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## Switched on: The bright young things changing energy suppliers for good

Vikki Knowles (https://collectively.org/en/contributor/vikki-knowles/)

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Leo D (https://collectively.org/en/article/collective-sigh-13-reasons-why-we-dig-dicaprio/)’s doing it. As are Forest Green Rovers (https://collectively.org/en/video/watch-why-forest-green-rovers-are-by-far-the-greatest-team-the-planet-has-ever-seen/). And the University of Cyprus (https://collectively.org/en/article/class-acts-the-global-universities-schooling-students-the-eco-way/). Even Schwarzenegger (https://collectively.org/en/article/arnie-schwarzenegger-doesnt-give-a-if-youre-a-climate-denier/)’s backing it. Yup, you guessed right. They’re championing the clean and the green.

By now, you’ll have gathered that you can guzzle your caffeine hit (https://collectively.org/en/article/7-ways-to-do-cool-cool-stuff-with-clean-clean-power/), power your old school hip-hop playlist and rev up your tasty EV (https://collectively.org/en/article/electric-cars-fad-or-future/), all on the solar stuff. Sure, it’s a wee bit goody-goody, but it also has more than it’s share of punk badassery (https://collectively.org/en/article/here-come-the-solarpunks/).

But as Collectively's We Got Power (<https://collectively.org/en/>) campaign winds down with over half a sweet mil pressing for organisations (<https://collectively.org/wegotpower/>) around the world to move to cleaner power (I know right?!), we thought we'd let you know the grass is totes greener now we're on the other side...

We already know a bunch of folks and businesses around the globe are cheerfully chugging along on the renewable good stuff. So we grabbed a few under 35s (and the odd gen X-er) who've made the change to tell us what they think.

In the meantime, if you're all like "where the \*\*\*\* do I sign up?!", check out how to make the old switcheroo over a nice cuppa in the UK (<https://collectively.org/en/article/green-and-pleasant-land-helping-brits-switch-to-a-clean-energy-supplier/>), or a steaming' cup of joe if you're stateside (<https://collectively.org/en/article/the-american-way-how-to-find-a-green-energy-provider-in-the-us/>).

### **Martin Fidler Jones**

Hawthorn-based Jones made the switch to Ecotricity (<http://www.ecotricity.co.uk/>) in February last year, saving dosh as he did so: win. But that's not the best bit.

"I have the peace of mind that 100% of my electricity consumption comes from non-fossil fuels, or nuclear. I think it's really important that people realise just how cheap green electricity can be without having to cost the earth."

The 31-year-old also raves about Ecotricity's customer service, and says their app is useful for submitting meter readings online and on his phone.

Winds of change: Ecotricity turbine in Reading, UK

This is 2016, after all.

### **Jack Norris**

Twenty-six year-old Norris made the switch to Good Energy (<http://www.goodenergy.co.uk/>) as it was "...one of the simplest ways anyone can instantly vote with their wallet on an important environmental issue." Add to that a drastic saving on the the price of his previous Big Six-supplier tariff, and he knew he was onto a winner. "I think others should get moving and make the change. It's just people power: the more people switch, the more powerful the renewable energy sector will become."

Taking his people power stance further, Jack pays his electricity bills with Bristol Pound, which he says is a great way to keep money in the local economy. "Energy payments are one of those things that everyone has to do, but your money floats away somewhere to some massive companies, probably some other countries and, who knows, maybe ends up in some dubious places."

He's the founder of tech start-up Zubr Virtual Reality (<http://www.zubrvr.com/>), which allows people to view amazing content in 3D via smartphone. But while the firm is pushing the envelope in digital development, creativity and all that technical jazz, it's just like many other businesses using a bunch of power-hungry computers. So, Norris believes, it makes sense to source that electricity from a renewable source.

And some of their virtual reality technology could potentially offset the environmental impact of its development: "For example, a company which ships large physical assets around the world for exhibition purposes can switch to delivering part or all of that material as a 3D-scanned digital package with no shipping except a digital file transfer. That's a massive CO2 saving!"

### **Lee Newham**

Generation X-er Newham and his 35-year-old wife (and business partner) were fed up with rising prices, bad customer service and ever-changing, complicated tariffs. They heard about Ecotricity and decided it was the way forward. "We have always believed in being green and this was a no-brainer. The best way to save money is to use less energy. We all need to leave the planet in a better state than we found it." He says it was incredibly easy to switch and describes the customer service as "seriously brilliant."

