



B Lab Statement on Reel B Corp Certification

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for companies in the fossil fuel industry, including those that generate or sell energy derived from fossil fuels:

"Companies involved in the production and sale of fossil fuels, including those that generate or sell energy derived from fossil fuels, are eligible for B Corp Certification if they are not engaged in specific prohibited practices regarding extraction, lobbying, and financial incentives; have successfully transitioned their energy portfolio to be at least 50% carbon-free; and have committed to make progress towards transitioning to a fully carbon-free portfolio within specified timeframes."

Reel is required to disclose a summary of how it complies with these industry requirements as a part of its B Corp Certification. For more information on the specific requirements, please refer to B Lab's position statement on Fossil Fuel and Energy Companies [here](#).

Summary of Company

Reel is an electricity supplier that helps hundreds of companies cut costs and reduce emissions. Their operations are reserved for the delivery of electricity from the spot market, provision of Power Purchase Agreements (PPAs) (for renewable and storage assets) and the balancing of renewable energy assets. They do not develop, generate, or operate any fossil production assets.

For producers, Reel helped them unlock the value of the assets by ensuring the bankability of new renewable projects, getting market-leading hedging and secure short-term PPAs for existing assets. The company offers balancing services, which help ensure that the amount of electricity produced by producers' assets (solar panels, wind turbines, batteries) matches the amount of electricity actually needed or committed to the grid. These services monitor and adjust producers' energy output or battery usage to avoid imbalances — situations where too much or too little electricity is produced compared to the forecast or contract.



Reel Disclosure on Prohibited Practices

Fossil fuel and energy companies engaged in the following practices are currently ineligible for B Corp Certification:

- Companies with involvement in the coal and oil sands industry. This includes companies that earn revenue from coal mining and/or oil sand extraction, companies that operate coal-fired energy generation plants without a clear retirement plan for all coal-fired capacity in line with a science-based carbon budget, and companies that have constructed new coal-fired energy generation plants since 2010 or have plans for expanding their coal-fired generation in the future.
- Companies that have components of their executive compensation tied to the growth of their fossil-fuel portfolio.
- Companies engaged in any form of lobbying or policy advocacy to oppose climate-friendly policies and/or support climate-negative policies in the past five years, including membership, Board involvement, or funding of trade associations that have climate-negative activities or positions.

Reel has been reviewed in accordance with B Corp Certification's Disclosure Questionnaire, a signed declaration from the company affirming that they are not engaged in the above prohibited practices, and background check requirements in order to verify that it is meeting the above requirements regarding prohibited industry practices. The company's approach to managing these material topics in the industry is further detailed below.

Reel Disclosure on Required Best Practices

1. *Companies must have a current product portfolio/energy mix that consists of at least 50% carbon-free energy, which may include the purchase of green energy certificates or their equivalents.*

Total % of net revenue in 2024 originating from the delivery, provision and balancing of renewable energy was 77%. Overall, the company has more than 50% of its portfolio consisting of carbon-free energy.

2. *Companies must have a formal commitment to transition 100% of non-generated electricity sales (i.e. electricity that is not directly generated by the company) to carbon-free sources by*



2030, and to transition entirely to a carbon-free product portfolio/energy mix by 2040, both of which may include the purchase of green energy certificates or their equivalents. This commitment is aligned with a science-based emissions target based on a 1.5°C scenario. The commitment must include a transition plan and interim targets.

Reel has committed to transitioning to a fully carbon-free energy portfolio. Their commitments are:

- A. By 2030, 100% of the electricity they sell (excluding electricity they generate directly) will be sourced from carbon-free energy sources.
- B. By 2040, their entire energy mix and product portfolio will be carbon-free.

There is a transition plan that outlines the actions, interim milestones, and governance processes that will enable Reel to achieve these goals:

A. Transition to 100% Carbon-Free Electricity Sales by 2030 Interim Targets:

- 2026: 50% of non-generated electricity sales from carbon-free sources, in accordance with the location-based method.
- 2028: 75% of non-generated electricity sales from carbon-free sources, in accordance with the location-based method and with Guarantees of Origin.
- 2030: 100% of non-generated electricity sales from carbon-free sources, in accordance with the location-based method and with Guarantees of Origin.

Key Actions:

- Conduct annual audits of the carbon-free percentage of sold electricity (as part of their emissions reporting).
- Continuously improve the relevance of their carbon-free electricity offerings (e.g., PPAs) to encourage broader uptake among customers.
- Grow portfolio of Guarantees of Origin under management.

B. Transition to 100% Carbon-Free Energy Mix and Product Portfolio by 2040

Interim Targets

- 2025: 75% Reel's electricity offerings portfolio is carbon-free (all except for Reel Spot).
- 2026: 50% of the Reel Spot electricity offering and Reel's own electricity consumption is carbon-free, in accordance with the location-based method.



