

**Creating ROI for biodiversity –  
Attitudes to biodiversity and  
electricity bills**

**Feb 2023**

**Our mission is to make it easy and viable for nature to thrive at renewable energy sites.**

**We provide tools and processes to help developers and operators measure, manage, monitor and report on their biodiversity efforts.**

**Wild Power rewards investment in biodiversity at renewable energy sites with immediate benefits in compliance and opportunities for monetisation.**



# Summary



Wild Power surveyed 2,000 electricity bill payers to ask about attitudes to biodiversity and willingness to support investment in biodiversity on solar farms;



Some highlights:



70% of people considered biodiversity to be as important an issue as climate change;



For customers on renewable energy tariffs:

- 77% said they would be either possibly or highly likely to switch from their current supplier to one that supported biodiversity on their solar farms;

- 50% would be prepared to pay premiums on their electricity bills to buy electricity from solar farms certified to provide high standards of biodiversity (over half of this cohort answered that they would be prepared to pay an extra £2-£10 a month);



These results come at a time when people are dealing with the highest energy bills they've ever faced and a wider cost of living crisis;



There's a real potential for selling clean electricity that contributes to biodiversity: £2-£10 per customer per month would be a material ROI for investing in on-site solar farm biodiversity.



## **Survey results**

**(For a representative sample of 2,000 UK consumers with sole or joint responsibility for household electricity bills)**

