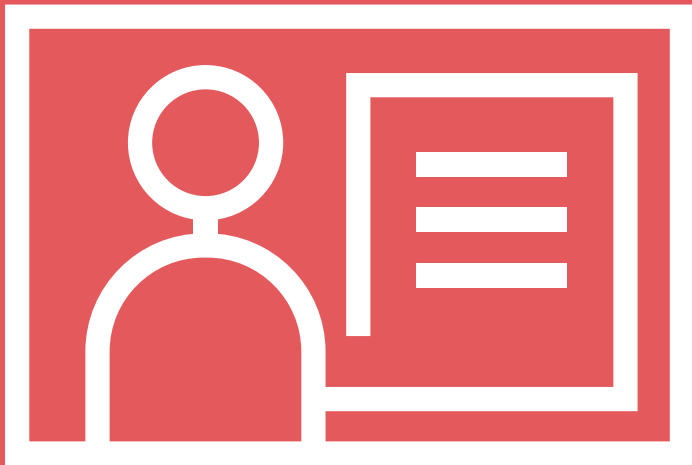




Smart Energy GB

at Spotlight on the SEC

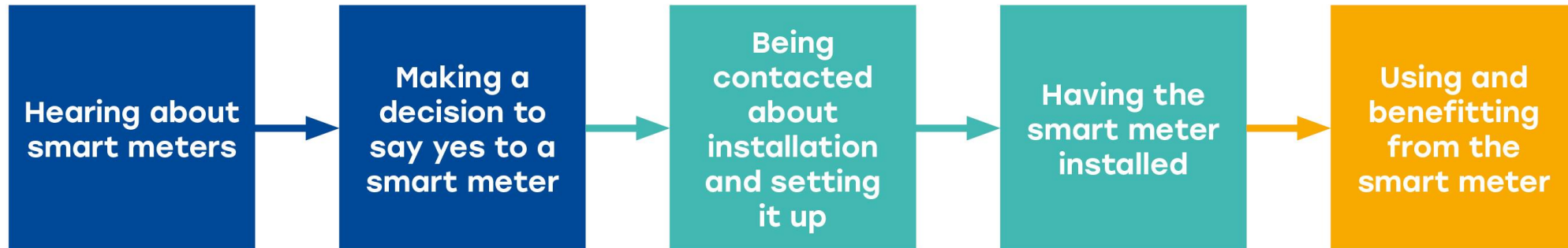
Teneille Humphris & Rebecca Yates
September 2019



What we do

About Smart Energy GB and our campaigns

Smart Energy GB's role



Predominantly Smart Energy GB



Energy suppliers (Smart Energy GB is not responsible for installation)



Smart Energy GB and energy suppliers



Where we are today

98%

are aware of smart meters



29%

of people have them installed



68%

of people take action after seeing our campaign



72%

of people say our campaign is easy to understand

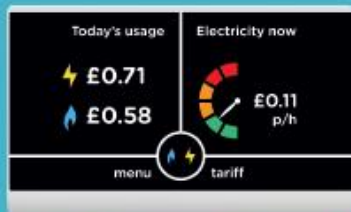




THANK YOU

FOR GETTING

A SMART METER.



IF YOU'VE GOT ONE OF THE 13 MILLION
SMART METERS ALREADY INSTALLED,
YOU ARE HELPING TO UPGRADE
BRITAIN'S OUTDATED ENERGY SYSTEM.
WE'D JUST LIKE TO SAY THANK YOU.

From the campaign for a smarter Britain.



Smart meters help upgrade the smart energy system enabling it to better anticipate demand and reduce waste.

Building a narrative

from personal benefits to wider environmental
and national benefits

Smart Energy GB



How we got here

Put a stop to energy waste.
See what you're using in
pounds and pence with a
smart meter.

Smart meters show you exactly how much
energy you're using, so you have the
information you need to help you save.



