

# **The Fair Energy Campaign East London**

**HACT Fuel Poverty Event  
Session 4  
May 2022**

The logo is a white circle containing three horizontal yellow stripes. The words "FAIR", "ENERGY", and "CAMPAIGN" are written in a bold, black, distressed font across the stripes.

**FAIR  
ENERGY  
CAMPAIGN**

# Our Campaign Story

FAIR  
ENERGY  
CAMPAIGN



**Let's make energy  
fair for all!**

Everyone deserves access to clean energy  
and fair pricing.

We are building a social movement to raise  
the bar in energy supply standards.

Join us.

**#FairEnergyCampaign**



# goal

## phase 1

## phase 2

1

To work in partnership with key stakeholders to identify and engage target groups, starting with most vulnerable households

### Target met

We identified the key stakeholders which extended to us the opportunity to reach most vulnerable households in four Legacy boroughs.

### Target met

We onboarded additional key stakeholders.



2

Identify the barriers faced by the different target groups to accessing fairly-priced renewable energy

### 70% In progress

In an ongoing workshoping and participatory research process, FEC has been identifying the barriers faced by different groups to access fairly-priced energy. We held three co-design workshop with different faith groups and businesses in the area and will expand our activities during summer and fall to capture also different resident groups.

### 100% Completed

(we will advance this with the listening campaign and event on Nov 9th)

3

Develop and provide user friendly information and resources to community groups to help the targeted households

**Education + Information**

### 30% In progress

We onboarded a significant number of important local stakeholders and volunteers, who will act as local “energy champions” and will help organising regular Switch Days.

### 100% Completed

Energy Heroes Program developed and will be implemented with schools and other stakeholders in Phase 2

4

Activate locally relevant support platforms and services for longer lasting and more sustainable impact

**Policy & Advocacy**

**Community Generation**

### Target met

We onboarded a significant number of important local stakeholders and volunteers, who will act as local “energy champions” and will help organising regular Switch Days.

### Target met

We onboarded new significant local stakeholders and volunteers, who will help us deliver the campaign message and programs.

5

Through the campaign communications strategy, promote the campaign to target a reach 80,000 households in and around Queen Elizabeth Olympic Park and surrounding boroughs

**This will be achieved via partner organisations' activities (challenges)**

### 20% In progress

We are on track to expose 80,000 households to FEC's message (6,000 in Olympic Park, 15,000 Council tenants, 4,000 businesses, 55,000 visitors).

We exposed the campaign message to **15,000 residents** in four Legacy Boroughs Through the Energy Challenge we will expose the message through 240 local schools targeting approximately **100,000 households** and 4 universities.

6

Engagement activity to target a minimum 16,000 residents in switching to 100% renewable energy<sup>1</sup>

**We can still encourage building switch/generation**

### 25% In progress

FEC attended 4 Hackney TMO Fairs and four London Challenge Poverty Week pop-ups Our target is to engage 16,000 households in switching to 100% renewable energy activities. Under Covid-19 lockdown restrictions the number of actively engaged households was approximately 4,000.

We are targeting to distribute support to **4,000 households** impacted by fuel poverty (this number will increase to **16,000 households** if we extend Phase 2)

7

Recruit 10 key organisations/community partners to deliver community engagement activities during phases 1 & 2 of the project.

**Partners onboarded**

### Target superseded

We onboarded 26 community partners (Church of England, East London Mosque, Tearfund, St John the Baptist Primary School, Hackney Bridge, Echo, Lee Valley, Here East, Money A+E, Hackney council, Hackney TMOs, and others).

### Target superseded

We onboarded new community partners (Poplar HARCA, Anna Freud Centre for Children and Families, St Hohn's Primary School).

8

Train and resource 40 volunteers from the partner organisations to conduct Switch Days at their respective organisations

**Recruit and train Energy Champions within partner organisations that will run campaign challenge in their communities**

### 75% In progress

We trained 10 CoE, 10 ELM and 10 volunteers from Loughborough University and King's College for Money A + E to run trial Switch Days. During Phase 2 we will train additional volunteers from business and residents' sector.

