

EnergyTag



How (Truly) Green is Your Electricity Supplier?

Hourly Analysis of Real Green
Power Supply by Select UK
Power Suppliers



This analysis compares the share of renewable generation in the UK grid with each supplier's rating on the Matched Clean Power Index - showing how much of their customers' demand was met by renewable generation, hour by hour.

Performance varies widely:

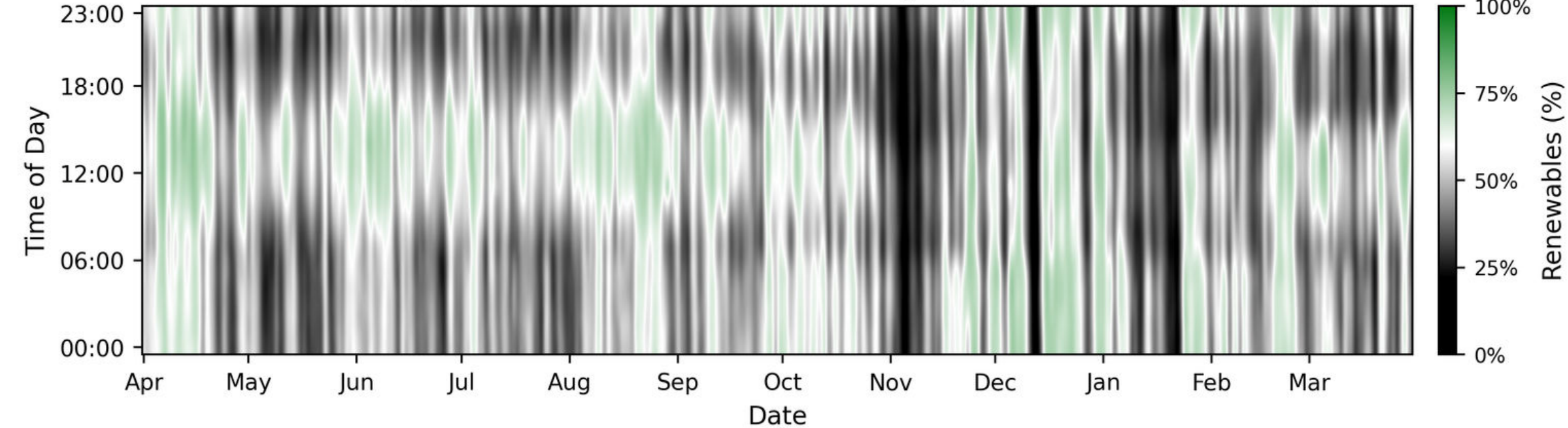
- Good Energy delivers almost entirely renewable power across most hours of most days. Octopus also matches renewables to demand throughout the year, though at lower levels.
- In contrast, Ecotricity and 100 Green - both marketed as “100% renewable” - spend long periods supplying power that is mostly gas-fueled.
- OVO has very limited access to renewable generation.

With the UK grid now more than 50% renewable, the challenge is to match intermittent renewable generation with demand with supply side storage and demand side flexibility. The Matched Clean Power Index shows which suppliers are doing the best job.

