



Press release – 20<sup>th</sup> April 2012

## Abundance Generation launches to satisfy growing public demand for good returns from investments people can see, understand and believe in

Today sees the public launch of 'Abundance Generation' – a new platform that lets small investors put their money directly into tangible, productive and sustainable assets – earning an attractive return from investing in UK renewable energy projects.

Abundance is the result of 3 years of extensive customer research and development. Working in communities across the UK, the overwhelming majority of people told us they wanted greater say and control over where their money goes and how it is invested. Small investors from all walks of life don't just want a good return on their money, they also want it to be used building something real, productive and of benefit to society.

By joining Abundance Generation, small investors can put their money directly into building renewable energy projects in the UK, investing from as little as £5 in each project and getting a regular cash return based on the energy produced. Effective rates of return are expected to average 5-9% over the life of the investment depending on the project and the renewable energy technology involved.

The founders of Abundance believe that the last three decades has seen a dramatic decrease in the number of quality productive investments provided by financial services companies to those who don't have substantial lump sums to invest. On top of this, the recent banking crisis has raised the public's concern about where their money actually goes and what it is used for - even in something as mundane as a deposit account.

In response, Abundance has been designed as 'an investment for the 99%', introducing for small investors in the UK, a new choice of assets and a genuine diversification of risk.

**Karl Harder, Co-founder of Abundance Generation, said, "We call it 'democratic finance', enabling small investors, investing from as little as £5, to produce a regular return from the generation and sale of 100% green electricity from wind, solar, hydro and other renewable energy sources. Abundance is like a "building society" for the 21<sup>st</sup> Century which enables our customers' money to go directly into projects generating growth and revenue in the real economy".**

Abundance works by members buying debentures, which are 'official IOUs' issued by the individual energy projects. In return, the project commits to pay the member a share of the profits it makes generating green energy. Returns are variable based on the amount of energy produced and the price it is sold for which means that customers can see exactly how their return is generated. The original investment is paid back over the lifetime of the debenture or as a lump sum at maturity.

The first renewable energy project to be available for investment through Abundance, Resilient Energy Great Dunkilns, is at Great Dunkilns Farm in the Forest of Dean. The first of a number of

projects to be brought forward by The Resilience Centre, this 500kW wind turbine is a joint venture with Great Dunkilns pioneering landowner. With planning permission received, the project needs approximately £1.4 million to reach full completion and is now open for investment by both those living locally and further afield and who have joined up to Abundance.

Abundance is offering cash rebates to early subscribers payable each year for the life of the debenture. The offer is open for investment from 20<sup>th</sup> April 2012 – subscriptions will be filled on a first come first served basis and the offer will close once the target amount has been reached.

**Andrew Clarke, Director of The Resilience Centre** said: *“We believe that the best way to make projects happen is to develop a fair and equitable relationship with landowners and the local community to deliver investable projects that can also make a positive difference to the local economy, quality of life and resilience of that community.”*

Abundance has several million of renewable energy projects planned for its first year after launch, with the aim of reaching £250 million of investment over 5 years, all funded by small investors seeking regular cash returns supporting the growth of sustainable energy production for the UK economy.

This means that hundreds of communities and tens of thousands of individuals across the UK will be actively involved and investing in renewable energy production. They will be able to see in pounds and pence how their energy is made and begin to compare their own consumption of energy relative to the energy their investment produces.

Abundance will provide renewable energy projects with an important new source of investment funding by aggregating many smaller investments made by many individuals – and targeting in particular those living local to the project. In this way, green energy projects can benefit from positive, direct participation from the local community and from the wider public keen to support the development of renewable energy in the UK.

**Philip Blond, Director of influential think tank ResPublica** said, “Developing new models of investment for and by the community is vitally important in developing an economy which allows market access for all. As our own work at ResPublica has shown, the energy production market has unprecedented opportunities to democratise finance and ownership. Abundance is a pioneer in this field and will no doubt lead the wave of innovative finance mechanisms which our economy so desperately needs.”