### In progress

We will continue to work with the Energy Champions. During Phase 2 we will focus on providing information on fuel hardship schemes and helping people apply, as well as assisting with fundraising and other peer-to-peer schemes initiated at community level.

Phase 2 Action  
Fall 2021-Summer 2022

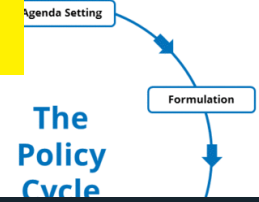
# three core programs/ strands



# three core programs/strands

reduce CO<sup>2</sup>

tackle fuel poverty



## EMERGENCY

## EDUCATION

## POLICY INNOVATION & ADVOCACY

### PHASE 2

Aug 2021-June 2022

energy  
key card  
machines

St. Hohn's  
Hoxton

CUK

Lboro  
University

School Pilot  
to Measure  
CO<sub>2</sub>

350 students

Pilot with  
a primary  
school in  
Hackney

Pilot with  
a primary  
school in  
Hackney

Hackney  
Relief Fund

Spotlight

Hackney  
Council

Lboro  
University

4.000 families

### EXTENDED PHASE 2 INNOVATION ADDONS

fundraisers

Business-  
es, Banks

Lboro  
University

Universi-  
ties

Energy  
Challenge

240 schools

Primary &  
secondary  
schools  
(4 legacy  
boroughs)

Lowering  
CO<sub>2</sub> through  
school  
communitie  
house

Policy Level  
- Hardship  
Fund

16.000 families

Poplar  
HARCA

Councils

Energy  
Sector  
(NESTA, NEA,  
etc.)

peer-  
to-peer  
support

HACT

Poplar  
HARCA

Hackney,  
Tower  
Hamlets  
Gov

Energy  
Hackathon

4 universities

Universities  
and school  
in East  
London

East London  
Innovation  
District  
(PLEXAL, etc.)

Community  
Energy  
Production  
and  
Ownership

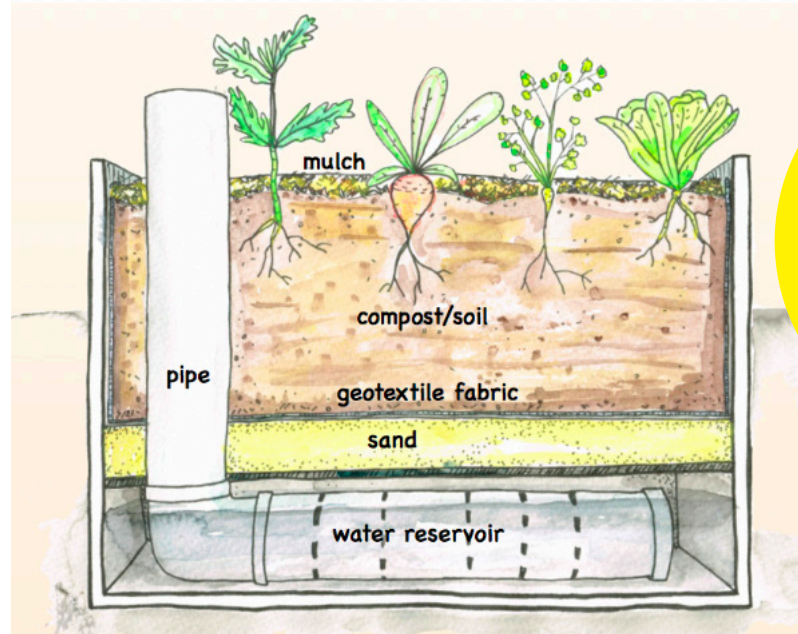
Geocapita

Lboro  
University

Poplar  
Net-zero

# education strand

- methodologies for community level CO<sup>2</sup> reduction
- improvement of living environment



