

Good Egg's green credentials

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Customers increasingly want to know that their energy supplier shares their values – and "are you actually green?" is a question you'll hear more often than you might expect. This guide gives you honest, confident answers to the most common questions about Good Egg Energy's environmental credentials, so you never have to busk it on a call.

Our renewable energy sourcing

Good Egg Energy supplies 100% renewable electricity. Every unit of electricity we supply is matched by a unit of electricity generated from renewable sources – wind, solar, and hydropower – verified through Renewable Energy Guarantees of Origin (REGOs).

It's worth understanding what this means in practice, because customers sometimes ask:

"Does that mean the electricity coming into my home is literally from a wind farm?"

Not exactly – and it's important to be honest about this rather than oversimplifying. The electricity grid is a shared system. When you switch on a light, you're drawing from the same grid as everyone else, and the electrons don't carry a label. What our renewable matching means is that for every unit of electricity a Good Egg Energy customer uses, we ensure an equivalent unit has been generated from a renewable source and fed into the grid. It's a verified, regulated system – not greenwashing, but also not a direct physical connection to a specific wind turbine.

Most customers find this explanation satisfying when it's delivered clearly and without defensiveness. We're not hiding anything – this is how the whole industry works, and our commitment is genuine.

Our gas supply

Gas is harder to make fully renewable than electricity – and we believe in being straight with customers about that. Good Egg Energy offers green gas tariffs that include a proportion of biomethane – gas produced from organic waste sources rather than fossil fuels. The proportion of biomethane in the mix varies by tariff.

For customers on standard gas tariffs, the gas itself is not renewable – but choosing an energy supplier committed to the energy transition, investing in low carbon technology, and supporting customers to reduce their consumption is still a meaningful choice.

Carbon offsetting

Good Egg Energy invests in verified carbon offset projects to neutralise the emissions associated with the energy we supply that isn't yet fully renewable. Our offset projects are independently verified and focused on genuinely additional carbon reduction – meaning projects that wouldn't have happened without the investment.

If a customer asks about our offsetting approach, the key message is: we use it as part of a broader commitment, not as a substitute for actually reducing emissions. Offsetting alone isn't enough – it's one tool in a bigger toolkit.

Supporting the energy transition

Beyond the energy we supply, Good Egg Energy is committed to helping customers reduce their consumption and make the switch to low carbon technology. This includes:

- Supporting customers who install solar panels through our Smart Export Guarantee tariffs
- Offering time-of-use tariffs designed for EV owners and heat pump users
- Providing clear, honest information about low carbon technologies through our knowledge base and customer communications
- Investing in smart meter rollout to help customers understand and manage their energy use

Answering the hard questions

"Are you really green, or is this just marketing?"

Be direct: our renewable electricity matching is real and verified. Our commitment to the energy transition is genuine. We're not perfect – no energy supplier is – but we're not making claims we can't back up. Customers who want to dig into the detail can find our fuel mix disclosure and REGO information on our website.

"Why should I believe you're any different from the big suppliers?"

Good Egg Energy was built around the belief that energy can be supplied differently – with transparency, genuine care for customers, and a real commitment to sustainability. Our size means we can be more agile and more accountable than the large legacy suppliers. We'd rather lose a customer who doesn't believe that than keep one by overselling.

"I want to reduce my carbon footprint – what's the best thing I can do?"

Switching to a renewable electricity tariff is a good start – which they've already done by being with us. Beyond that, the highest-impact changes are usually around heating (switching from gas to a heat pump), transport (switching to an EV), and home insulation. We can help with the energy account side of any of those transitions – for broader energy efficiency advice, the government's energy efficiency service is a good resource.

Good to know: Customers who ask about our green credentials are usually engaged, values-driven, and exactly the kind of customer who will stick with a supplier they trust. Take these calls seriously, answer honestly, and don't be defensive about the genuine complexities of the energy industry. Authenticity goes a long way – and it's very much on brand for Good Egg Energy.