Data for Matched Clean Power Index sourced from <https://matched.energy/>

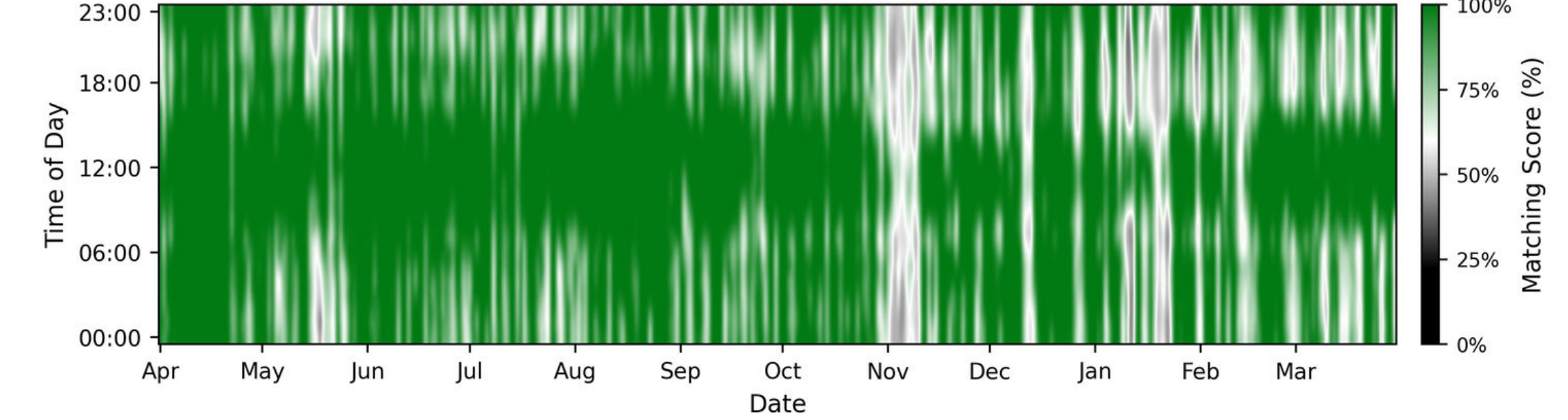


United Kingdom — Renewables Percentage (Apr 2024 → Apr 2025)