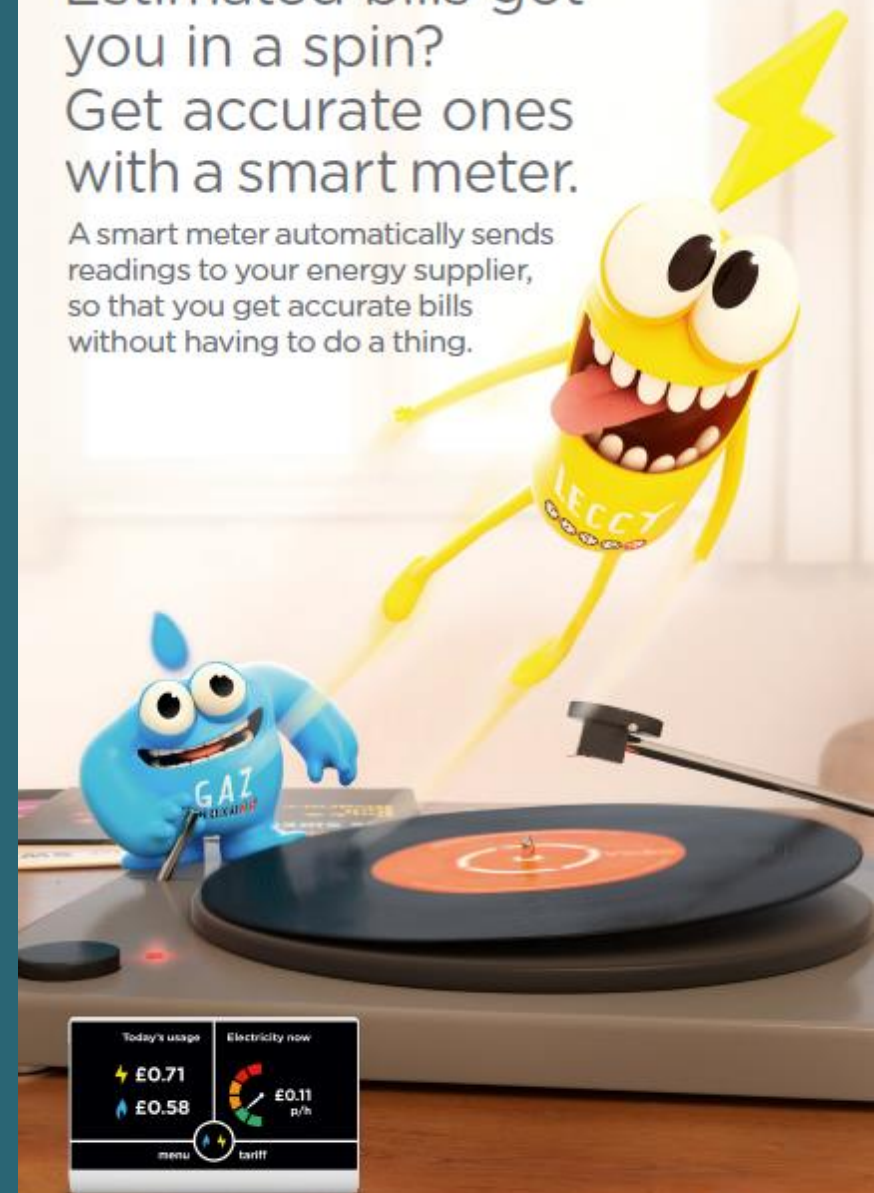
Contact your energy supplier today about
getting your smart meter, at no extra cost.

Representative of a typical in-home display. Available in England, Scotland and Wales.



Estimated bills got
you in a spin?
Get accurate ones
with a smart meter.

A smart meter automatically sends
readings to your energy supplier,
so that you get accurate bills
without having to do a thing.



Contact your energy supplier today about
getting your smart meter, at no extra cost.

Representative of a typical in-home display. Available in England, Scotland and Wales.





