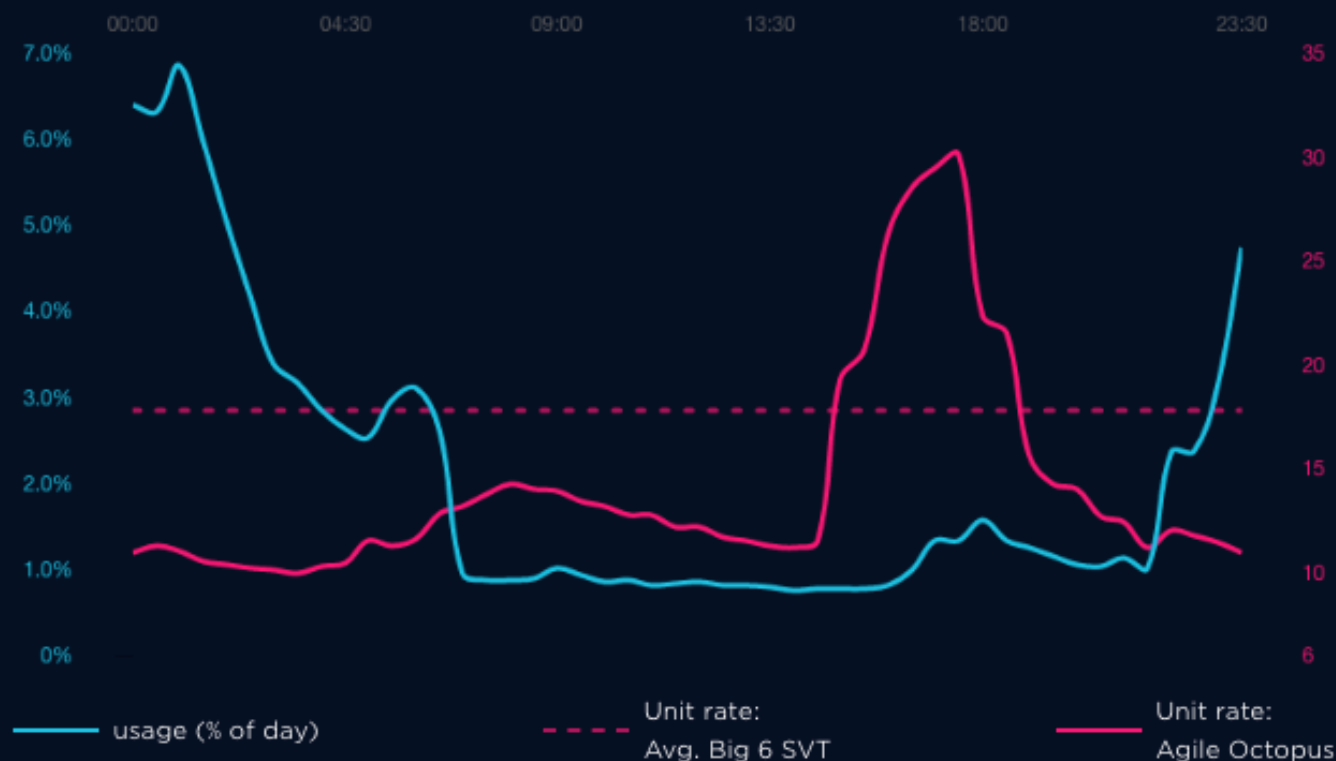


octopus
energy

**octopus.energy/
agile-report**

Try it for yourself

Explore how shifting your electricity use could save you even more, using the profiles beneath the chart.



Half-hourly unit rates over the last 12 months, averaged across all regions (including VAT).

Select a profile to see how your costs change, based on when you use electricity

Family home

Working 9 to 5

Night chargers

Why does this work?

