

# INVEST IN BATH

PROFILING



@joinpureplanet

www.purepla.net

## Introduction

Pure Planet is a business with a purpose, to make renewable energy affordable and available to all. It is Britain's first app-based energy supplier. It is also the first domestic supplier to offer 100% renewable electricity and 100% carbon offset gas.

The company is independent and was founded and run by friends wanting to make the world a better and more sustainable place.

## Factfile

- Number of years in Bath: 1 year 6 months
- Turnover: £7m (2018)
- Number of employees: 63
- Pure Planet is a certified Living Wage Employer and Disability Confident Employer

### **Recent notable achievements**

- *In its first year of commercial operation, Pure Planet prevented 14,145 tonnes of CO2 emissions from entering the atmosphere.*
- *Pure Planet is the only small British energy supplier to sign the United Nations Global Compact. A commitment to sustainable development goals.*
- *Pure Planet have committed to carbon offsetting 69,285 tonnes of CO2 from its members' gas use.*
- *The company's support is 100% digital. It has invested in an artificial intelligence chatbot, 'WattBot', and is able to respond to 60% of its customer service queries first time and is available 24/7.*

## Did you know?

Pure Planet introduced an equal parental leave policy, giving new fathers the same financial rights and amount of leave traditionally offered to mothers on maternity leave. This is a first for the British energy industry.

By taking just 60 seconds to switch, the average UK household has the opportunity to save 3.7 tonnes of CO2 a year. It's one of the most accessible ways for a person to go green, and it's an average saving of over £150 a year compared to the Big 6.

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## Bath & Business

Bath is a great place to do business. It is lively, creative, knowledgeable and human. It has culture, historical buildings and great coffee shops.

It is also a beautiful city with lots of open spaces and amenities. Our central location, Spaces, Northgate House, is an ideal place for us to attract people to work for us, as it's easy to get to. For us it's vital all our employees are local. Our catchment area is a circle around Bath, Bristol, Swindon and Trowbridge.

As a green energy company, it is important that our work environment fits with our values. Part of this is offering a discounted green car scheme.

We actively encourage our people to cut carbon emissions out of their commute. For the summer solstice, we organised a 'Zero carbon commute' day. Our staff and Pure Planet Community Members all got involved. Our team alone did a collective 182 miles of walking and cycling to work. As a result, more of our staff now walk or cycle to work.

Being part of the local community is important to us and inspiring the next generation. We engage young people by mentoring university students and offering six month work placements, along with other staff training. Our informal training includes a regular lunch and learn session.



**WattBot, Pure Planet's AI chatbot. WattBot responds to 60% of its customer services queries first time and is available 24/7.**

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