# Q1: Are you currently on a renewable energy tariff for electricity?



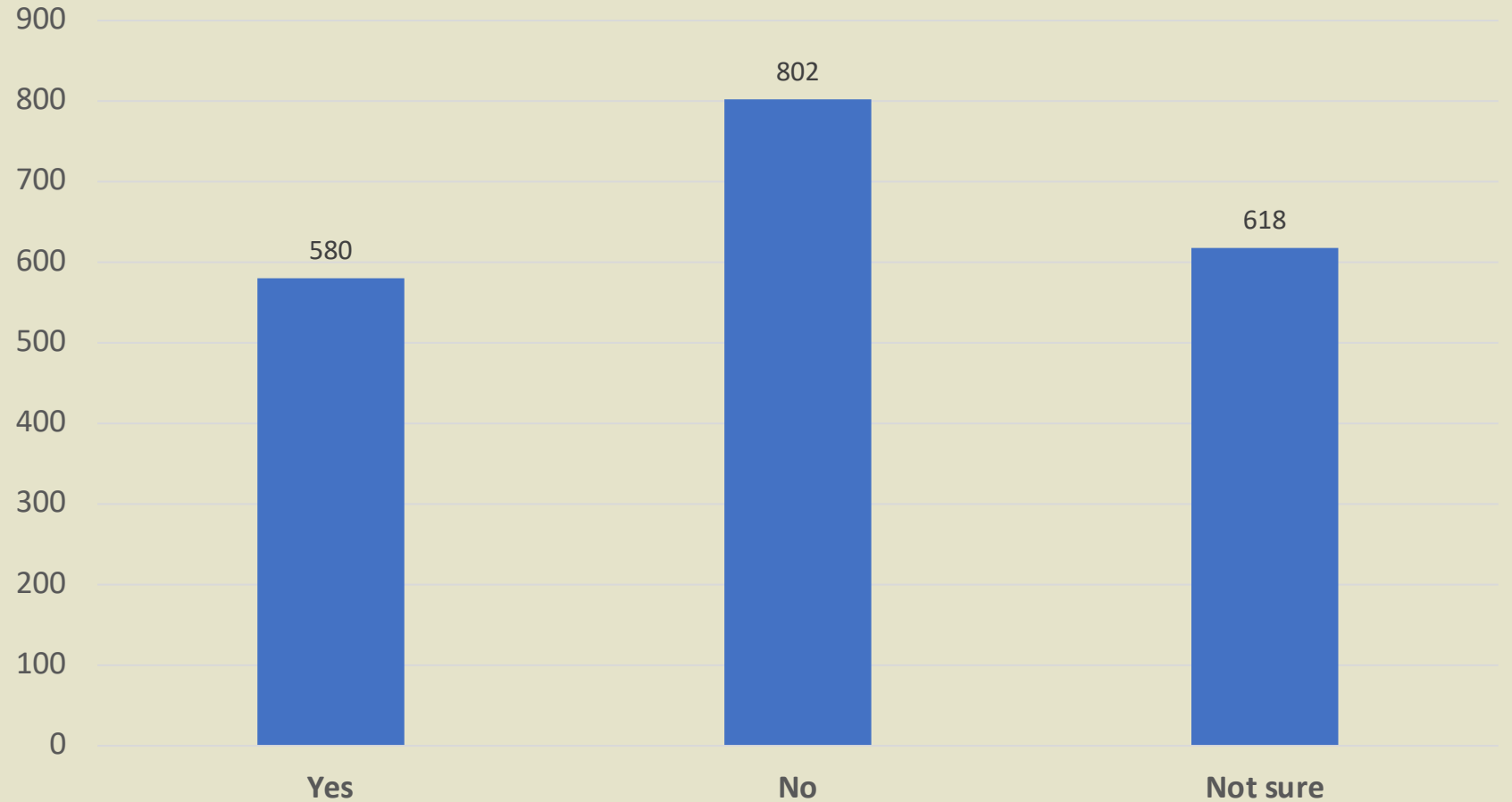
Yes: 29%

No: 40%

Not sure: 31%



In-line with expectations  
for the UK consumer  
market



# Q2: (Roughly) How much do you spend on electricity in a month?



Less than £100 a month:  
