



# SSE's Economic Contribution to the UK, Scotland and the Republic of Ireland

FY24 SSE Renewable results

May 2024





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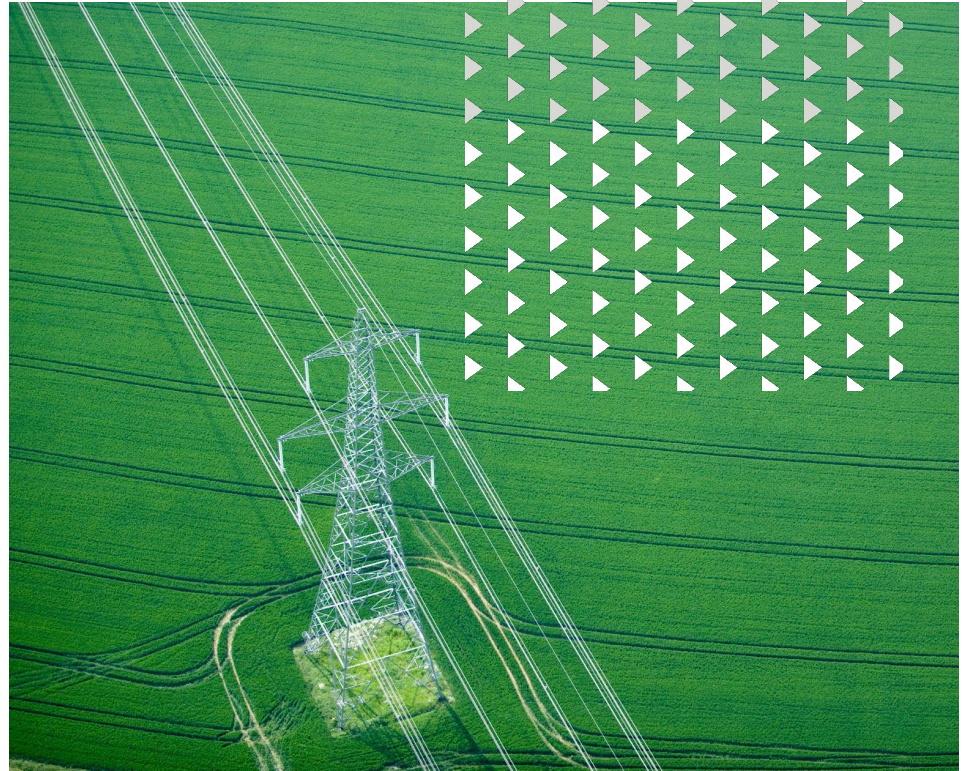
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**Appendix:** Detailed approach



# Context and use of this report

## Context

SSE plc (“SSE”) has commissioned PwC UK (“we”/“us”) to estimate SSE’s gross contribution to the GDP and employment of the UK and the Republic of Ireland (ROI), with a breakdown for Scotland. The results tables in this document provide the results of the analysis for the financial year which ended 31 March 2024 (FY24), along with the results already provided to SSE in previous years’ reports (stated in current prices but otherwise unadjusted), and make up the final deliverable as per our Engagement Letter with SSE dated 5 March 2024.

## PwC’s and SSE’s role

SSE provided PwC UK with input data including profits, wages, employment headcount and expenditure, which we used for our calculations. SSE also provided the geographical location and sector of the economy for the majority (over 95%) of their spend in FY24 using their professional judgement and published guidance from statistics authorities. We used this data and Supply-Use tables from the UK, Scotland and ROI statistics authorities to build an economic Input-Output model to estimate SSE’s economic contribution.

We have not tested or audited any of the data provided by SSE, or data obtained from statistics authorities that have been used within the models. We provide no assurance over this data or any outputs based on this data.

## Use of this report

This document and the model within has been prepared for SSE plc and solely for the purpose and on terms agreed with SSE plc in our Engagement Letter dated 5 March 2024 and our agreed scope.

The model has been developed using data and assumptions from a variety of sources. We have not sought to establish the reliability of those sources or verified the information so provided, nor has the model been audited. Accordingly we give no representation or warranty as to the internal consistency or accuracy of the model or any output from it. The model is not intended to form the basis of any investment decision and does not absolve any third party from conducting its own audit in order to verify its functionality and/or performance.

We do not accept or assume any liability (including for negligence) or duty of care in connection with this document (and the model within) or our work to any person to whom this document is shown or into whose hands it may come save where expressly agreed by us giving our prior consent in writing. Our duty of care remains solely to our client, SSE.