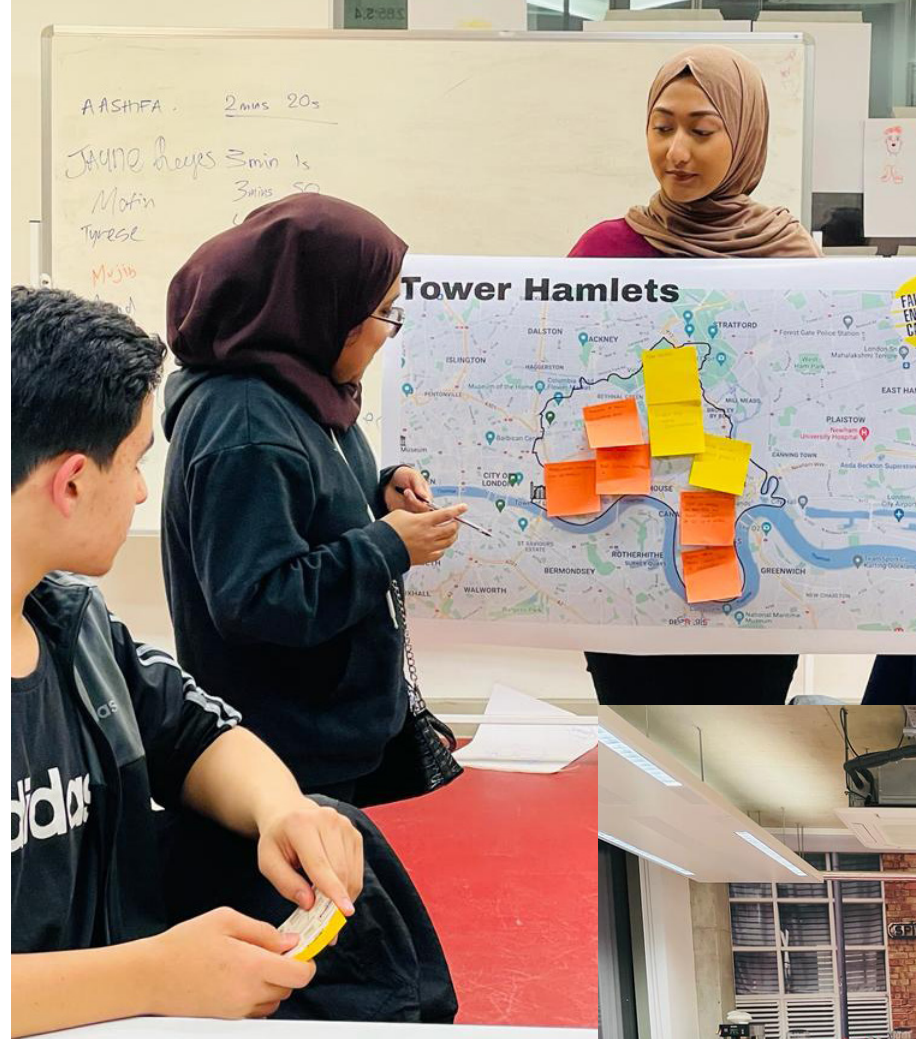
**GREEN WALL  
PROTOTYPE**





# policy advocacy strand

- workshops with local communities exploring net-zero & policymaking
- producing a air energy podcast to share our work




**FAIR  
ENERGY  
PODCAST &  
WORKSHOPS**



# emergency strand

- work with local councils to improve accessibility to energy relief funds
- fuel poverty / green energy action plans



Menu

## Help with bills

### Winter Fuel Payments

You will be contacted automatically if you qualify for [Winter Fuel Payments](#). You will need to be born before 26 September 1955 and have lived in the UK before 20 September 2021.

### Warm Home Discount Scheme

You will qualify for the [Warm Home Discount Scheme](#) if you get the Guarantee Credit element of pension credit. If you qualify under this you will get a letter. If you think you do but haven't received one by the end of December please contact the scheme directly.

You may also qualify if you are on a low income. Check with your energy supplier to see if you qualify. Do so as soon as possible as the places under this eligibility criteria are limited.

### Cold Weather Payments

You may get [Cold Weather Payments](#) if you're getting:

- Pension Credit

**EMERGENCY  
RELIEF  
FUNDS**





# **Improving Accessibility to Energy Hardship Funds**

**Collaborate with us**

**a.zadel@lboro.ac.uk**

- **existing energy relief funds (local councils)**
- **low number of applications**



 **@FairEnergyUK**

**FairEnergyCampaign.org**