46%

£100-£149 a month: 33%

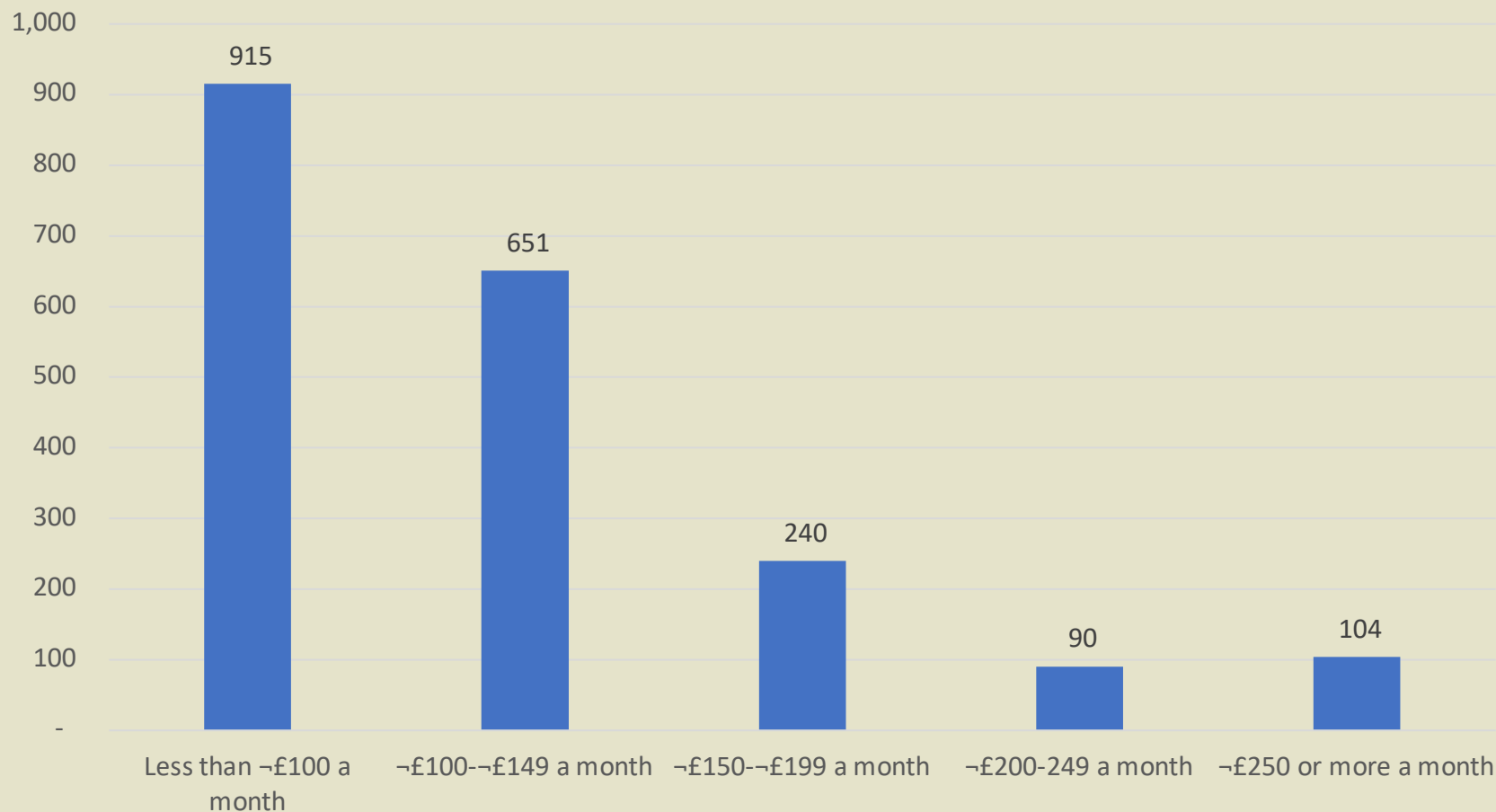
£150-£199 a month: 12%

£200-£249 a month: 5%

£250 or more a month: 5%



Distribution very similar for  
confirmed renewable  
electricity buyers