Source: Electricity Maps

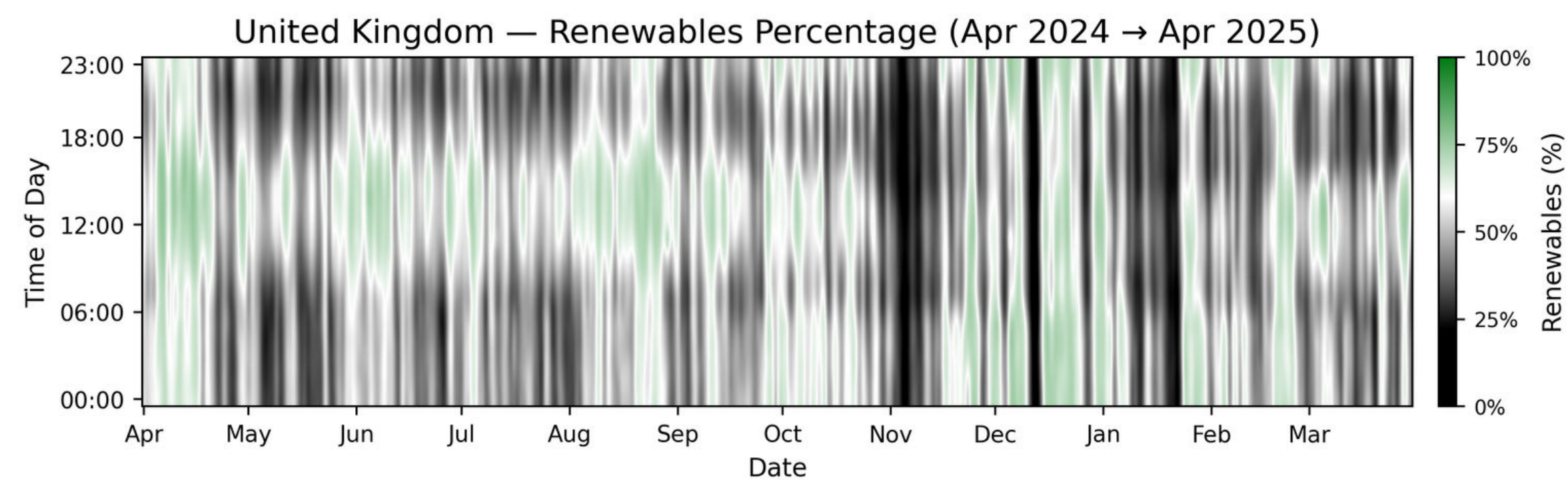
Matching Score ~ Good Energy



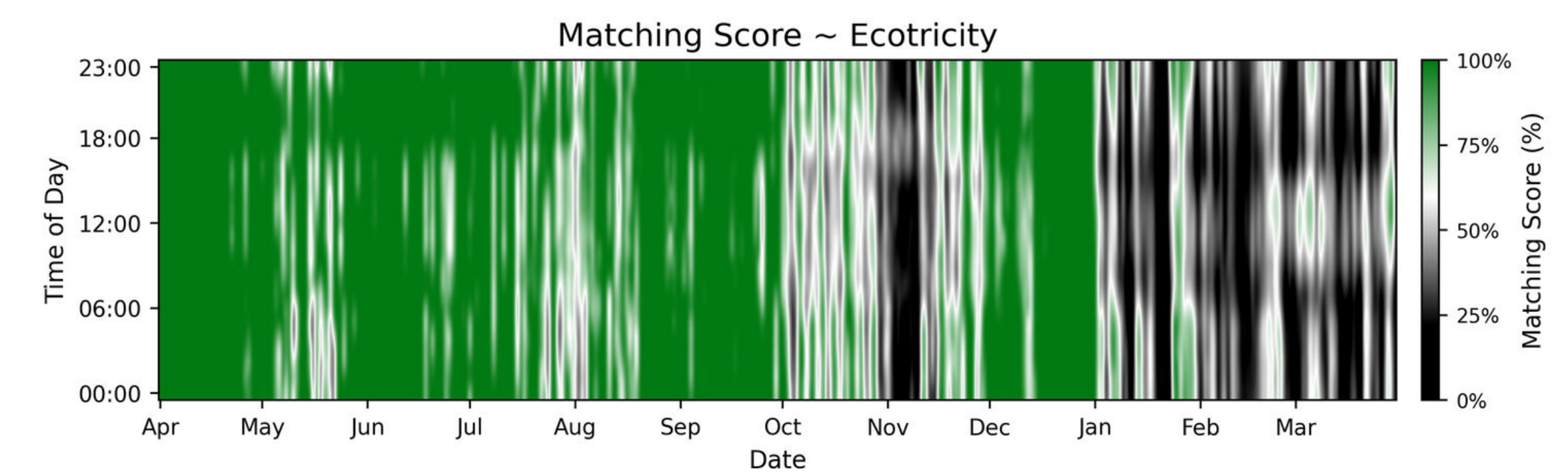
Source: Matched

Annual Score: 100%

Half-Hourly Score: 88%



Source: Electricity Maps