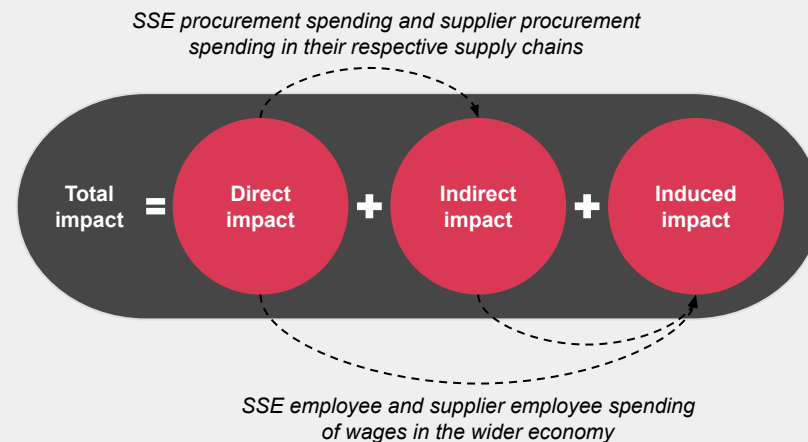
**1**

# Overview of approach

# Overview of approach

- SSE's economic contribution is defined in terms of its contribution to gross domestic product (GDP) and employment supported.
- Contribution to GDP is measured in terms of gross value added (GVA). GVA is a monetary measure of the value a company creates during its production process. Hence, it is the difference between the price of its products (outputs) and the price of the inputs it uses in producing these (or intermediate consumption). GVA is an alternative term for GDP at factor cost, which is GDP before taxes and subsidies on products. As such, GVA is the company-level equivalent of GDP.
- We estimate the direct, indirect and induced contribution to GDP and employment impacts, which sum together to produce SSE's total economic impacts.
  - The direct contribution results from SSE's own operations: it includes the people employed directly by a company and the economic value the company creates.
  - The indirect contribution is generated in SSE's supply chain through the procurement spending on inputs to its products or services.
  - The induced contribution is generated through the spending of employees throughout the value chain from their earnings. It includes both SSE's own employees and employees of the suppliers within its supply chain.
- Using these results, we estimate SSE's GVA and employment multipliers, which represent the average economic impact stimulated in the wider economy as a result of SSE's business activities. These can be interpreted as:
  - The additional £ or € in GVA created in the wider economy for every £1 or €1 spent by SSE in its supply chain.
  - The additional full-time equivalent (FTE) jobs created or sustained in the wider economy for every 1 FTE job created or sustained by SSE.
- SSE provided us with the input data to estimate its direct economic contribution. We also relied upon data from various statistics authorities to build the economic Input-Output models used in our calculations.
- We did not carry out any testing of, and do not provide any assurance over, the underlying data provided by SSE or obtained from the other external sources, and hence do not provide any assurance over outputs based on such data.
- A more detailed description of the approach is available in the Appendix of this report.

**Figure 1: The relation between the three levels of economic contribution**





A wide-angle photograph of an offshore wind farm. Numerous white wind turbines with three blades are mounted on yellow and white jackets, extending across a vast blue sea under a clear sky. The turbines are arranged in a grid-like pattern, receding into the distance.

**2**

# Results for SSE Renewables

# Key notes and assumptions

- The same key notes and assumptions apply to the data treatment and modelling methodology for SSE Renewables, as apply to the core analysis.
- SSE ring-fenced the supplier expenditure, employment headcount, profits and wages for SSE Renewables itself.
- The results of this analysis represent the portion of SSE's economic contribution to the UK and the ROI which is attributable to the activity of SSE Renewables.
- We have not considered any additional effects from intercompany transactions that involve spending from the group with SSE Renewables (and vice-versa).



# SSE Renewables' overall results for FY24

- **Table 1** presents the overall economic impact of SSE Renewables in the UK and ROI. The UK figures are inclusive of SSE Renewables' impact in Scotland.
- The GVA figures indicate SSE Renewables' contribution to GDP in these countries, expressed in millions of pound sterling (£m).
  - All figures for GVA, including ROI, are presented in pound sterling and have been converted from euros on the basis outlined in our methodology in the Appendix.
- The employment figures indicate SSE Renewables' contribution to the number of jobs created or sustained in these countries, expressed in the number of full-time equivalent (FTE) jobs.
- Due to rounding some of the figures may not sum to the number in the 'Total' columns. Employment figures are rounded to the nearest 10 jobs.
- **Table 1** also presents the overall economic impact multipliers of SSE Renewables in the UK and ROI (in aggregate).
  - The GVA multiplier represents the additional GVA stimulated in the wider economy as a result of £1 of GVA created by SSE Renewables in FY24.
  - The employment multiplier represents the additional full-time equivalent (FTE) jobs created or sustained in the wider economy as a result of 1 FTE job created or sustained by SSE Renewables in FY24.

