

PROGRAM **SEG**



Distinction between SEG in the UK and the “Program SEG”

Nature and Scope

- SEG in the UK is the **Smart Export Guarantee Scheme**, a government-backed initiative that allows small-scale low-carbon electricity generators to receive payments from suppliers for exported energy. The program is limited to supporting renewable energy generation within the UK electricity grid.
- **Program SEG (Smart Energy Grid Program)** is an independent regional initiative in **Central Asia and the South Caucasus**, covering a broad range of activities, including the development of distributed energy systems, optimization of renewable energy use, involvement of ordinary people and households in selling surplus solar energy to the charging network for JSC CLASSO Mobile electric trucks to develop a “green” logistics corridor from Asia to Europe, surplus electricity exchange, electric vehicle charging infrastructure, and energy storage systems.
- SEG UK is limited to payments for electricity exports under the national scheme.
- Program SEG includes **energy and engineering services (Class 37)**, **software and digital solutions for the energy sector (Class 9)**, and **scientific, technological, and consulting services (Class 42)**, emphasizing digital energy management, e-commerce for energy resources, logistics, and integration of renewable energy.

Branding and Visual Identity

- SEG UK has no commercial logo or registered trademark.
- Program SEG has a distinct **logo** (a green circle with white lettering and eight icons) representing sustainability, digitalization, and energy efficiency, and is tied to specific regional program activities.

Conclusion

While SEG in the UK is a government program supporting small-scale renewable energy export, Program SEG is a **private, registered initiative** with a broader regional scope, focused on energy network innovation, infrastructure, and digital energy solutions, with no legal or operational connection to the UK program.