

# The Big Clean Switch Partnerships programme

How your organisation can benefit by joining Britain's biggest ever renewable energy switching campaign.



# In short

**This document explains how we can help your stakeholders – employees, supporters, members or customers – switch to planet-friendly, pocket-friendly energy, and generate revenue for your organisation in the process. We're able to do this because...**

**The UK wants clean energy.** Four out of five UK consumers support the use of renewables and 84% say they'd use electricity from renewable sources in their own homes if it cost the same or less than their existing tariff. This demand cuts across gender, age, and income.

**Switching to clean energy will save most people money.** Almost two thirds of households are guaranteed to save money by switching to the cheapest clean energy tariff.

**Moving homes to clean energy will accelerate the decarbonisation of the UK economy.** Demonstrating popular demand for clean electricity will bolster the case for backing renewables.

**Helping people switch to clean energy will generate revenue.** Clean energy suppliers pay a commission for new customers, just as conventional suppliers do. We reinvest some of this in the campaign and pass some on to you.

# Who we are

The Big Clean Switch campaign is owned and run by Brakkn, a social enterprise dedicated to accelerating the uptake of low carbon behaviours.

Brakkn also runs Clean Energy UK, which supports businesses in switching their electricity supply to a clean tariff, as well as providing a range of energy efficiency advice and consultancy services.



## Jon Fletcher

Campaign Director  
Big Clean Switch

Jon has 15 years' experience in communications, sustainability and behaviour change, working with a range of organisations including PwC, P&G, Defra and Wrap.

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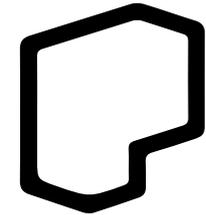
## Tom Old

Managing Director  
Brakkn

Tom's helped grow a consumer electronics to become a global leader before deciding to use his skills to deliver positive environmental impact, and founding Brakkn.

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The Big Clean Switch is supported by **Purpose**, a B-Corp that works with corporate and NGO partners to support consumer action across a range of issues. It's dedicated to catalysing consumer adoption of climate change solutions through its 'Purpose Climate Lab'.

# Three great reasons to run a switching campaign

## 1 Your stakeholders want to switch

Eight out of ten people\* say they'd use energy from renewable sources in their home if it cost the same or less than their existing tariff.

\* Source: Big Clean Switch / Research Now - nationally representative survey of UK adults, July 2016. 47% said they'd switch to energy from renewable sources if it was cheaper than their current tariff, while 37% say they'd switch if it was the same price or even more expensive.

## 2 Build brand loyalty by saving people money

Switching to clean energy will save most households hundreds of pounds a year\*, making it a great way to boost engagement with your wider agenda amongst customers, supporters, members or employees.

\* The UK's Competition & Markets Authority estimates that 90% of UK households are with the six largest energy firms, and that 70% of these are on their 'standard variable' tariffs. The cheapest clean suppliers are significantly cheaper than those tariffs.

## 3 Generate revenue

Each switch generates a commission from the clean energy supplier. We reinvest part of this in our programme, but we also pass part of it on to you – typically £15-£17 per switch.\*

\* The actual sum received will depend on whether the household switches both gas and electricity, or just a single fuel; on our arrangements with individual suppliers; and on the costs we incur for processing each switch. We will confirm these with you before launching a campaign.

### A few words about the commission

We work hard to make sure we're fully transparent with partners and consumers about the commission associated with switching, and clear about what we do with it. We work across the clean energy sector rather than with a sole supplier, and evaluate every tariff against a range of criteria including value for money and customer service before we recommend it to households.

# How a switching campaign helps the fight against climate change

We believe that increasing demand for clean energy at scale will...



**Demonstrate consumer demand**, helping to secure political support for our growing clean energy industry.



**Grow the public conversation about the benefits of a clean, safe power supply**, helping to make renewable electricity the default choice for UK households.