**Table 1: SSE Renewables' overall results for UK (inclusive of Scotland) and ROI**

		GVA (£m)				Employment (# full-time equivalent jobs)			
		Direct	Indirect	Induced	Total	Direct	Indirect	Induced	Total
SSE Renewables' economic impact	FY24	1,040	799	159	<b>1,998</b>	1,820	11,830	2,350	<b>16,000</b>
	FY23	786	557	229	<b>1,573</b>	1,560	4,760	3,960	<b>10,280</b>
	FY22	829	616	251	<b>1,696</b>	1,310	5,200	4,220	<b>10,730</b>
	FY21	1,011	232	138	<b>1,381</b>	1,140	1,700	2,320	<b>5,160</b>
SSE Renewables' economic impact multipliers	FY24				<b>1.9</b>				<b>8.8</b>



# SSE Renewables' contribution to the UK economy in FY24

- **Table 2** presents the overall economic impact of SSE Renewables in the UK (inclusive of Scotland).
- The GVA figures indicate SSE Renewables' contribution to GDP in the UK, expressed in millions pound sterling (£m).
- The employment figures indicate SSE Renewables' contribution to the number of jobs created or sustained in the UK, expressed in the number of full-time equivalent (FTE) jobs.
- Due to rounding some of the figures may not sum to the number in the 'Total' columns. Employment figures are rounded to the nearest 10 jobs.
- **Table 2** also presents the overall economic impact multipliers of SSE Renewables in the UK.
  - The GVA multiplier represents the additional GVA stimulated in the wider UK economy as a result of £1 of GVA created by SSE Renewables in FY24.
  - The employment multiplier represents the additional full-time equivalent (FTE) jobs created or sustained in the wider UK economy as a result of 1 FTE job created or sustained by SSE Renewables in FY24.

**Table 2: SSE Renewables' results for UK (inclusive of Scotland)**

		GVA (£m)				Employment (# full-time equivalent jobs)			
		Direct	Indirect	Induced	Total	Direct	Indirect	Induced	Total
SSE Renewables' economic impact	FY24	940	745	155	<b>1,840</b>	1,640	11,220	2,310	<b>15,170</b>
	FY23	735	542	220	<b>1,497</b>	1,400	4,660	3,790	<b>9,850</b>
	FY22	791	613	245	<b>1,649</b>	1,190	5,190	4,100	<b>10,480</b>
	FY21	956	229	132	<b>1,317</b>	1,010	1,690	2,210	<b>4,910</b>
SSE Renewables economic impact multipliers	FY24				<b>2.0</b>				<b>9.3</b>

# Comparison to UK national benchmarks

- To contextualise SSE Renewables' estimated economic contribution to the UK in FY24, **Table 3** presents comparisons to the UK's national labour productivity, employment and GDP, sourced from the Office for National Statistics.
- 2023 data is not yet available for all the relevant statistics. Where 2023 data is not available, SSE Renewables' estimated economic contribution in FY24 is compared to statistics from the latest year for which data are available. GDP data is inflated to current prices.

**Table 3: Comparison to UK national benchmarks**

		<b>Direct</b>
SSE Renewables' labour productivity (£GVA per employee)	FY24	573,049
UK national labour productivity	FY24	76,240
<b>Ratio of SSE Renewables' labour productivity to the UK's national labour productivity</b>	<b>FY24</b>	<b>7.5</b>

# SSE Renewables' contribution to the Scottish economy in FY24

- **Table 4** presents the overall economic impact of SSE Renewables in Scotland.
- The GVA figures indicate SSE Renewables' contribution to GDP in Scotland, expressed in millions pound sterling (£m).
- The employment figures indicate SSE Renewables' contribution to the number of jobs created or sustained in Scotland, expressed in the number of full-time equivalent (FTE) jobs.
- Due to rounding some of the figures may not sum to the number in the 'Total' columns. Employment figures are rounded to the nearest 10 jobs.
- **Table 6** also presents the overall economic impact multipliers of SSE Renewables in Scotland.
  - The GVA multiplier represents the additional GVA stimulated in the wider Scotland economy as a result of £1 of GVA created by SSE Renewables in FY24.
  - The employment multiplier represents the additional full-time equivalent (FTE) jobs created or sustained in the wider Scotland economy as a result of 1 FTE job created or sustained by SSE Renewables in FY24.