Abundance will allow renewable energy projects and investors to benefit directly from any Government incentives and subsidies aimed at promoting the development of green energy. However, care is taken to ensure that this new concept is not overly dependent on these Government concessions.

Abundance is open to all UK residents over 18 years of age online at [www.AbundanceGeneration.com](http://www.AbundanceGeneration.com).

Abundance is authorised and regulated by the Financial Services Authority.

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## **Notes for Editors**

### **About Abundance Generation**

The first community finance platform allowing small investors to invest directly in UK renewable energy projects from as little as £5. This new form of democratic finance - building on the success of peer-to-peer lending and other forms of 'people-powered finance' - opens the door for ordinary people to support and participate in the benefits of renewable energy.

### **Debenture**

The Abundance debenture is a type of bond as commonly used by large companies to borrow money, but with a variable return linked to performance. Abundance is the first financial service to use debentures to enable small investors to fund renewable energy projects in the UK.

Effective rates of return are expected to average 5-9% over the life of the investment depending on the technology and the project (with the first project at Great Dunkilns estimated at 6.5% - 8.5%).

### **Debenture Public Offering and Prospectus**

The investment prospectus for the public offering of debentures by Resilient Energy Great Dunkilns is set to go live on April 20<sup>th</sup>. There will be cash rebates for early bird investors and the investment round is open for approximately three months.

Abundance and Abundance Generation are trading names of Abundance NRG Ltd which is authorised and regulated by the Financial Services Authority (no. 525432).  
[www.abundancegeneration.com](http://www.abundancegeneration.com).

### **About the Great Dunkilns renewable energy turbine:**

A single **500kW** turbine is to be installed at Great Dunkilns Farm later this year. The community scale wind turbine is capable of producing up to 1.10-1.35m kWh per year which is the equivalent of 230 residential dwellings or approximately 10% of the electrical demand of St Briavels.

### **Facts and Figures**

Value of Project: up to £1.4 million

Minimum investment: £5

Maximum investment: £50,000 per subscription

Community donation of £15,000-20,000 a year

### **Resilient Energy Great Dunkilns (REGD)**

This is a partnership between The Resilience Centre and Anthony Cooke. Both Andrew Clarke, Director of the Resilience Centre, and Anthony are Foresters and local pioneers when it comes to renewable energy. Anthony, the entrepreneurial owner of Great Dunkilns Farm has a processing unit on the farm from which Wye Valley Bacon and Sausage operates, supplying many local

businesses with high quality local produce. He also helps local producers access the area's farmers' markets and is currently researching the option of electric vans to distribute his goods once the turbine is operational.

### **The Resilience Centre**

The Resilience Centre Ltd was established by Andrew and Sue Clarke, experienced environmental, energy and strategy consultants in the private, public and community sectors. The organisation operates as a social purpose business with the aim of providing practical and professional support to help build resilience in society.

The Resilience Centre is committed to finding solutions to reduce society's impact on the planet. To combat man-made climate change they work with landowners and the local community to facilitate projects that can make a real difference in terms of low carbon energy, whilst educating people about the issues and solutions.

Resilient Energy Great Dunkilns is their first renewable energy partnership project and there are several other projects in the pipeline all following a Resilient Energy approach. The Resilience Centre is also working for The Midcounties Co-operative to develop a micro-hydro scheme on the River Lyd, adjacent to the Lydney store in the Forest of Dean.

**[www.resilientenergy.co.uk](http://www.resilientenergy.co.uk)**

**[www.theresiliencecentre.co.uk](http://www.theresiliencecentre.co.uk)**

### **ResPublica**

Recent report on 'Re-energising Our Communities: Transforming the energy market through local energy production'

**<http://respublica.org.uk/item/Re-energising-Our-Communities-Transforming-the-energy-market-through-local-energy-production->**

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