

CASE STUDY

ilek



Company Name

ilek

Category

Digital market place and subscription model

Location

France

Website

<https://www.ilek.fr/>

ilek is a digital energy platform that connects consumers directly with local renewable energy producers. Through its online marketplace, households and businesses can choose electricity or gas sourced from solar, wind, hydro, or biogas providers.

The company's mission is to accelerate the energy transition by making clean, local, and fair energy accessible to all. Beyond being a supplier, ilek positions itself as a driver of sustainable change, reshaping how energy is produced, delivered, and consumed.

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How does this case align with StartDSP?

ilek reflects the Start-DSP vision by integrating digital innovation (its online energy marketplace), sustainability (100% renewable energy and CO₂ reduction goals), and entrepreneurship (a scalable, community-driven business model with fair producer compensation). As a case, it demonstrates how the GreenComp, DigiComp, and EntreComp frameworks converge in practice, making it highly relevant for entrepreneurship education under Start-DSP.

Digital: Web-based platform connecting consumers directly with local renewable energy producers, offering transparency and choice.

Sustainable: Mission to prevent 1 billion kg of CO₂ emissions, with energy sourced entirely from solar, wind, hydro, and biogas.

Profitable: Subscription-based model with over 150,000 customers and recognition among France's top-performing companies.




What does being an 'Energy Supplier' at ilek mean?

Ilek is a pioneering renewable energy provider that connects French consumers with clean energy through subscription-based services. The company partners with over 40 local producers across France to deliver electricity generated from sustainable sources including solar, wind, hydroelectric, and biogas from organic waste.

As France's first energy supplier to achieve B-Corp certification, Ilek serves more than 150,000 households with a team of 145 dedicated employees. The company has built an extensive network of local renewable energy producers, creating a decentralized approach to clean energy distribution that supports communities throughout France.

Ilek's mission extends beyond energy supply, they are committed to making a significant environmental impact, with the ambitious goal of preventing 1 billion kilograms of CO2 emissions. Through their consulting services and direct energy provision, Ilek is transforming how French consumers access and consume renewable energy, making sustainable power both accessible and locally sourced.



By choosing ilek, you support,
wind power, solar, hydroelectric
and methanization

ilek

ilek: Community-Centric Value Creation Model

One of the defining characteristics of ilek's digital business model is their commitment to supporting French renewable energy producers and local communities. The company positions itself as more than just an energy supplier, they function as a bridge connecting consumers directly with local renewable energy producers across France.

Direct Producer Compensation Strategy - They implemented a transparent financial model where more than 45% of customer bills flow directly to French producers. This approach differentiates them from traditional energy suppliers by ensuring fair compensation for renewable energy producers while giving customers visibility into how their payments support local energy generation. This direct-pay model creates a sustainable economic ecosystem that incentivizes continued renewable energy production.

Territorial Respect and Environmental Stewardship - The company's approach to community support extends beyond financial transactions. ilek emphasizes how their producers demonstrate deep connection to their local territories, utilizing natural resources in ways that maintain environmental balance. This positioning reflects a business philosophy that views renewable energy production as inherently tied to respect for local landscapes and communities.

Reinvestment and Growth Strategy - ilek's pricing structure enables producers to reinvest in facility expansion and technology improvements. This creates a virtuous cycle where fair compensation leads to increased renewable energy capacity, which in turn strengthens France's overall green energy infrastructure. The company presents this as evidence that their business model drives systemic positive change beyond individual transactions.

Entrepreneurial

1. ilek has built a decentralized network of over 40 local renewable energy producers across France
2. More than 45% of customer payments go directly to producers, enabling reinvestment in facilities and expansion of renewable capacity
3. The company holds B-Corp certification and is recognized as one of France's top-performing companies
4. Its model proves that clean energy can be both scalable and community-driven, blending innovation, fairness, and impact

Digital

1. ilek's online marketplace allows households and businesses to choose their energy source based on location and values
2. The platform acts as a bridge between consumers and producers, offering real-time visibility into how payments support local energy generation
3. A digital-first approach simplifies the energy transition, enabling users to subscribe to clean power with just a few clicks

Green Practices

1. All energy is sourced from 100% renewable French producers
2. ilek is committed to preventing 1 billion kilograms of CO₂ emissions, positioning itself as a catalyst for environmental change
3. Producers operate with deep respect for their local ecosystems, ensuring sustainable use of natural resources
4. The Vervolt label guarantees that energy is both renewable and locally sourced, reinforcing environmental responsibility across the business



ilek on Governance and Resilience

ilek strengthens governance and resilience by delivering 100% renewable energy sourced from local French producers. Their transparent pricing and fixed-rate contracts protect customers from market volatility, fostering financial stability. As a certified B Corporation, ilek meets rigorous standards of social and environmental performance, accountability, and transparency. This certification reinforces their commitment to ethical governance and long-term sustainability. Internally, ilek integrates ESG principles across operations and empowers users with digital tools to monitor and reduce energy consumption. Their fully French-based customer support ensures accessibility and trust, making the energy transition inclusive and resilient.

What does it mean to be B Corporation Certified

B Corp certification is awarded to companies that meet high standards of social, environmental, and governance performance. To qualify, businesses must score at least 80 out of 200 points across five areas: governance, workers, community, environment, and customers. Certified companies commit to transparency, stakeholder accountability, and must renew their certification every three years to show ongoing positive impact.



Module 10: Governance & Resilience

Four Lenses of Governance in Practice

Module 10 explores how startups and SMEs can move beyond profit-only governance by embracing adaptive, inclusive, and ethical models that respond to digital disruption, climate change, and social transformation. It equips learners with the tools and mindsets to design governance systems that are agile, mission-driven, and future-fit, embedding sustainability and leading digital innovation responsibly. When studying the case of planA learners can explore governance and resilience through 4 ways as shown below.

Inclusivity & Resilience – ilek’s decentralized model supports 40+ local producers, fostering community-rooted energy and long-term resilience through fair compensation and territorial respect.

Regulatory Alignment – As France’s first B-Corp energy supplier, ilek embeds high social and environmental standards, aligning with evolving sustainability regulations.

Governance in Action – With over 45% of payments going directly to producers, ilek’s governance drives reinvestment, growth, and systemic change in renewable energy.

Digital Ethics – The platform ensures transparency in sourcing and payments, enabling ethical consumer choices and responsible digital engagement.