**Table 4: SSE Renewables' results for Scotland**

		GVA (£m)				Employment (# full-time equivalent jobs)			
		Direct	Indirect	Induced	Total	Direct	Indirect	Induced	Total
SSE Renewables' economic impact	FY24	377	173	64	614	1,350	3,260	1,040	5,650
	FY23	615	219	71	905	1,200	1,390	1,100	3,690
	FY22	684	259	81	1,024	1,050	1,690	1,230	3,970
	FY21	849	159	63	1,071	910	790	940	2,640
SSE Renewables economic impact multipliers	FY24				1.6				4.2



# Comparison to Scotland national benchmarks

- To contextualise SSE Renewables' estimated economic contribution to Scotland in FY24, **Table 5** presents comparisons to Scotland's national labour productivity, employment and GDP, sourced from the Scottish Government.
- 2023 data is not yet available for all the relevant statistics. Where 2023 data is not available, SSE Renewables' estimated economic contribution in FY24 is compared to statistics from the latest year for which data are available. GDP data is inflated to current prices.

**Table 5: Comparison to Scotland national benchmarks**

		<b>Direct</b>
SSE Renewables' labour productivity (£GVA per employee)	FY24	279,048
Scotland national labour productivity	FY24	17,055
<b>Ratio of SSE Renewables' labour productivity to Scotland's national labour productivity</b>	<b>FY24</b>	<b>16.4</b>

# SSE Renewables' contribution to the ROI economy in FY24

- **Table 6** presents the overall economic impact of SSE Renewables in ROI.
- The GVA figures indicate SSE Renewables' contribution to GDP in ROI, expressed in millions euros (€m).
- The employment figures indicate SSE Renewables' contribution to the number of jobs created or sustained in ROI, expressed in the number of full-time equivalent (FTE) jobs.
- Due to rounding some of the figures may not sum to the number in the 'Total' columns. Employment figures are rounded to the nearest 10 jobs.
- **Table 6** also presents the overall economic impact multipliers of SSE Renewables in ROI.
  - The GVA multiplier represents the additional GVA stimulated in the wider ROI economy as a result of €1 of GVA created by SSE Renewables in FY24.
  - The employment multiplier represents the additional full-time equivalent (FTE) jobs created or sustained in the wider ROI economy as a result of 1 FTE job created or sustained by SSE Renewables in FY24.

**Table 6: SSE Renewables' results for ROI**

		GVA (£m)				Employment (# full-time equivalent jobs)			
		Direct	Indirect	Induced	Total	Direct	Indirect	Induced	Total
SSE Renewables' economic impact	FY24	118	63	5	<b>185</b>	180	610	40	<b>830</b>
	FY23	60	18	11	<b>88</b>	160	110	170	<b>430</b>
	FY22	48	6	8	<b>61</b>	120	10	110	<b>250</b>
	FY21	66	3	8	<b>78</b>	120	10	110	<b>240</b>
SSE Renewables' economic impact multipliers	FY24				<b>1.6</b>				<b>4.6</b>

# Comparison to ROI national benchmarks

- To contextualise SSE Renewables' estimated economic contribution to ROI in FY24, **Table 7** presents comparisons to ROI's national labour productivity, employment and GDP, sourced from the Central Statistics Office.
- 2023 data is not yet available for all the relevant statistics. Where 2023 data is not available, SSE Renewables' estimated economic contribution in FY24 is compared to statistics from the latest year for which data are available. GDP data is inflated to current prices.

**Table 7: Comparison to ROI national benchmarks**

		<b>Direct</b>
SSE Renewables' labour productivity (£GVA per employee)	FY24	652,990
ROI national labour productivity	FY24	44,091
<b>Ratio of SSE Renewables' labour productivity to ROI's national labour productivity</b>	<b>FY24</b>	<b>14.8</b>



A person wearing a blue, vertically-ribbed shirt is shown from the side, holding a silver laptop. The person's hands are on the keyboard. The background is a bright, hazy outdoor setting, likely a rooftop or balcony, with a large sun low on the horizon creating a strong lens flare and illuminating the scene with a warm, golden light. In the distance, there are blurred silhouettes of buildings and structures.