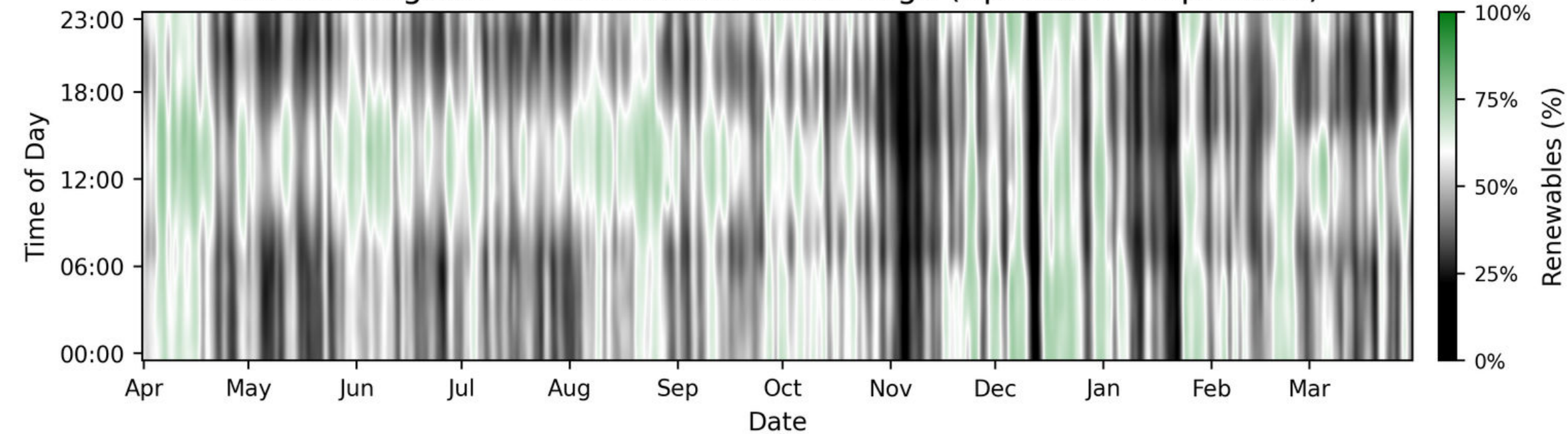


Source: Matched

Annual Score: 100%

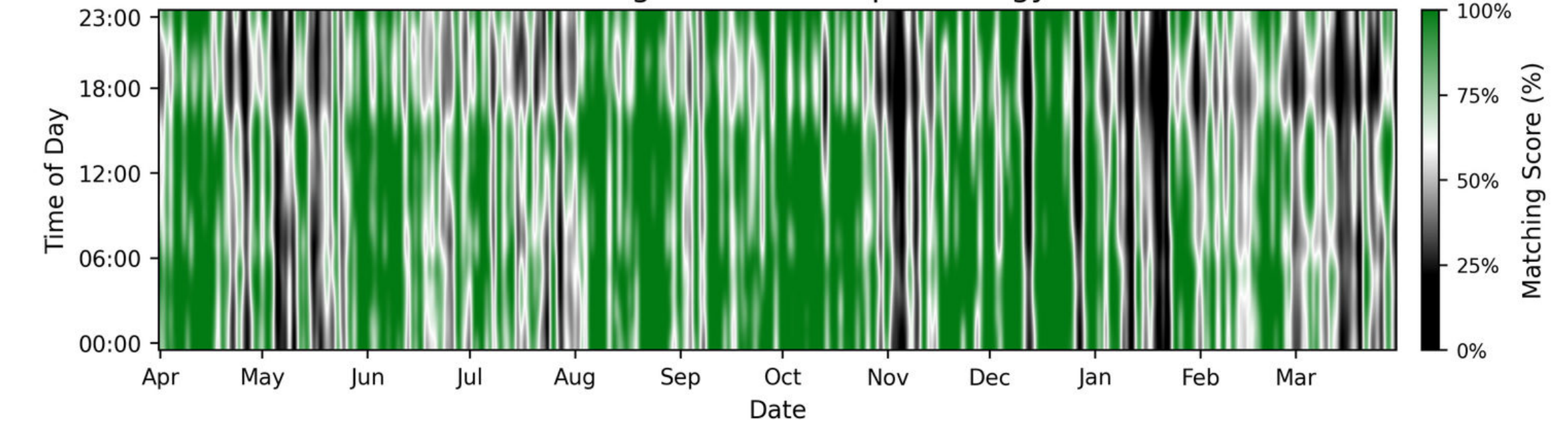
Half-Hourly Score: 71%

United Kingdom — Renewables Percentage (Apr 2024 → Apr 2025)