# Q3: Looking at the issue of biodiversity and declining habitat compared to the issue of climate change, would you say biodiversity is: ?



More important than climate change: 0%

As important as climate change: 73%

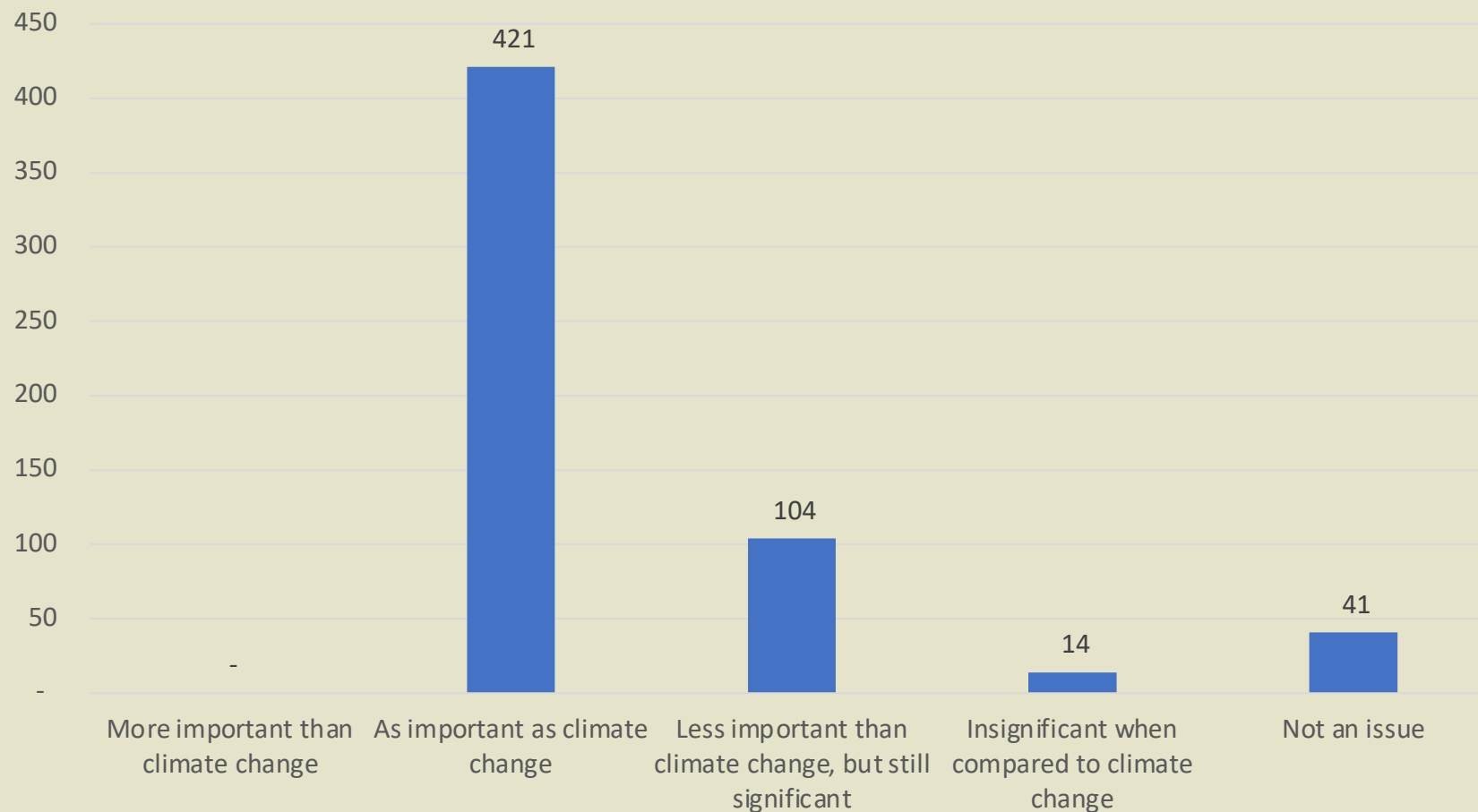
Less important than climate change, but still significant: 18%

