



# The Roles and challenges of Green Energy Startups in Pioneering my City's Net-Zero Future

— Rebel Energy



Initiative: Offer pricing strategies that do not target the poor

- Do not charge customers for replacing a traditional meter with a smart meter
- No termination fees or fixed-term contracts
- Offer weekly direct debits for vulnerable customers to help them avoid debt issue
- To end fuel poverty and empower their customers

**END FUEL  
POVERTY**



## Community's participation- Sensory Garden

- Funded a nature-based sensory garden for a secondary school with disadvantaged children in Scotland
- Created a wheelchair accessible sensory garden to explore and develop their senses
- It helps them to understand the world around them and enhance their communication skills
- Further development related to creating a wildlife pond





## Strengths

- Offer cheap, green and fair energy to the society
- Support carbon removal by providing 100% renewable electricity
- Support ecosystem restoration projects
- Rebel against the current situation to make energy fair, sustainable, and inclusive to everyone

**Rebel<sup>®</sup>**  
**energy**



## Limitation: Buying REGO

- Every unit from green energy are with REGO(Renewable Energy Guarantees of Origin) certificate
- Rebel energy is buying energy from REGO
- Not adding new renewable energy into the grid
- It will only increase the demand for green energy





## Possible solutions

- To form relationships with renewable energy generators
  - create power purchase agreements with ethical electricity producers
  - generate and supply more renewable electricity
  
- Equip their customers with possible means to generate renewable energy themselves
  - reduce renewable energy demand



# Reference

Rebel Energy. (n.d.) <https://www.rebelenergy.com>

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Thank you