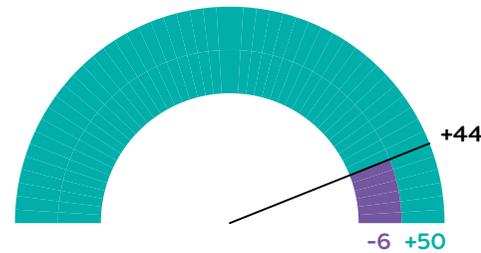
**Give investors confidence** to build new clean energy generation capacity.

# The positive brand impact of a clean switch campaign

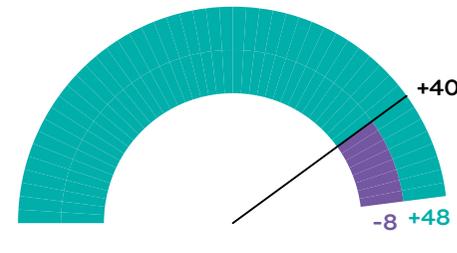
We tested clean switch messages linked to three different household brands to understand what impact they had on how consumers saw those companies.

In every case, far more people said the adverts had a positive impact on their perception of the brand concerned than said their response was negative. This was particularly notable when we asked people who already shopped with those companies, suggesting that a clean switch campaign can be a powerful tool for strengthening ties with customers.

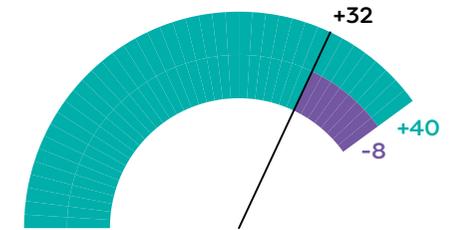
## Impact of a clean switch campaign on brand perception – existing customers



Home furnishings brand

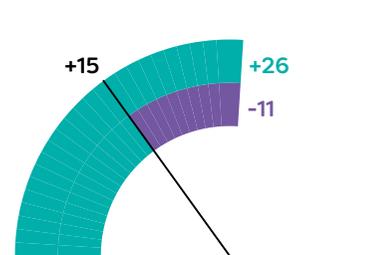


Financial products brand

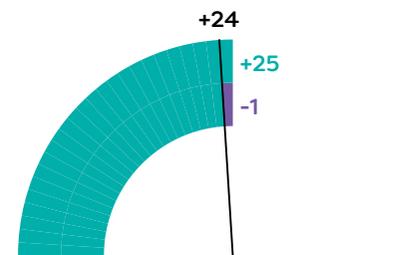


Media brand

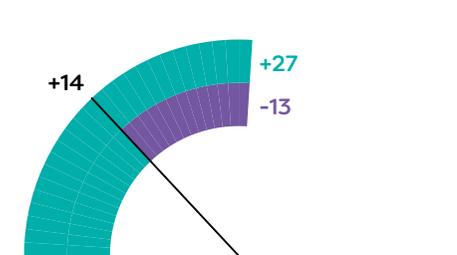
## Impact of a clean switch campaign on brand perception – non-customers



Home furnishings brand



Financial products brand



Media brand

- Percentage of respondents who said that a brand's promotion of clean energy would make them feel **more positive** about that brand.
- Percentage of respondents who said that a brand's promotion of clean energy would make them feel **more negative** about that brand.
- Net percentage (i.e. how many more respondents felt positive than negative)

# Working with the UK's leading clean energy suppliers

We have strong relationships with the UK's leading clean energy suppliers. That means we're able to work with them to secure great deals on renewable electricity for your stakeholders.

We've set strict criteria for the companies we work with in order to ensure that the energy our users buy has a genuine environmental benefit. You can read more about these in our **Supply & Tariff Selection Policy**.

