

We Are Energy Strategic Implementation Plan: Phases 1-4 (2025-2050)

Executive Summary

We start with people, not tools.

We Are Energy is building a member-owned movement that transforms how people power their lives through genuine energy democracy. At the heart of our mission stand the families, communities, and organisations whose lives we're changing - delivering immediate energy independence while creating genuine cooperative ownership of the systems that serve them.

The Challenge We're Solving

While over 70% of UK households want solar systems, fewer than 4% have them due to prohibitive upfront costs of £8,000-£15,000. Meanwhile, energy poverty affects millions of families who remain trapped in a system designed for corporate profit rather than community benefit.

The Opportunity: Proving Energy Democracy Works at Scale

We Are Energy is developing the UK's first cooperative-owned solar gigafactory, demonstrating that when communities control essential infrastructure, everyone prospers. Our strategic implementation plan shows how democratic ownership can scale from 501 founding members to 10+ million cooperative owners by 2050.

Our Revolutionary Solution: The Energy Efficiency Lease

Our **energy efficiency lease model** removes every barrier to clean energy access while creating genuine cooperative ownership:

Zero upfront costs - We supply, install, and maintain everything

Immediate 50% discount on all energy used versus Ofgem price cap throughout the 7.7-year lease term

Post-lease energy abundance - Members pay only off-peak rates for imported energy while enjoying free use of all generated and stored power for life

Cooperative dividends - When we achieve sustainable EBIT-positive margins, members share in our success through annual dividends and our Energy Democracy Fund

Lifetime member benefits - Free battery replacements, system upgrades, and democratic participation in energy system decisions

Our Inclusive Community Approach

We serve diverse community needs through the same cooperative ownership structure - from individual households to shared roof communities, small businesses, and public organisations.

Each member receives tailored solutions while participating in collective ownership and democratic governance.

Phased Implementation Plan

Phase 1 (2025-2027): 501 founding member-owners proving energy democracy works

Phase 2 (2028-2030): 6,300+ bill paying members deepening community impact across regions

Phase 3 (2031-2035): 690,000+ member-owners transforming UK energy democracy and 150,000 wholesale customers benefitting from next generation systems made in UK.

Phase 4 (2036-2050) 12+ million people experiencing energy democracy through direct membership and cooperative replication, with 7 million bill paying members enjoying our full energy efficiency lease proposition and democratic dividends, whilst the remaining 5.4 million are indirect wholesale customers

Validated Financial Sustainability

- £10B+ NPV with 19.6%+ flowing back to members through cooperative ownership
- Ethical manufacturing with 20% human rights compliance premium funded by member investment
- Tandem perovskite technology achieving 30% efficiency improvements maximising member value
- 12+ million people experiencing energy democracy by 2050 through direct membership and cooperative replication.

Our Vision: Beyond Clean Energy to Abundant Living

When abundant, affordable energy meets community ownership, entirely new possibilities emerge. The homes of 2035 won't just consume less energy-they'll become productive spaces where energy independence enables new forms of prosperity, where cooperative ownership creates regenerative community economics, and where kitchen appliances might grow fresh food powered by member-owned renewable systems.

The Cooperative Difference

Our cooperative structure ensures that all benefits flow directly to members rather than external shareholders, creating a regenerative economic model that grows stronger as it scales. This isn't just about clean energy-it's about transforming how communities can own and control the essential infrastructure that powers their lives.

This plan shows how cooperative principles, applied to energy systems, can eliminate fuel poverty while building the foundation for a future where abundant, democratic energy enables new forms of community prosperity and environmental regeneration.