Insignificant when compared to climate change: 2%

Not an issue: 7%



Data shown is for (580) confirmed renewable electricity buyers. Similar distribution shown across entire survey pool (68% and 18% in answers 2 and 3 vs. 73% and 18% here)



# Q4: If you could opt to buy your electricity from solar farms that were certified to provide high standards of biodiversity, how much more would you be prepared to pay for it?



(For buyers of renewable electricity):

Nothing extra vs. "standard" renewable energy: 50%

50p extra per month: 8%

£1 extra a month: 12%

£2 extra a month: 9%

£5 extra a month: 11%

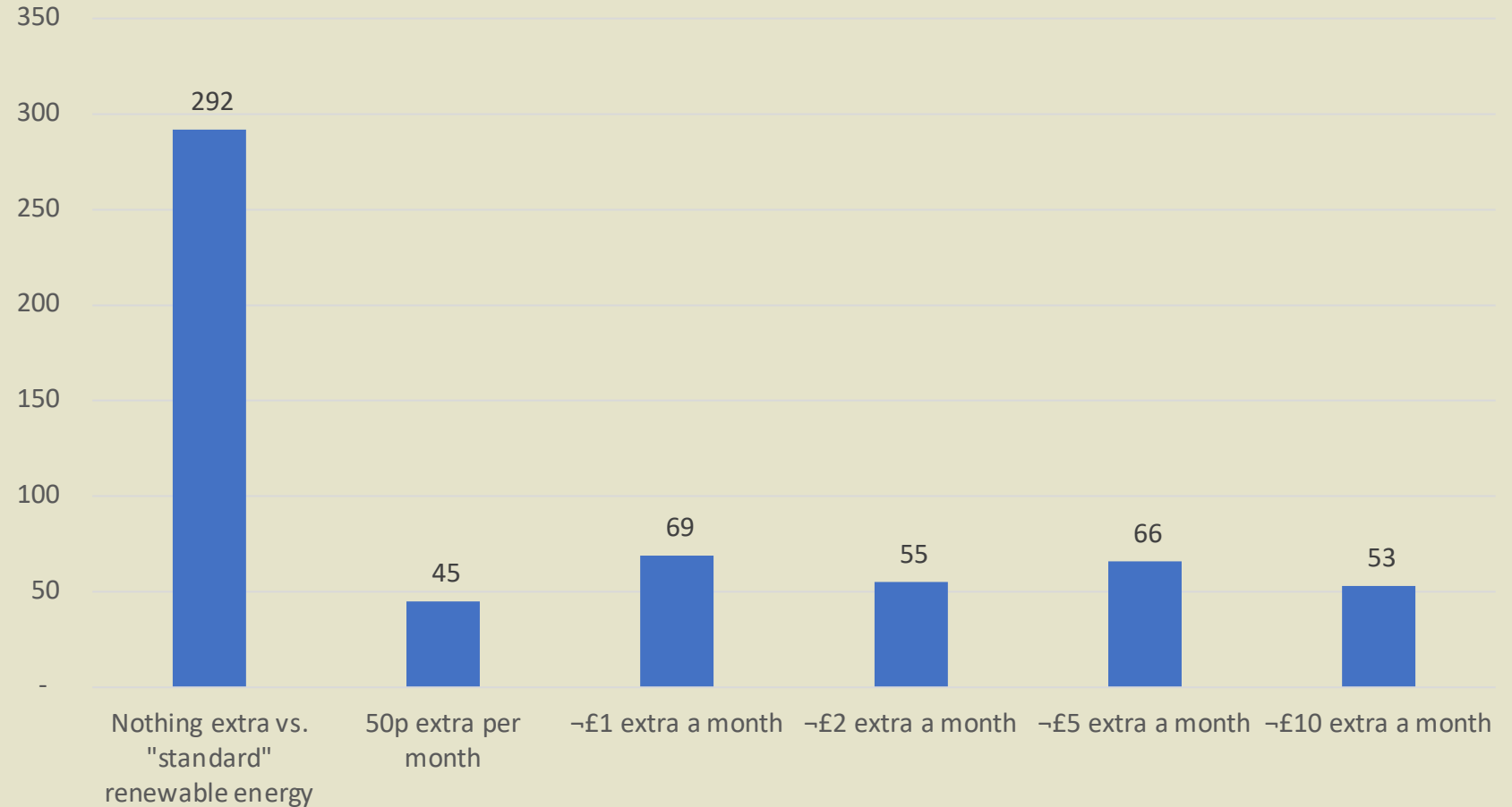
£10 extra a month: 9%



50% of respondents open to paying a premium for biodiversity positive electricity;



60% of that cohort said they would be prepared to pay an extra £2-10 per month.





# Q5: Which of the following statements most closely describes how you would react if your electricity supplier told you that they promoted biodiversity on their solar farms?



(For buyers of renewable electricity):