Source: Electricity Maps

Matching Score ~ Octopus Energy



Source: Matched

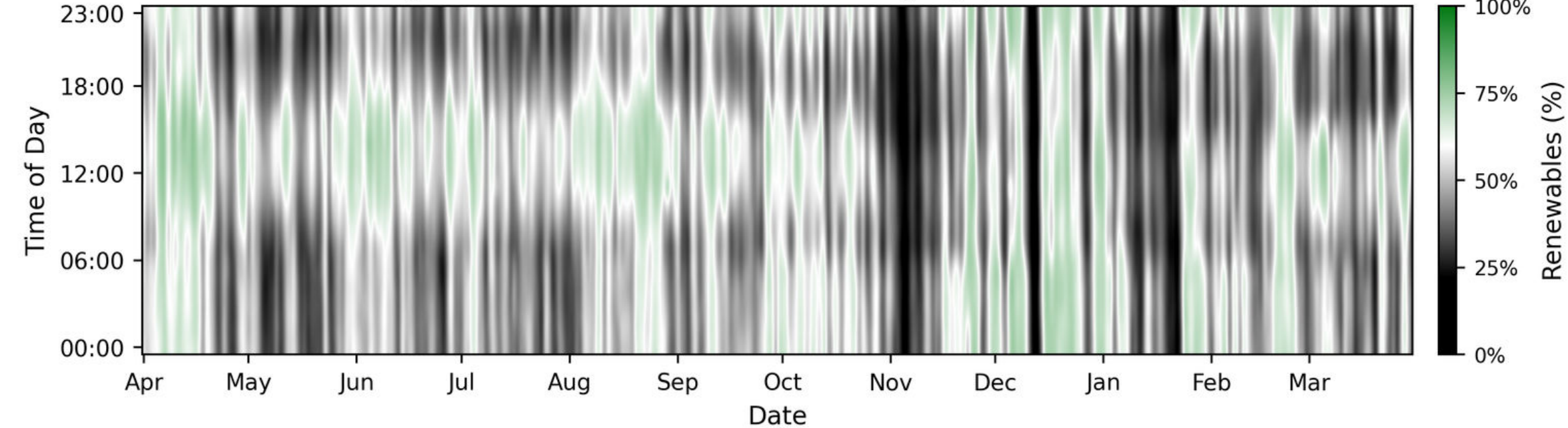
Annual Score: 84%

Half-Hourly Score: 69%

100 GREEN

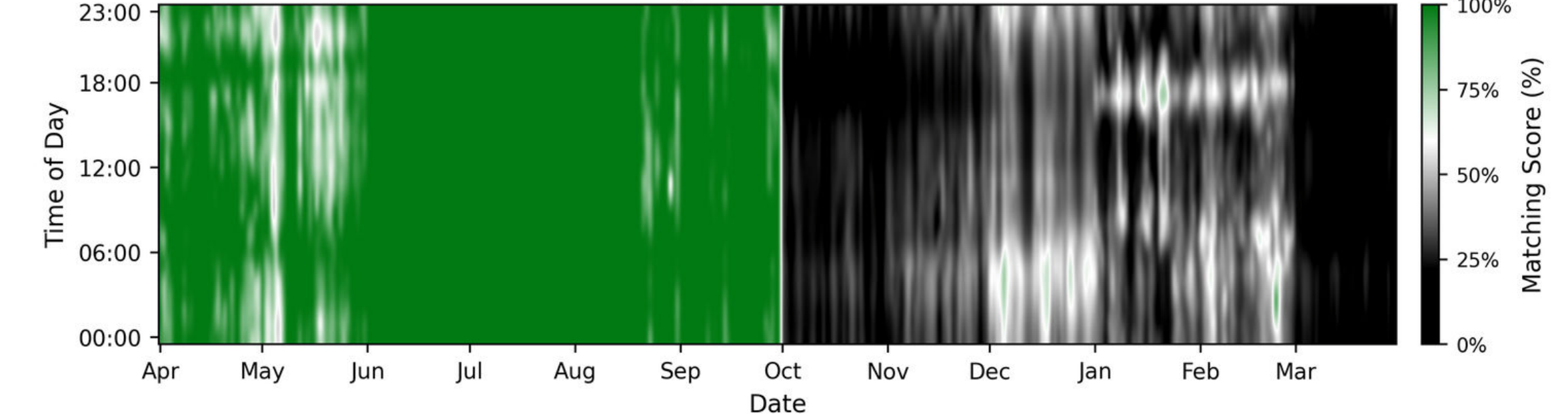


United Kingdom — Renewables Percentage (Apr 2024 → Apr 2025)