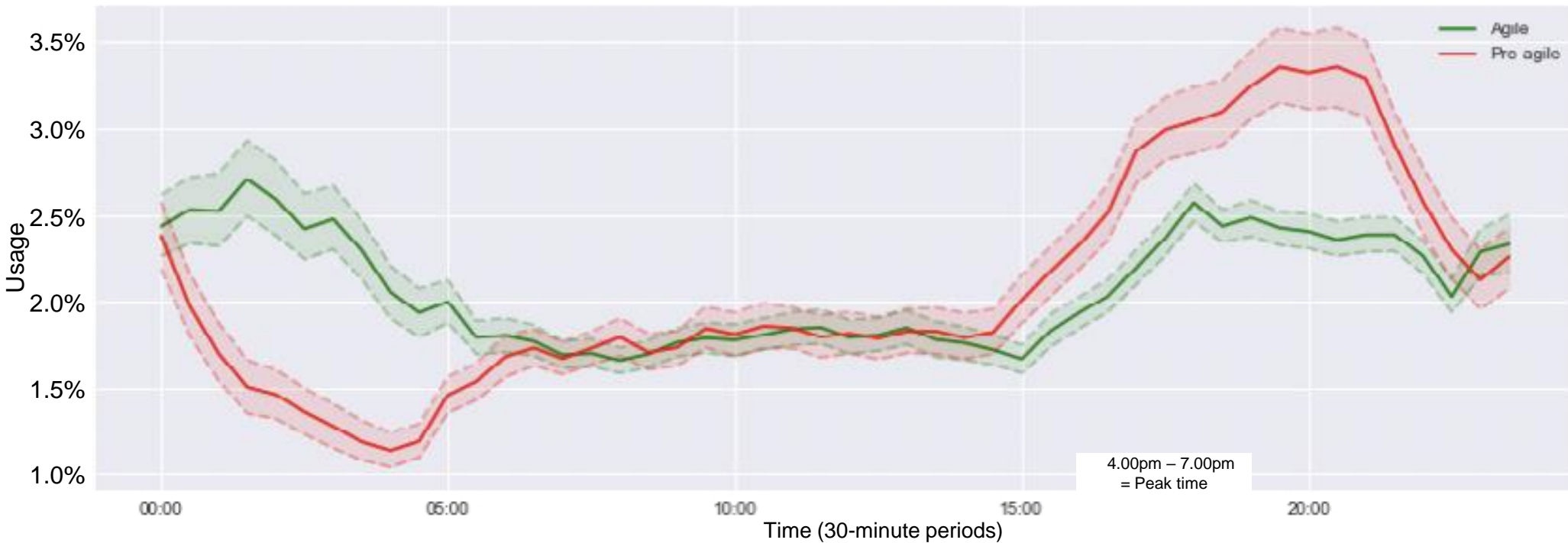
5p plastic bag tax



= 95% reduction in use

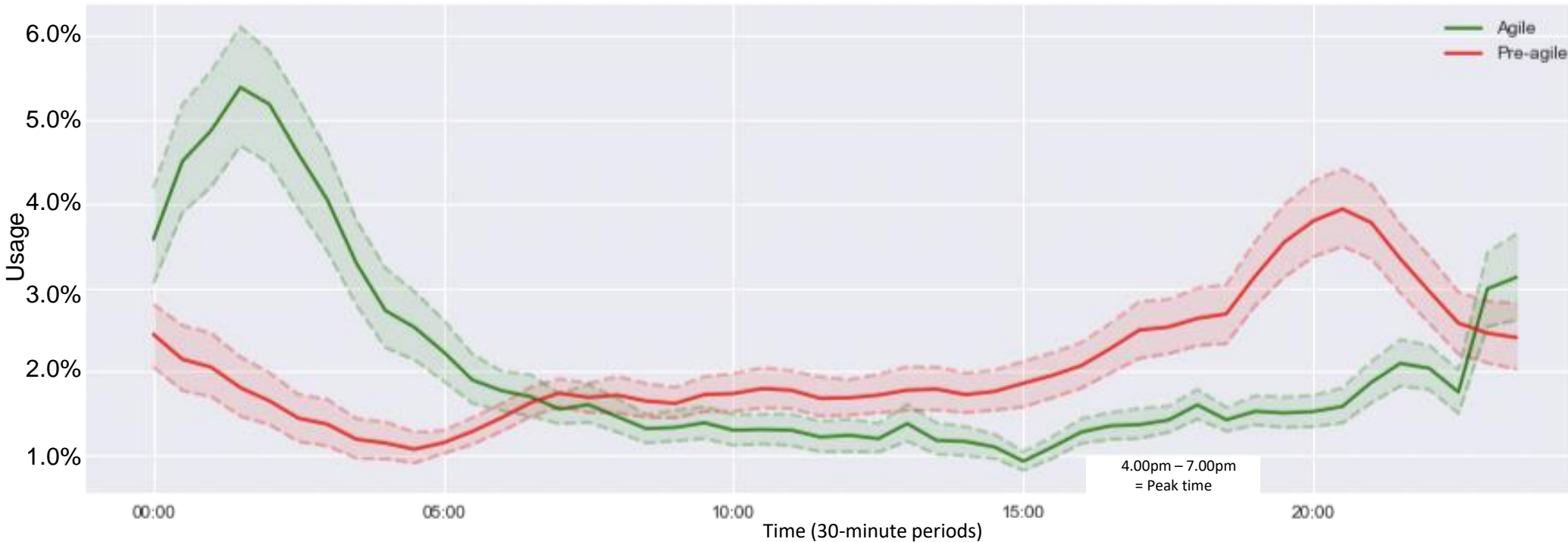


Behaviour change of the whole cohort



Agile Octopus consumers shifted consumption out of the peak period by 28%
And reduced CO2 emissions (UK Carbon Intensity data)

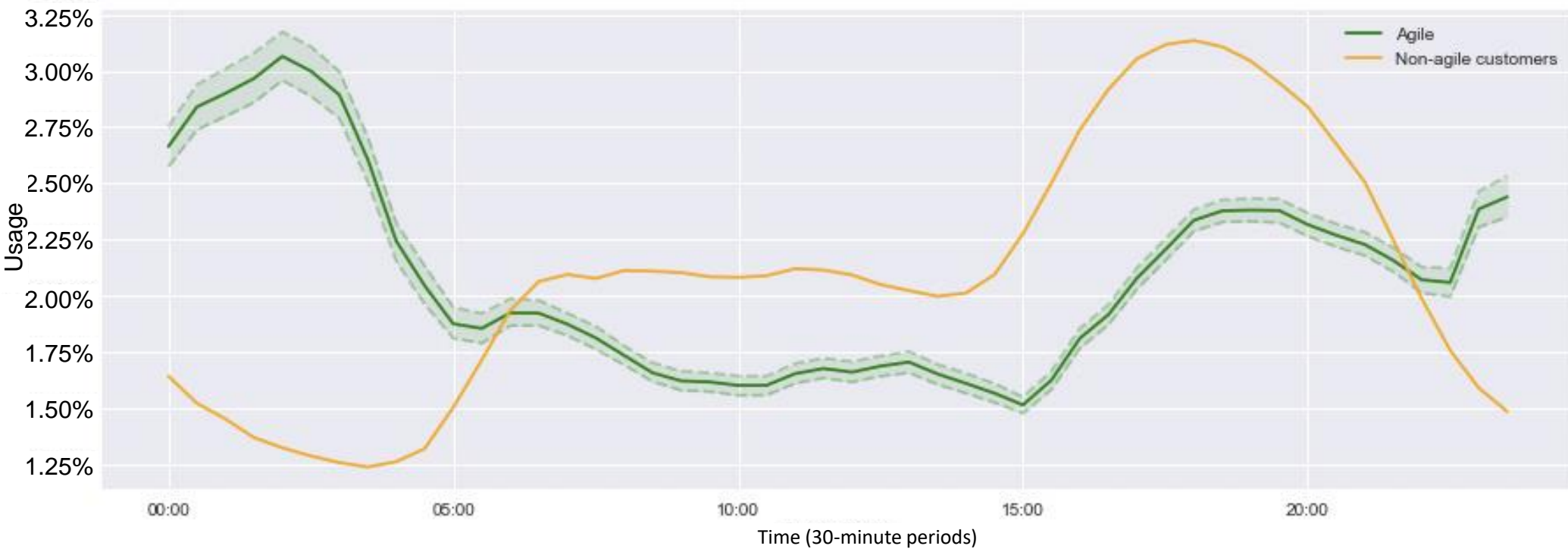
EV drivers demonstrate the greatest sensitivity to price signals



Electric Vehicle Agile Octopus customers reduced their peak-period consumption by 47%

Agile customer cohort	Annual savings vs Octopus 12M Fixed Tariff	Annual Savings vs Big 6 average SVT
Full sample	£45	£188
Top 25% most engaged	£91	£229
Bottom 25% most engaged	£0.80	£170
EV drivers	£132	£338

Comparing Agile to all Octopus Customers



Agile Octopus customers have a markedly different consumption profile compared to all other Octopus customers – Agile works.

