



Ecotricity selects BT Wholesale to power its Ecotalk broadband offering

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Ecotricity selected BT in part for its ethical business attitudes as well as the quality and scale of its products and network.



“You can have all the great BT products and service, and you’re buying it ethically from a company that is providing a completely transparent, honest offering. We chose BT because it offers nationwide coverage, a portal with excellent usability and a market-leading product range. We’re proud to work with BT because it’s also a green and progressive company.”
Alan Dawson, Head of Ecotalk, Ecotricity.

The Challenge

Ecotricity, headquartered in Stroud, Gloucestershire, was founded in 1996 as the world’s first green electricity company, tackling the UK’s biggest source of carbon emissions – conventional electricity generation. It operates a unique business model of turning “bills to mills” where profits from its energy service are ploughed back into creating new sources of sustainable energy.

Today, the company supplies wind, sun and sea powered electricity services to 200,000 UK consumers and businesses. It operates on eco-friendly policies such as being anti-fracking, running the UK’s largest e-vehicle charging station network and even owning the 100% vegan Forest Green Rovers, described by FIFA as “the world’s greenest football club”.

To build on its success as a utility, Ecotricity wanted to expand its services and saw telecommunications as a natural way forward. Under the Ecotalk brand it began offering mobile services from last year and it plans to add broadband services from late this year after a soft launch scheduled for October.

In line with its environmental heritage, Ecotalk will contribute profits from the venture to buying land and giving it back to nature to help “put the bee back in Britain”.

The Solution

Ecotalk had originally provided branded mobile services through another network, but decided to switch its business to the BT-owned EE network through BT’s partner Transatel. EE is the UK’s best network for coverage and capacity.

Under the terms of the new agreement, Ecotalk will extend its telecoms portfolio to sell BT broadband services under its own brand.

BT will provide a one-stop shop for provisioning broadband, with 330/50 fibre solutions with up to 330 megabits per second download speeds and 50 megabits upload. A customised portal will provide a full range of service and support features.

“We are a company that is trying to do good in society and directing people to leading a greener, more sustainable existence by doing the right things,” says Alan Dawson, head of Ecotalk. “We want to make the world a better place; people say it’s too difficult but if you put the onus back on the consumer to make a better world for your kids, it’s really not.”

As with all Ecotricity services and Ecotalk telecoms services, the broadband offering is intended to be based on plain dealing, with no price gouging, hidden costs or policies that hurt the planet. As an example, the company will resell BT Wholesale routers, branded with the Ecotalk name, send them out in recyclable brown boxes with return slips and provide the facility to send back everything for reuse or recycling from the wiring to the previous router. This follows an approach already set by Ecotalk with its mobile SIM cards.

“The more products you offer the less likely you are to see customer churn and the more opportunity you have to cross-sell and up-sell,” Dawson says.

“We’re saying you can have all the great BT products and service, and you’re buying it ethically from a company that is providing a completely transparent, honest offering. We chose BT because it offers nationwide coverage, a portal with excellent usability and a market-leading product range. We’re proud to work with BT because it’s also a green and progressive company.”

Lee Martin, head of business broadband platforms at BT, says:

“We’re delighted to be the provider of a managed broadband, lines and calls platform to Ecotalk. Our coverage, range of products and great network performance allows Ecotalk to provide its customers with an increased range of services, provided ethically, as well as being at the forefront of emerging broadband technologies.

“Throughout the bidding process, teams across both organisations took the time to ensure that the right solution was created, reflecting the core strengths of both. Our managed platform provides a risk-free, fully-managed service that allows Ecotalk to focus on the all-important job of serving customers.

“Also the green credentials of Ecotalk complements our environmental goals as a company. We’re very proud to be recognised as the world’s greenest telco for the second year running in Newsweek’s 2017 Green Ranking and it won’t stop there!”

The Benefits and Next Steps

Ecotalk’s Dawson is not making any business forecasts as yet but he says that consumers and companies who take an ethical view are obvious targets for the broadband offering.

Following the existing mobile offering and imminent broadband offer, Dawson expects that the relationship with BT will be extended to cover fixed-line services at some point in the future.

“We’re just starting with fixed and mobile but I don’t think it’s a huge leap of faith and Ofcom’s [text-to-switch](#) reforms that let you swap providers via a simple SMS message will make it far easier for customers. People are becoming more conscious of what’s happening in the world and asking why they are buying from people who aren’t particularly ethical. Our services will appeal to those people.”

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