

# The Coolest Business Case on The Globe.

Based on Official Numbers

Best Result Worse Result

All numbers based on average scenarios.

|                                      | UK     | Iceland | Explanation of Scale   |
|--------------------------------------|--------|---------|--|
| Electricity Price Per KWH            | 30     | 6       | 1 being highest rated for cheapest price.  |
| Power Delivery Quality               | 23     | 4       | 1 being the best rank  |
| Ease of Getting Electricity          | 70     | 9       | 1 being the best rank  |
| Days To Obtain New Connection        | 126    | 22      |  |
| Percentage of Power Avg DC Bill      | 70,00% | 40,00%  | The expenditure on electricity is almost double in UK. High percentage due to cooling and high prices. |
| PUE Average                          | 2      | 1,10    |  |
| Average Temperature Annual           | 10     | 5       | degrees in Celcius   |
| Electricity Surplus                  | 1,40%  | 90,00%  | On average   |
| Labour Cost Minimum Monthly          | 1072   | 2130    | In GBP   |
| Security Rating                      | 9      | 1       | 1 being the safest.  |
| Political Stability Rating           | 4      | 6       | 1 being the most stable.   |
| Green Percentage of Grid             | 8      | 100     | 100 being fully green.   |
| CO2 Footprint Overall Country        | 389    | 4       | Difficult to compare due to population difference. The lower the better.                               |
| Technological Readiness Rating (WW)  | 8      | 8       | Number 1 being highest, out of 144 countries.  |
| Population % with Higher Education   | 40     | 37      | Ages 24-65   |
| Nature Landscape Security            | 41     | 6       | Adequate infrastructure performance in the case of natural disaster a major factor for evaluation.     |
| Ease of Doing Business Rating        | 14     | 4       | 1 being the easiest.   |
| GDP per Capita                       | 43     | 51      |  |
| Basic Infrastructure Quality Ranking | 20     | 1       | 1 being the highest quality.   |
| General Safety (travelling, living)  | 78     | 3       | 1 being the safest.  |

Global Competitiveness Report: [http://www3.weforum.org/docs/WEF\\_GlobalCompetitivenessReport\\_2014-15.pdf](http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-15.pdf)

CO2 Calculator: <http://globalcarbonatlas.org/en/CO2-emissions>

The World Bank Electricity Index: <http://www.doingbusiness.org/data/exploretopics/getting-electricity>