- 2028: 75% of the Reel Spot product and Reel's own electricity consumption is carbon-free, in accordance with the location-based method and with Guarantees of Origin.
- 2030: 100% of the Reel Spot product is carbon-free, in accordance with the location-based method and with Guarantees of Origin.
- 2035: 90% of Reel's own electricity consumption is carbon-free, in accordance with the location-based method and with Guarantees of Origin.
- 2040: 100% of Reel's own electricity consumption is carbon-free in accordance with the location-based method and with Guarantees of Origin.

Key Actions

- Conduct annual audits of the carbon-free percentage of the Reel Spot electricity offering, and the carbon-free percentage of Reel's electricity consumption (as part of their emissions reporting).
- Launch R&D initiatives to continuously develop and expand scalable carbon-free electricity offerings

Governance and Accountability

- Oversight: Reel's sustainability and strategy teams will jointly oversee transition progress.
 - Monitoring: Annual emissions reporting aligned with GHG Protocol standards and the 24/7 Carbon-Free Energy approach (which combines the market-based and location-based method to more accurately capture the degree of carbon-free energy match).
 - Adjustment: Interim targets and strategies will be reviewed every two years and adjusted as necessary to reflect market developments, policy changes, and technological advancements.
3. *Companies must formalise a policy that acknowledges the issue of climate justice and includes an assessment of how their operations might impact individuals and communities, particularly those who are already marginalised.*

Reel commits to a decarbonised energy system that delivers social, environmental and economic value, and ensures that the benefits and burdens of the energy transition are shared fairly.



Reel's direct operations consist primarily of office-based and digital activities, which have minimal direct environmental or social impacts. However, they recognise their influence as a market actor in the renewable energy ecosystem. Through their activities, including Power Purchase Agreements (PPAs), energy trading, flexibility services, and advisory services for on-site energy production, the company can help determine how renewable projects are developed and who benefits from them.

Reel commits to:

- Conducting due diligence on project developers to ensure they follow best practices in environmental impact assessment, including community consultation and biodiversity protection. Regularly reviewing their supplier code of conduct to align with international standards such as the [UN Guiding Principles on Business and Human Rights](#).
- Promoting an equitable transition - Reel facilitates the expansion of renewable energy through PPAs and grid stability through flexibility and ancillary services. They are committed to ensuring these tools contribute to accessible and community-supported clean energy systems. SMEs have traditionally been locked out of PPAs due to their size. Reel believes that no company should be locked out of the energy transition and as such, specialises in aggregated PPAs that allow companies of all sizes to participate.

Here are the company's current actions:

- Involve local business organisations during the PPA matching phase
- Prioritise participation of local businesses in their additional Power Purchase Agreement (PPA) projects.
 - In practice, over half of the signatory companies in their most recent solar PPA (Villerup Sol) were part of the local community.
- Develop educational materials and advisory sessions for small and local businesses to better understand new PPA opportunities.
 - In practice: With each new PPA opportunity, Reel hosts an in-person information session for local companies (see LinkedIn posts on meeting for most recent wind PPA opportunity ([1](#), [2](#))).
- Help small- and medium-sized renewable energy developers retain greater value from their renewable energy projects (currently, much of this value is captured by typical commodity traders).
 - In practice, Reel Optimise ensures that the value made from optimised trade is shared with the owners of the generating energy assets.
- Support customers in accessing on-site solar and battery systems that reduce energy costs and grid dependency.



- In practice: Reel On-Site supports customers in designing the ideal on-site energy system and connects them to Reel's network of trusted developers for installation.

3. Engaging workers and stakeholders

Reel is founded in climate science, with the mission of accelerating the energy transition by rethinking electricity. Reel is committed to engaging employees and stakeholders on the importance of climate action and the energy transition.

Current and planned actions:

- Establish climate change (with energy transition focus) as a content theme in the communication strategy, using social media and public speaking opportunities to amplify this theme.

- In practice: Climate education and thought leadership (with a focus area of the energy transition) are established content themes in their LinkedIn strategy.

Integrate climate justice and just transition themes into the annual CEO keynote at the company offsite, ensuring all employees understand the social dimension of climate change.

- Planned: A segment on climate justice and just transition will be included in the keynote presentation. Past keynotes have included segments on the state of global climate action (see image below from recent offsite keynote presentation).

4. Forced Labour

Reel collaborates with its suppliers to achieve the maximum possible transparency regarding the origin of solar modules used in its energy projects. This includes requesting that suppliers purchase modules from vertically integrated sub-suppliers and gather signed declarations from their sub-suppliers stating that no forced labour was used in the production of the solar technologies, as prescribed by international standards established by the International Labour Organisation (ILO).

4. Public disclosure on Scopes 1,2 and 3 GHG emissions.

Reel has calculated a total of 4,442.71 tCO₂e GHG emissions:



- Scope 1 emissions: 0 tCO₂e
- Scope 2 emissions: 8.71 tCO₂e
- Scope 3 emissions: 4394 tCO₂e

This information is publicly available on the [Reel Energy website](#).