

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

THE
**BIG CLEAN
SWITCH**
GREATER MANCHESTER

How your organisation can
be part of the UK's biggest
ever clean energy switch.

Launching
October
2017

In brief

What if your organisation could help thousands of Greater Manchester residents save money by switching to renewable energy?

This document explains how we'll help you to do exactly that, joining forces with other organisations across Greater Manchester in the UK's biggest ever clean energy switch.

To make it as easy as possible for you to take part, we'll give you all the materials you need to talk to your employees, customers or supporters about moving to affordable, planet-friendly power.

Why clean energy?

Most of us know that renewable electricity is better for the environment, helping to tackle climate change and reduce air pollution.¹ But did you know that switching to clean energy also saves most of us money (£245 a year on average)?² Or that clean energy is hugely popular, with four out of five people saying they support its use to power our homes?³

That's why we think renewable energy is such a huge opportunity for Greater Manchester. What could be better than saving residents money by giving them something they want, and helping the environment at the same time?

1. We use the terms 'renewable energy' and 'clean energy' interchangeably to refer to electricity generated from the power of the wind, sun, water (tides, waves and rivers) and biofuels. These energy sources have much smaller carbon footprints and air pollution impacts than power generated by burning oil, coal and gas.

2. Figure reflects the average annual saving of homes switching to a clean tariff through the website of our switching partner, Big Clean Switch (www.bigcleanswitch.org) between 1 April 2017 and 31 July 2017. Government figures estimate that around 65% of homes in the UK are currently on a standard variable tariff with one of the UK's largest energy companies.

3. Department for Business, Energy & Industrial Strategy quarterly attitudes tracker, wave 19.

Did you know?

- A quarter of the UK's electricity already comes from renewable sources.
- The price of solar panels has fallen 10% every year since the 1980s.
- Two thirds of homes in the UK are guaranteed to save money by switching to the cheapest clean electricity tariff.



How the campaign will work

We've teamed up with the Big Clean Switch campaign to make it as easy as possible for people to compare clean energy prices and switch. Here's how the campaign will work...



1. GETTING THE WORD OUT

This is where you come in. Organisations across Greater Manchester, including all 10 councils covered by the GMCA, join forces to promote switching to local residents.



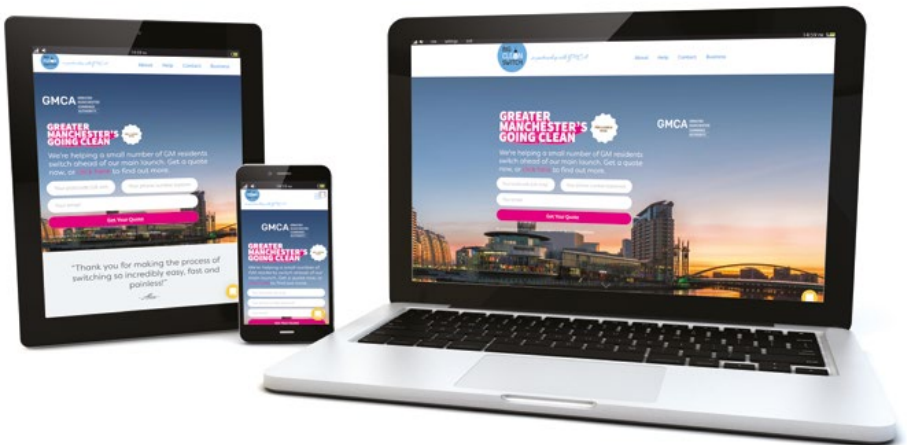
2. THE SWITCH

A dedicated page on the Big Clean Switch site (see a preview at bigcleanswitch.org/gm-prelaunch) allows people to compare quotes from different clean suppliers and switch in minutes.



3. RAISING MONEY

As well as saving residents money, every switch will raise funds to support other energy and environmental schemes in Greater Manchester, extending the impact of the campaign even further.



How we'll support you

We're preparing a set of campaign materials to help participating organisations promote the campaign. This will include:

- A4 and A3 **posters** to print and display;
- **Social media assets**, including draft tweets and facebook posts;
- **Short videos** for use online or on plasma screens; and
- **Template emails** to send to customers and supporters letting them know about the switch.

As a campaign partner, we'll also display your logo on the switching page.

Once the campaign is live, we'll send you regular updates on how the campaign is progressing, as well as testimonials from people who've switched.

And if you're interested, there may also be opportunities to be involved in press activity, helping to give your business a local boost.

Next steps

Will you help us make sure that every single Greater Manchester resident knows how cheap and easy it is to switch to clean energy?

To join the campaign or find out more, contact the campaign director, Jon Fletcher at:

jon@bigcleanswitch.org
07791 376 285

Interested in switching your organisation's power supply to a clean tariff?

We can help with that, too - and better still, most organisations save money in the process. Drop us an email to arrange an introductory chat.



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