They would say that, wouldn't they? : 17%

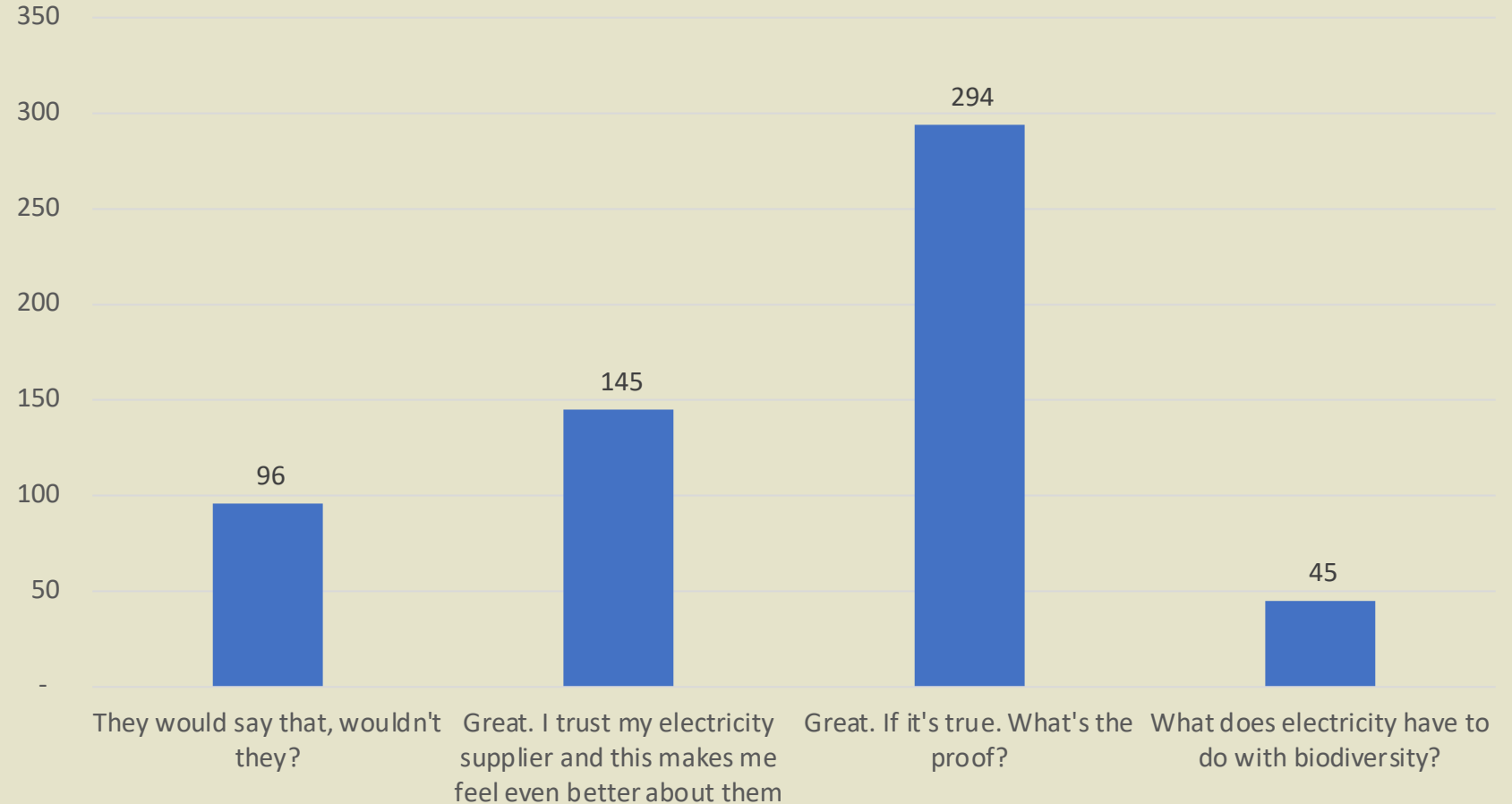
Great. I trust my electricity supplier and this makes me feel even better about them: 25%

Great. If it's true. What's the proof? : 51%

What does electricity have to do with biodiversity? : 8%



People care about biodiversity and are supportive of action to protect it. But verification of claims would help overcome scepticism.



# Q6: Changing electricity supplier takes effort. If the cost of electricity was the same, how likely would you be to switch from your current supplier to one that supported biodiversity on their solar farms?



(For buyers of renewable electricity):

Very likely - if it doesn't cost extra I'd put the time in to switch to a supplier that invests in biodiversity: 35%