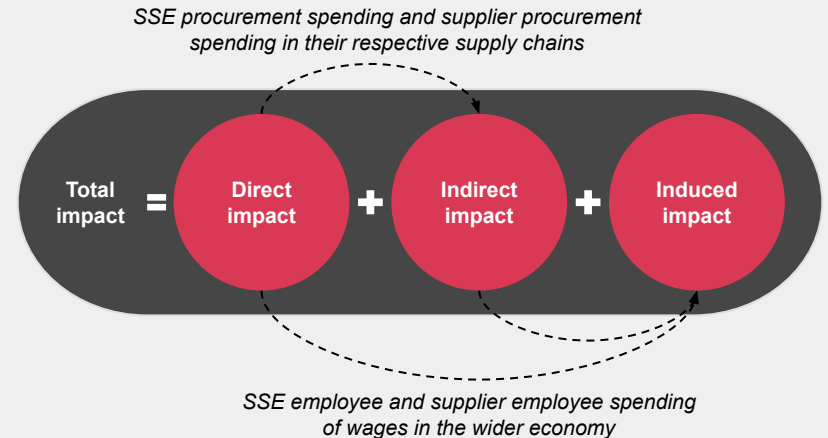
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**Appendix:**  
Detailed approach

# Overview of approach

- SSE's economic contribution is defined in terms of its contribution to gross domestic product (GDP) and employment supported.
- Contribution to GDP is measured in terms of gross value added (GVA). GVA is a monetary measure of the value a company creates during its production process. Hence, it is the difference between the price of its products (outputs) and the price of the inputs it uses in producing these (or intermediate consumption). GVA is an alternative term for GDP at factor cost, which is GDP before taxes and subsidies on products. As such, GVA is the company-level equivalent of GDP.
- We estimate the direct, indirect and induced contribution to GDP and employment impacts, which sum together to produce SSE's total economic impacts.
  - The direct contribution results from SSE's own operations: it includes the people employed directly by a company and the economic value the company creates.
  - The indirect contribution is generated in SSE's supply chain through the procurement spending on inputs to its products or services.
  - The induced contribution is generated through the spending of employees throughout the value chain from their earnings. It includes both SSE's own employees and employees of the suppliers within its supply chain.
- Using these results, we estimate SSE's GVA and employment multipliers, which represent the average economic impact stimulated in the wider economy as a result of SSE's business activities. These can be interpreted as:
  - The additional £ or € in GVA created in the wider economy for every £1 or €1 spent by SSE in its supply chain.
  - The additional full-time equivalent (FTE) jobs created or sustained in the wider economy for every 1 FTE job created or sustained by SSE.
- SSE provided us with the input data to estimate its direct economic contribution. We also relied upon data from the UK, Scotland and ROI statistics authorities to build the economic Input-Output models used in our calculations.
- We did not carry out any testing of, and do not provide any assurance over, the underlying data provided by SSE or obtained from the other external sources, and hence do not provide any assurance over outputs based on such data.

**Figure 1: The relation between the three levels of economic contribution**



# Modelling methodology

## Approach to estimating direct contribution

- We estimate SSE's direct contribution to GDP using an income approach from data contained in its financial accounts, prepared on an accruals basis for the financial year (rather than relating to the cash spent during the year). The following equation is used:



- This data is provided by SSE for the UK and ROI. SSE do not provide separate financial data for Scotland and therefore it was agreed with SSE to apportion a share of SSE's direct contribution to UK GDP to Scotland on the basis of employee compensation.
- Consistent with previous years, we adjust the profit data included in the analysis for FY20 and beyond to exclude exceptionals and remeasurements which are often subject to volatility, to ensure consistency with SSE's other reporting of its annual financial performance and provide a fairer reflection of SSE's direct economic contribution.
- Direct employment is sourced directly from SSE's human resources data and consistent with that reported in its annual accounts. The breakdown by country and nation is based on the office address of its employees.