Plus there's the warm-and-fuzzy factor. "It makes us feel good about our choice," says the creative director. The duo use Ecotricity for their home and small design and branding agency, Designed by Good People. They've traded in their large corporate clients for those who treat people well and are passionate about what they do. "We only work with eco-friendly or ethical clients (and high street regeneration), so it's good to practice what we preach. Even our websites are hosted on wind-powered servers!"

So... why switch? "If you believe we need to manage our planet's resources better, if you believe in less pollution, if you believe climate change is man made, if you have children or grandchildren, if you believe in ethics, the environment and doing the right thing and want great customer service and are fed up with large corporations who don't care about their customers, then you should make the switch."

Damn straight.

### **Moi**

So, how am I supposed to eulogise about the awesomeness of renewable energy without being sucked in by the exciting notion that I can do my bit (I've got power, innit (<https://collectively.org/wegotpower/>))? I myself recently made the switch to Ecotricity, and, at the risk of sounding like I'm on commission, when they say it takes five minutes to switch, it really does take five minutes. It's something that could make a huge impact, but you can box it off in your coffee break. The £40 Lush vouchers they offered for switching was no bad thing either, since I am a huge Lush fan, and their products are pretty ethical (just sayin').

As we wrap up this phase of our 'We Got Power' campaign, it's reassuring to know it really can be that easy to switch to renewable energy; to #go100percent (<http://www.go100percent.org/cms/>) – all the way to clean, green, everlasting power. Good for you, good for the planet, good for your wallet, too.

Actually green: Lush cosmetics (Flickr: Ruth Johnston)

So what are you waiting for?

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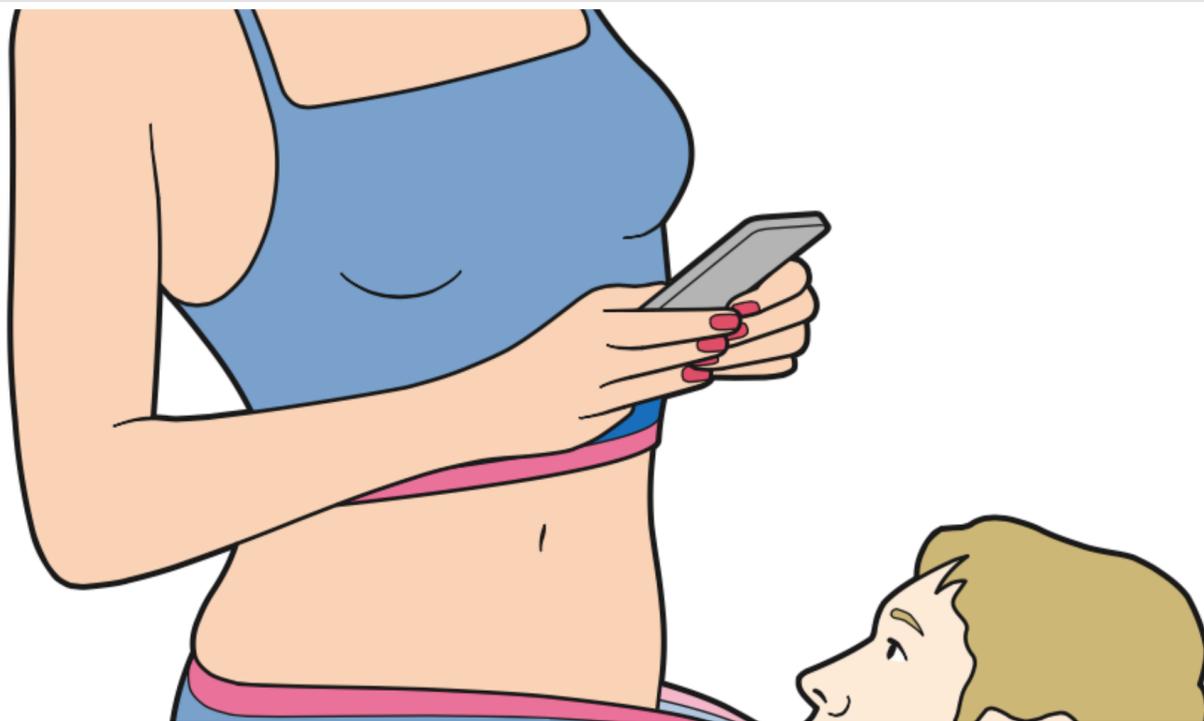


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