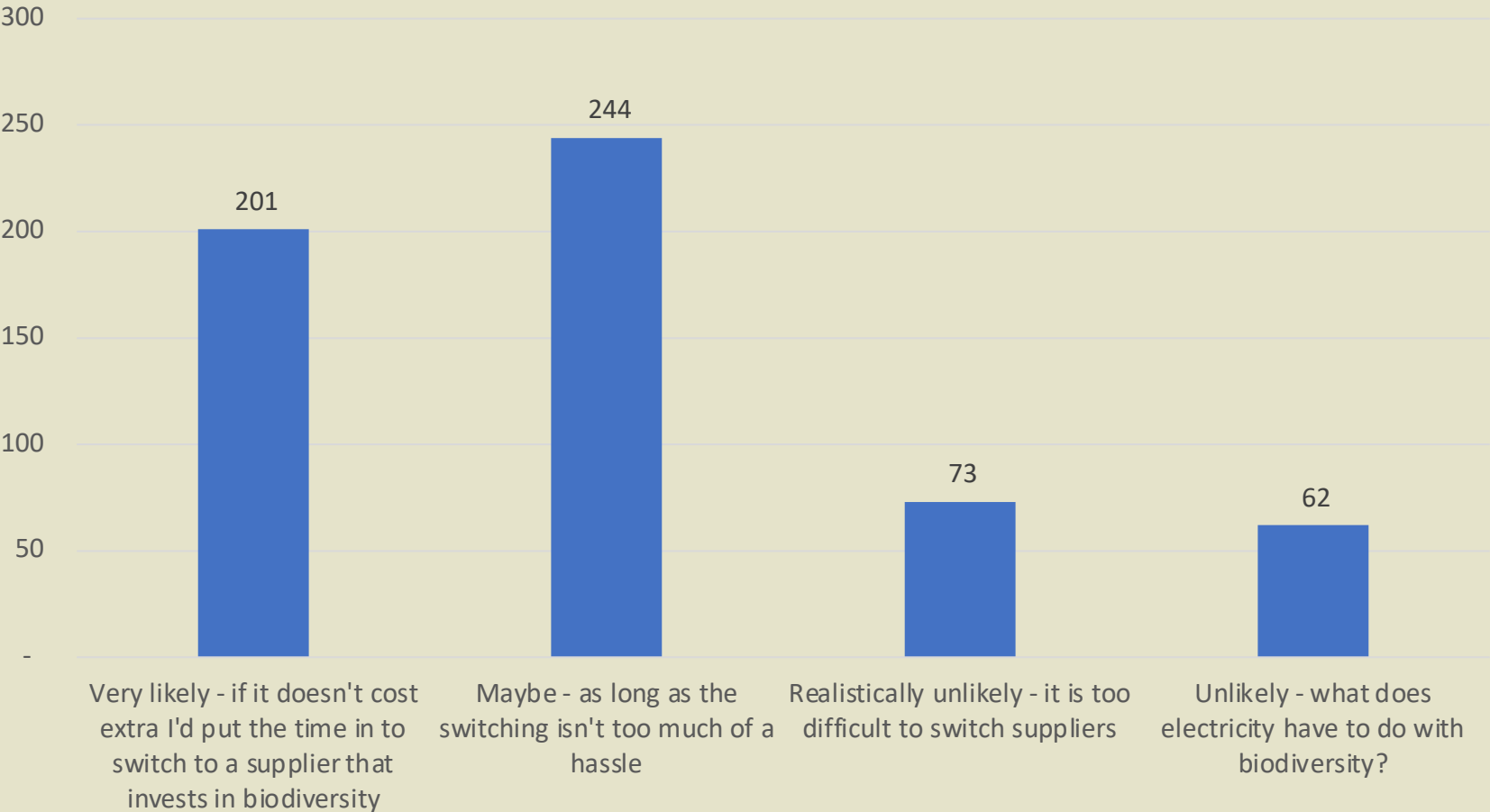
Maybe - as long as the switching isn't too much of a hassle: 42%

Realistically unlikely - it is too difficult to switch suppliers: 14%

Unlikely - what does electricity have to do with biodiversity? : 11%



Ease of switching is a barrier to selecting energy supplier, but consumer appetite for verifiably biodiversity-positive electricity production is clear.



# Conclusions

- ✿ There is clear evidence of consumer interest in the biodiversity crisis;
- ✿ Solar farms which operate to high standards of biodiversity have the potential to generate above-average returns by selling biodiversity-focused electricity;
- ✿ Claims around biodiversity must overcome public scepticism. Independent third—party verification is needed;
- ✿ Wild Power is the first methodology for third party verification and certification of biodiversity on UK solar farms... Get in touch to learn more!



**BRINGING BACK**

**NATURE**



By setting the standard in biodiversity at renewable facilities.



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