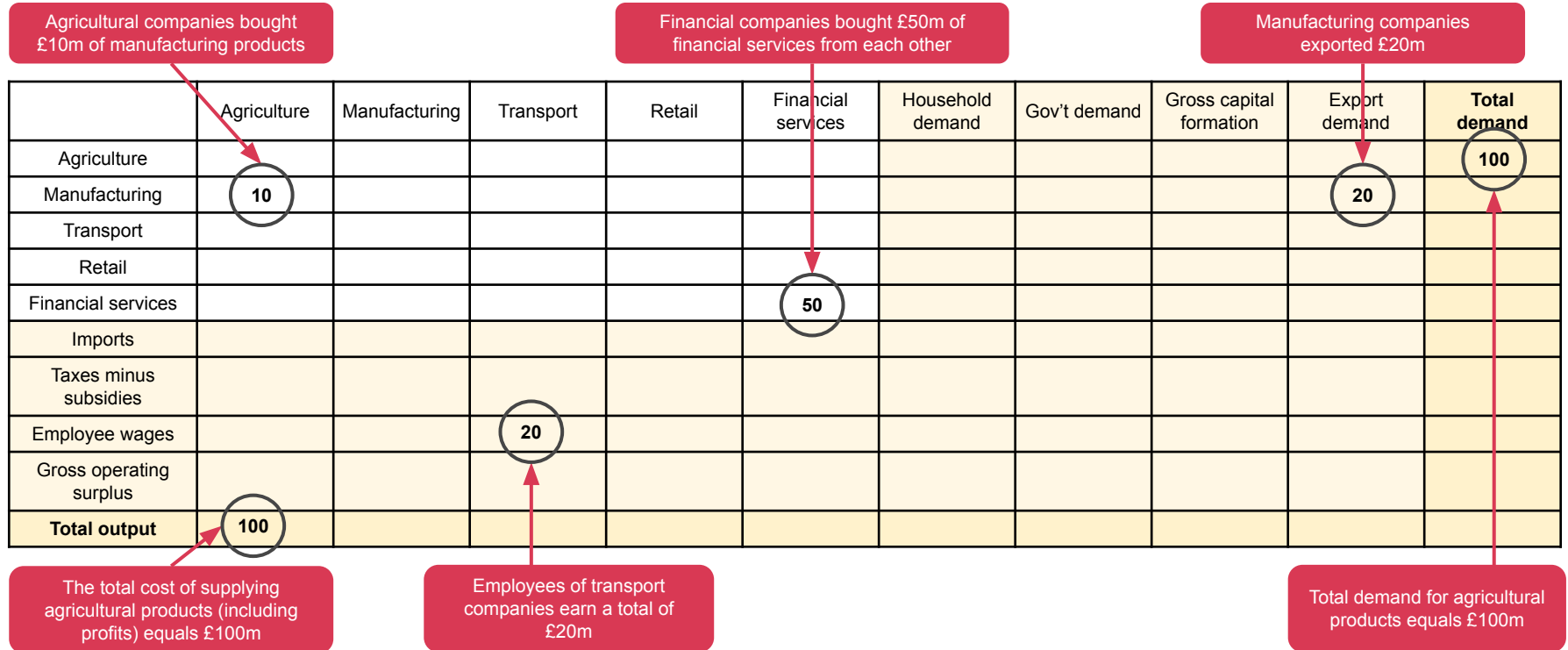
## Approach to estimating indirect and induced contribution

- We use Supply-Use tables and employment statistics from the UK Office for National Statistics (ONS), the Ireland's Central Statistics Office (CSO) and the Scottish Government to create economic models that we have used, in conjunction with the procurement spending data provided by SSE, to estimate SSE's indirect and induced economic contribution.
- National Supply-Use tables show the value of inputs that a typical business in each sector supplies businesses in other sectors to produce one unit of output in those sectors ("supply"), as well as the value of inputs that a typical business requires from businesses in other sectors to produce one unit of output in its own sector ("use"). An example is provided on the next page.
  - This year, we have updated the Supply-Use tables used in the analysis to reflect the latest balance of trade flows in the economy (2019 data for the UK, 2020 data for Scotland and ROI). Therefore the FY24 results are not directly comparable for previous years, which use older Supply-Use tables.
- SSE provided data from its procurement spending accounts which identifies the sectors of the economy from which it purchases inputs used in its business activities.
- The national Supply-Use tables also provide data on the share of revenue that constitutes profit and wages for each sector. We apply these ratios to the total production value stimulated by SSE's business activities to estimate the total GVA created in its supply chain, disaggregated by sector.
- We use government statistics on employment in each sector to estimate the total employment associated with SSE's activity. We derive the average output per head by sector and apply this to the total production value stimulated in each sector in the supply chain to estimate the indirect employment supported by SSE.
- These steps are repeated to estimate the induced contribution, which instead uses wage data to estimate how much production is stimulated in the supply chain that supports the products employees buy, such as accommodation, food and entertainment.



# Modelling methodology (ctd.)

Figure 2: Illustrative interpretation of information from Supply-Use tables



# Data sources and treatment

## Data sources

- The Input-Output models for each geography are based on Supply-Use tables provided by the relevant national official statistics offices. These are based on data collected through business surveys undertaken by national statistics offices on an annual basis.
- We have combined data from the Supply-Use tables with employment data for the relevant years to obtain employment-to-output ratios. These have been updated using estimates for inflation to reflect the time period covered by our assessment.
- It should be noted that this type of adjustment does not capture structural changes in the economy that occur between the year of the Supply-Use table information and the year of analysis. This means that results should be treated with caution for sectors that have changed significantly since the preparation of the most recent Supply-Use tables.
- SSE provided all data related to its business spending and data on employment headcount, profits and wages from its annual accounts. The data provided by SSE are for the financial year 1 April 2023 to 31 March 2024.
- SSE used judgement to map the majority (over 95%) of its supplier expenditure to the relevant sector of the economy and the geographical location of the supplier. As agreed with SSE, we apportioned all remaining expenditure using the proportional distribution of the mapped expenditure, to obtain total expenditure by sector and country. It is possible that a proportion of the smaller suppliers which were not mapped by SSE were based in the UK or ROI. This would suggest a relatively higher economic impact in these countries, which would disproportionately impact the results of some of SSE's business units.
- We did not carry out any testing of, and do not provide any assurance over, the underlying data provided by SSE or obtained from any other external source.

