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**Co-operative Energy’s User Chooser**

Category

Renewable energy

Location

Warwick, UK

**More power to the consumer!**

By putting the customer in control of the energy mix and promoting community-based generation, a UK co-operative has established a model for citizen-centred energy supply.

Co-operative Energy enables customers to control the energy mix of the electricity they buy via their unique online User Chooser facility. Consumers can select the generation type they prefer and even determine the specific site, such as a wind farm in Cumbria or a solar installation in Somerset. Some 68 % of Co-operative Energy’s electricity currently comes from renewable sources, a significant improvement on the UK supplier average of just 17 %. Launched in 2011, the enterprise currently has some 250 000 customers.

Co-operative Enterprise has actively sought to source an increasing proportion of its power from community-owned renewable generation initiatives. Some 12 agreements are currently in place with community energy projects – nine of which are active. These nine community energy projects generate enough output to power 8000 homes. The enterprise hopes to have 80MW worth of agreements in place by end 2015, and 160MW by end 2016.

Organisation

Co-operative Energy

United Kingdom

[www.cooperativeenergy.coop](http://www.cooperativeenergy.coop)

Project website: [www.cooperativeenergyhub.co.uk](http://www.cooperativeenergyhub.co.uk)