Others are integrating with us to make it easier



The Ohme cable

Automatically charges
when AgileOctopus
is cheapest

Can retrofit with existing
chargers

from **£199**

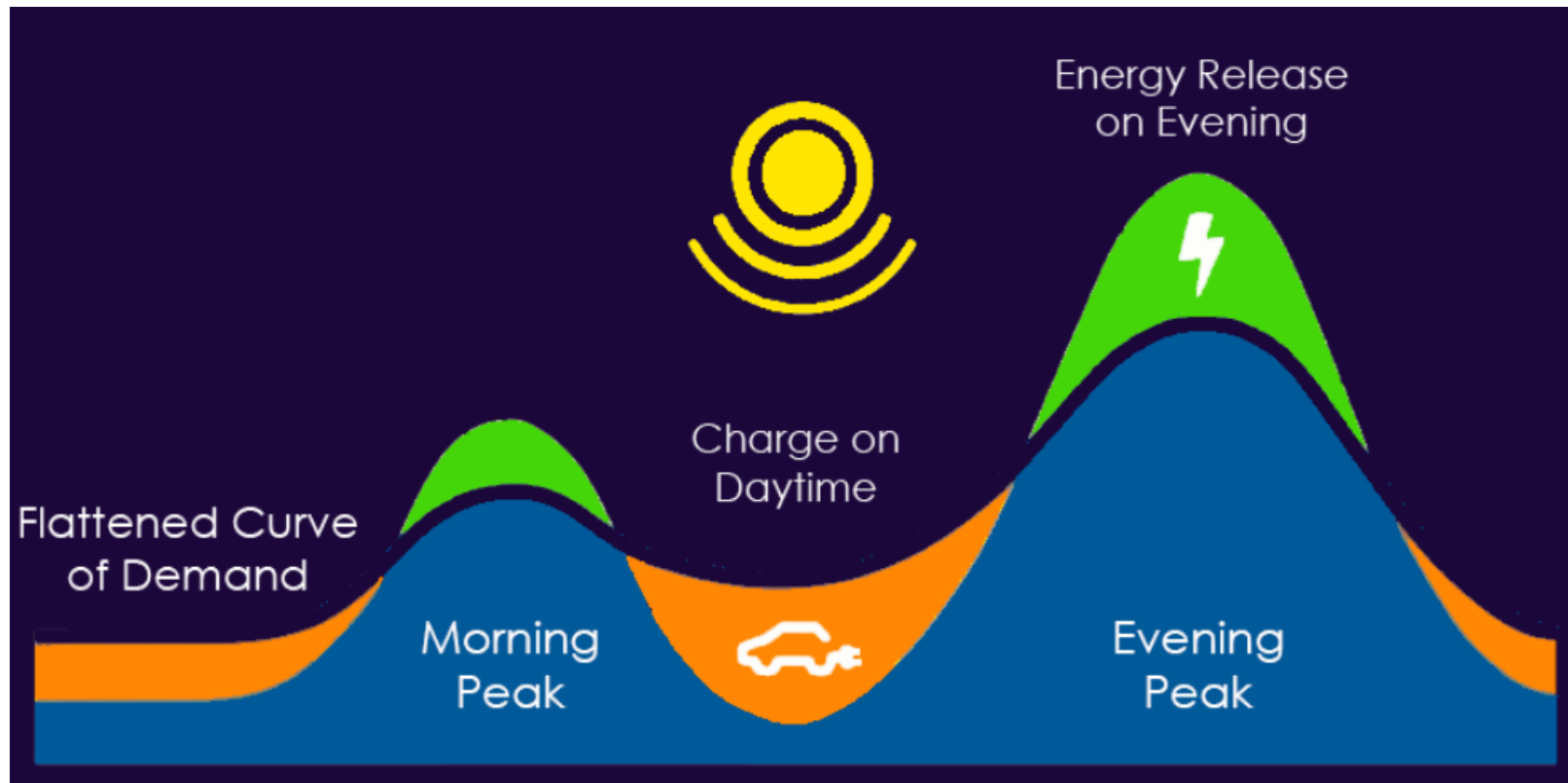
for Octopus Energy customers



from:



Next step: Vehicle to grid (V2G)



Introducing Powerloop – residential V2G

135

homes with a Nissan LEAF,
V2G charger and Octopus Energy tariff

£3m

Innovate UK grant

7

Consortium members, including:

octopus
energy

octopus
electric vehicles

**UK
Power
Networks**
Delivering your electricity

**energy
saving
trust**



The Powerloop V2G Leasing Bundle

A complete V2G solution from just £235 per month*

-  A new Nissan LEAF 40kWh
-  100% renewable electricity from Octopus Energy
-  A free Wallbox™ charger
-  A free smart meter
-  An app to control your charging schedule
-  £30 cashback every month**

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