**Table 15: External data sources**

Data	Source
National Supply-Use tables	<ul style="list-style-type: none"> <li>• <b>UK:</b> Office for National Statistics (ONS) UK Input-Output Analytical Tables 2019</li> <li>• <b>Scotland:</b> Scottish Government Input-Output Tables 2020</li> <li>• <b>ROI:</b> Central Statistics Office (CSO) Input-Output Tables for Ireland 2020</li> </ul>
National employment data	<ul style="list-style-type: none"> <li>• <b>UK:</b> ONS UK Business Register and Employment Survey</li> <li>• <b>Scotland:</b> Scottish Government Input-Output Tables 2020 and ONS Annual Employment Statistics (BRES)</li> <li>• <b>ROI:</b> CSO Quarterly National Household Survey and Earnings Hours and Employment Costs Survey</li> </ul>
National GDP data	<ul style="list-style-type: none"> <li>• <b>UK:</b> ONS GVA statistics</li> <li>• <b>Scotland:</b> Scottish Government Quarterly National Accounts</li> <li>• <b>ROI:</b> CSO National Accounts</li> </ul>
Inflation data	<ul style="list-style-type: none"> <li>• <b>UK:</b> ONS GDP Deflator</li> <li>• <b>Scotland:</b> ONS GDP Deflator</li> <li>• <b>ROI:</b> International Monetary Fund (IMF) International Financial Statistics Database</li> </ul>
Labour productivity	<ul style="list-style-type: none"> <li>• <b>UK:</b> ONS Labour Productivity Statistics</li> <li>• <b>Scotland:</b> ONS Labour Productivity Statistics</li> <li>• <b>ROI:</b> OECD Productivity Statistics</li> </ul>
Household income	<ul style="list-style-type: none"> <li>• <b>UK:</b> ONS UK Economic Accounts</li> <li>• <b>Scotland:</b> Scottish Government Input-Output Analytical Tables 2020</li> <li>• <b>ROI:</b> CSO National Accounts</li> </ul>
SSE profits, wages, headcount and expenditure data	<ul style="list-style-type: none"> <li>• <b>UK:</b> SSE</li> <li>• <b>Scotland:</b> SSE</li> <li>• <b>ROI:</b> SSE</li> </ul>

# Data sources and treatment (ctd.)

## Data treatment

- The data that underpins our economic model and is used to contextualise our estimates is measured on a calendar year basis. We denote financial year data as FY[YY] and calendar year data as 20[YY]. When comparing financial years to calendar years, for instance, we use 2022 for FY23, 2023 for FY24 and so on.
- We have excluded any transactions between the individual companies in SSE Group to avoid double-counting contributions. Procurement spend by SSE subsidiaries is included.
- As in previous years, we use the average exchange rate for the relevant year (FY24) to convert all foreign currency transactions, consistent with the principles outlined in International Accounting Standard 21 '*The effects of changes in foreign exchange rates*'.
- We have used three stand-alone models to estimate SSE's economic contribution in the UK, Scotland and ROI. These models are not linked and the results presented only related to the direct expenditure in each geography. They do not take into account feedback loops between geographies. For example, if SSE in Scotland purchases goods from a supplier in England, and that supplier in England sources goods from Scotland to enable it to meet SSE's demand, this additional spending in Scotland is not captured. The results, therefore, represent a conservative estimate of SSE's economic contribution. For this reason, SSE's contribution in England, Wales and Northern Ireland cannot be derived by calculating the difference between the results for the UK and Scotland.
- The estimated economic contribution of SSE to the UK, Scotland and ROI is based on total SSE expenditure in these regions. For example, the economic contribution for ROI reflects the purchases made by the entire SSE Group from suppliers within ROI, not just the purchases made by SSE ROI.
- A significant share of SSE's purchases relate to commodity trading. As agreed with SSE, we have only included SSE's net expenditure on energy commodities, as this best measures the economic contribution of the company. For financial instruments, we have only included the commission paid by SSE, for the same reason.
- Part of SSE's expenditure is Feed-In Tariff (FIT) payments and SEG (Smart Export Guarantee) payments. These are subsidies to renewable energy generators required by Ofgem based on their share of the retail market. SSE pays these subsidies directly to generators and also indirectly via balancing payments administered by Ofgem. SSE has mapped FIT expenditure as payments to the UK Public Administration and Defence sector, consistent with previous economic contribution reports published by SSE. This is a simplification as these payments are eventually distributed across a range of generators who operate across a variety of sectors. This simplification has been made because of limited information about the recipients of FIT and SEG payments. In the future, the accuracy of the results would be improved if more specific data became available. However, in the absence of more reliable information on the specific beneficiaries of SSE's FIT and SEG payments, we have agreed with SSE that this is a reasonable way to treat FIT and SEG transactions for the purposes of this analysis.
- SSE also has several Joint Ventures (JVs) within its accounts. Where possible, we have included SSE's share of the procurement and profit for its JVs.
  - For example, SSE owns 40% of Beatrice Offshore Windfarm Limited (BOWL) but manages 100% of BOWL's procurement spend on behalf of the JV. We consolidated 40% of the value of Beatrice's spend for FY24 into the analysis. SSE also included 40% of the profits from Beatrice into their profit data set.
- We have also included purchases made by SSE Group from SSE's JVs at the percentage not owned by SSE Group.
  - For example, where SSE Group has purchased from BOWL, we have included this at 60%. These figures were previously excluded from our analysis in prior years. This approach will be applied going forward.
- Where a different organisation in the JV manages the procurement and SSE does not have the data available, any economic impacts from procurement by the JVs which could be assigned to SSE are excluded. This means that the analysis produces a conservative estimate of SSE's indirect and induced economic impact.