Source: Electricity Maps

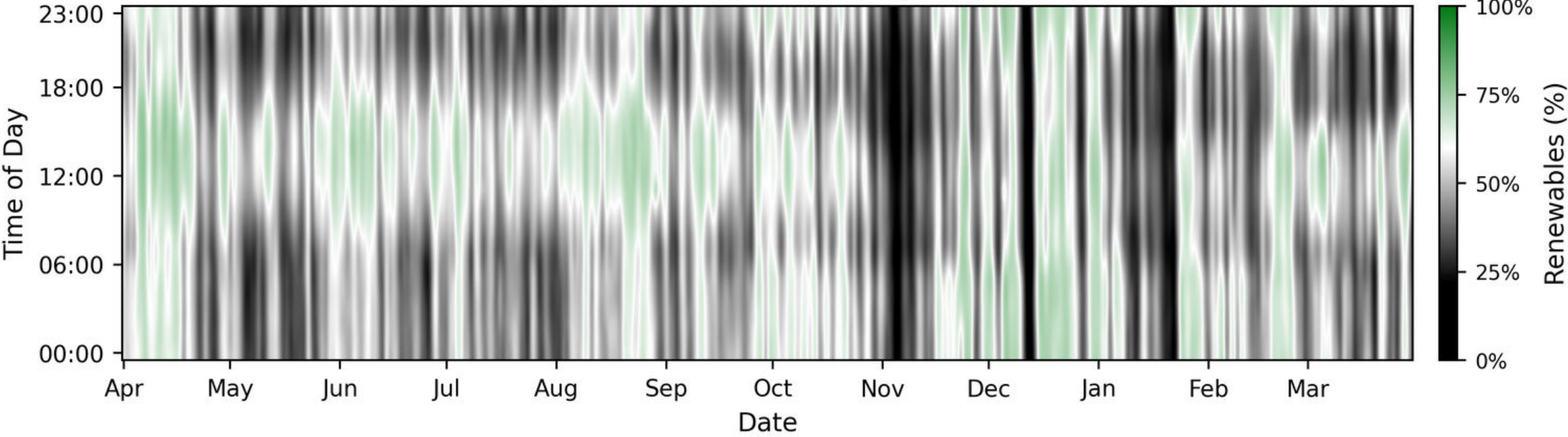
Matching Score ~ 100 Green



Source: Matched

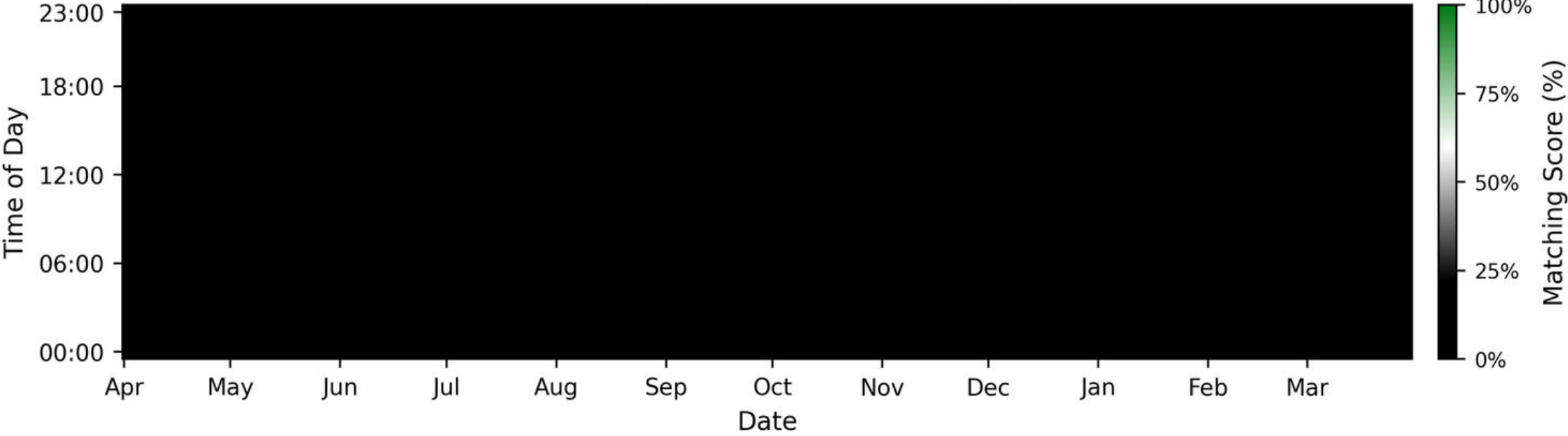
Half-Hourly Score: 55%

United Kingdom — Renewables Percentage (Apr 2024 → Apr 2025)



Source: Electricity Maps

Matching Score ~ OVO Energy



Source: Matched

Annual Score: 2%

Half-Hourly Score: 2%



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