## Who we work with

The logo for Bulb, featuring the word "bulb" in a lowercase, rounded, pink script font.The logo for Bristol Energy, with "BRISTOL" in a bold, blue, uppercase sans-serif font and "energy" in a pink, lowercase sans-serif font below it.The logo for ecotricity, featuring the word "ecotricity" in a bold, black, lowercase sans-serif font.The logo for Good Energy, with the words "good energy" in a black, lowercase script font, set against a yellow rectangular background with a white circle behind the word "good".The logo for Octopus Energy, with "octopus" in a bold, dark blue, lowercase sans-serif font and "energy" in a smaller, dark blue, lowercase sans-serif font below it.The logo for tonik, featuring the word "tonik" in a bold, purple, lowercase sans-serif font.

# How it works



## 1. Planning the switch

We'll sit down with you to better understand how the switching campaign can support your wider organisational goals, confirm timetables, and support you where necessary in securing internal buy-in.



## 2. Develop campaign materials

We can advise on channel use and messaging tone and frequency, as well as providing templates and collateral (see next page).



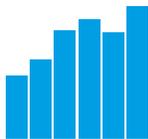
## 3. Finding the right tariff

For larger switches targeting over 250,000 people, we're able to negotiate with suppliers to secure exclusive clean energy tariffs for your stakeholders.



## 4. The switch

You send a series of communications to your stakeholders, explaining the benefits of the deal and encouraging them to take part. We'll then guide them through the switching process on our simple, step-by-step website, with a dedicated, branded landing page just for your organisation.



## 5. Impact measurement & commission

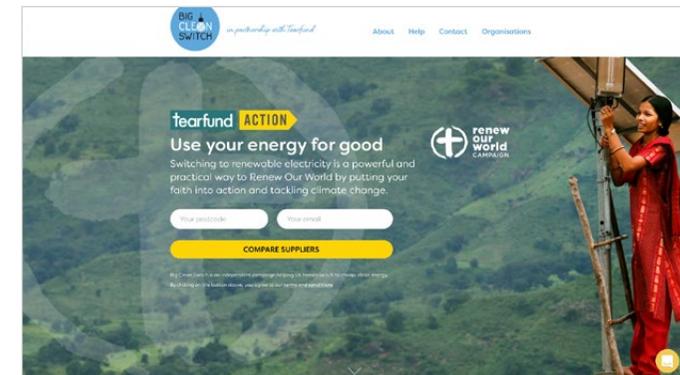
At the end of the campaign, we'll provide you with data on who has switched, together with your share of the commission paid by the selected supplier.

# Our switching platform

## A tailored customer journey

Our purpose-built switching platform allows us to:

- Tailor the user experience to suit your brand, creating a seamless customer journey for your stakeholders;
- Simplify the process of switching as much as possible; and
- Position your clean energy switch within the wider context of your brand and communications plan.



# What we offer

There's no charge for our involvement, and we can provide as much or as little support as you need, in the following areas:

## Campaign strategy

Our team will help shape the campaign around what's important to your organisation, whether you want to attract new customers or supporters, boost brand loyalty, challenge perceptions, or just get people talking.

## Communications development

We'll provide a range of templates for you to tailor, including emails, posters, images (see right) and social media assets. We can also provide a version of our clean switching video, adapted for your brand, for use in your campaign. And, we'll share the key insights from our audience research, to make sure your campaign communications are as effective as possible.

## Data and insight

We make sure that everything we do is measurable, so you can tell who is responding to the campaign and which channels have been most effective.

## Amplification

Our networks make us well-placed to amplify your switching campaign.

**THE BIG CLEAN SWITCH**  
GREATER MANCHESTER

**AMER'S SWITCHED**

**Greater Manchester's going clean.**

Amer saved £494 a year by switching to a clean energy tariff. Compare prices and switch at:

[www.bigcleanswitch.org/gm](http://www.bigcleanswitch.org/gm)

**GMCA** GREATER MANCHESTER COMBINED AUTHORITY

# Who we work with

We're proud of every one of our partnerships. Below are some of the incredible organisations we already work with.



# This is just the beginning

The next step is to put the kettle on and talk through the details. You'll probably have some questions, and even a few concerns. We'll work through them with you and your team and develop a tailored clean switch proposition for your organisation.

Together, let's help change the face of energy in the UK.

## Get in touch

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