



Client Case Study

Brown & Co, a leading international provider of professional real estate services, provides climate action leadership with Beond's Zero Carbon Project

Brown & Co provides innovative climate action leadership by switching to zero carbon energy, while reducing their gas supply costs by 25%. Zero Carbon Project provides an innovative platform which rewards energy consumers for switching to a range of zero carbon energy sources.

About Brown & Co

Brown & Co are a leading provider of agency, professional & consultancy services across the whole range of rural, commercial & residential property, agriculture & the environment in East Anglia, the Midlands and Yorkshire & Humber region.



Brown & Co's Energy Sustainability Requirement

Brown and Co aim to be innovators in their industry taking decisive action to tackle climate change by switching to zero carbon and renewable sources of energy for both electricity and gas. In addition the customer saved 25% on their gas costs and achieved a 100% carbon neutral position.

Beond's Zero Carbon Project Solution

Beond ran a Zero Carbon Market online auction for Brown & Co's zero carbon energy requirement.

20 energy suppliers participated in the online auctions, offering a mix of zero carbon energy offers including renewable electricity using REGO offsets, nuclear energy and gas fossil fuel energy with carbon credit offsets.

After reviewing the range of zero carbon energy offers and their price differences, Brown and Co selected REGO green renewable electricity and brown energy for their gas due to the gas green premiums. However, Beond used their Zero Carbon Project to neutralise the brown energy through UN carbon offsets at no additional cost to Brown and Co. In addition Brown and Co are now a part of a growing network of responsible industry leaders tackling climate change via the renewable blockchain initiative Zero Carbon Project.

By doing so, Brown & Co offset all 80 tonnes of carbon dioxide emitted over the duration of the energy supply contracts. They also earned 13,137 Zero Carbon Coin token rewards for helping tackle climate change.

The auction delivered a 25% reduction on Brown & Co's previous gas costs, while switching to zero carbon energy. This reduction was mainly due to the competitive intensity of the auction process.

Zero Carbon Project

Zero Carbon Project are building a community of responsible organisations providing innovative leadership in tackling climate change. Our Zero Carbon Markets allow all energy consumers to switch to zero carbon energy, reduce energy costs and earn cryptocurrency rewards. The rewards are an innovative Zero Carbon Coin token which represent a stake in the upside of the Project.

Zero Carbon Market

Beond's Zero Carbon Market provides energy consumers with the full range of zero carbon energy options. These include their cleanest Green Moments product, which matches renewable electricity production as it is consumed, every moment of the day. Other options include solar panels, batteries and PPAs, Also energy supplies offset by REGO certificates, green gas certificates and carbon permits. Brown & Co chose to offset their gas emissions using United Nations certified carbon permits.

Join the Zero Carbon Project Revolution

Register with Zero Carbon Project to earn income for contributing to tackling climate change. Click here to register with a referral code to ensure you receive your referral reward bonuses:

www.market.zerocarbonproject.com/register/tEOmK55D

Visit us at www.zerocarbonproject.com

About Us

Zero Carbon Project is Beond's latest initiative which tackles climate change by rewarding consumers for switching to zero carbon energy

25%

Annualised reduction vs. previous gas prices

15

Different energy suppliers competed in online auctions

80

Tonnes of CO2 avoided

13,137

Zero Carbon Coin token rewards for helping tackle climate change

0%

Premium for zero carbon energy