# Contextualising the results

- All of the analysis is presented in gross terms. We have not assessed the net contribution of SSE to the economy (i.e. we have not considered what would have happened in the economy if SSE did not exist).
- Employment and gross value added (GVA) are different indicators driven by the same underlying economic activity. They should not be considered as additional to each other.
- The results for SSE Group are presented in the main report available on SSE's website.
- We also estimate the GVA and employment contribution of the top 5 sectors in SSE's supply chain based on SSE's procurement spend data.
- To ensure consistency between our model and SSE's financial data, we have adjusted past values so that they are measured in comparable prices. All financial data received from SSE reflect the prices paid or received for goods and services during FY24. We adjust past values to average prices calendar year for the 2023 calendar year using the GDP deflator for the relevant country, as price level data is not available for the first quarter of 2024 at the time of analysis to make this adjustment for the financial year 2024. For convenience, we refer to this approximately equivalent price level as "current prices". The previous estimates of SSE's economic contribution between FY12 and FY24 that are presented in this report have been adjusted to current prices in the same way.
- To contextualise SSE's estimated economic contribution we use national GDP and employment data from statistics authorities. 2023 data is not yet available for all the relevant statistics. Consequently, where 2023 data is not available, SSE's estimated economic contribution in FY24 is compared to statistics from the latest year for which data are available. GDP data is inflated to current prices.
- Any summation of the estimates of SSE's contribution to GDP, across the 9 years of analysis, should consider applying a discount rate to account for changes in society's time preference for money.

**Table 16: Key definitions**

Indicators	Definition
<b>Model indicators</b>	
GVA	GVA is a measure of the value generated in the economy and represents the difference between the value of goods and services sold and the goods and services used as an input to their production. It is the company-level equivalent of GDP: adding up the GVA of all individual companies in the economy is equivalent to a country's GDP after adjusting for taxes and subsidies on products, which are components of GDP that are not included in the calculation of GVA.
Employment	Employment supported: expressed as number of jobs (headcount).
Multipliers	GVA multiplier: total GVA (direct + indirect + induced) for every £1 or €1 of GVA generated directly by SSE. Employment multiplier: total employment (direct + indirect + induced) for every job supported directly by SSE.
<b>Contextual metrics</b>	
Labour productivity	SSE's labour productivity is defined as SSE's direct GVA per employee (based on headcount). National labour productivity is defined as national GVA divided by national employment. National labour productivity was calculated using data from the most recent year where both employment and GVA data was available. The GVA data was then adjusted to current prices.
SSE contribution to GDP as % of national GDP	SSE's contribution to national GDP as a percentage of total GDP at factor costs. For the UK and Scotland we used 2023 GDP data, and for ROI we used 2023 data from the IMF.
SSE supported employment as % of national employment	Total employment supported by SSE as a percentage of national employment. We used 2020 employment data (the latest available) for the UK, and Scotland, and 2017 employment data (the latest available) for ROI.





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