Get a smart meter
and you could
save enough energy
to play club anthems
for this many days

4314

Save your energy for busting a move.
Contact your energy supplier about getting your smart meter at no extra cost.



smarterenergyGB.org

No representation of a typical or future display. Based on UK Gov's predicted annual savings of 2% and a mid-tariff using 0.056p/kWh. Savings possible by customers measuring energy use and cutting waste. Eligibility may vary. Available in England, Scotland and Wales by 2020.





I WANT

TO BREATHE

CLEANER

AIR.

Smart meters can't solve climate change on their own. But with the smarter, more efficient energy grid they help to create, they're a start.

I WANT A SMART METER.

Search: I want a smart meter or call: 0300 304 9999



Calls to this number from UK landlines and mobiles are charged at the standard rate (i.e. same rate as calls to 01 and 02 numbers), and may be included in your usual call allowance. Please check with your provider.



Beyond broadcast

PR, reactive media, media partnerships,
partnerships to reach those with additional
barriers and public affairs

Bringing the smart future to life in the media



THE SMART

E-HOME OF THE FUTURE



EXPRESS

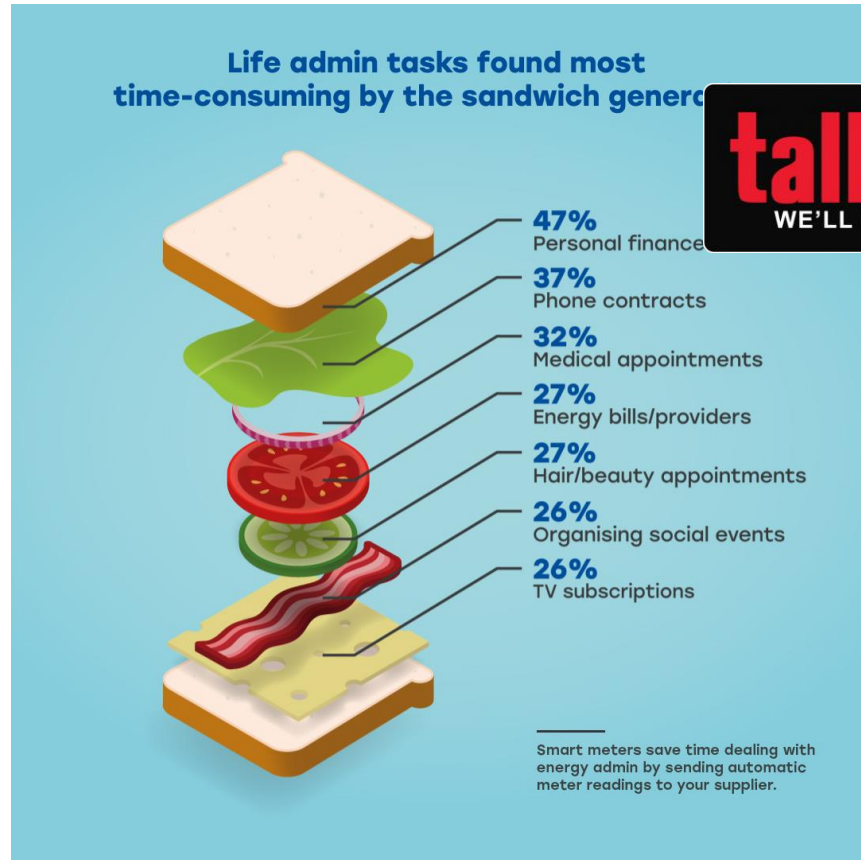
Sun

Eco push in homes

SEVEN out of ten of us would like our homes to be more eco-friendly, a study found.

Finding new ways to talk about the benefits of smart meters

BLT Brits – struggling with life admin



FEMALE FIRST

Helen Skelton gives her top sustainability tips
[EXCLUSIVE]

GLAMOUR



10 simple ways to be more energy efficient and save the planet every day (including always having a full fridge)

Not all heroes wear capes (but they do turn off their electrics).



We can't stop bad news.....but we can shape it

MailOnline

I have prepayment energy but heard I can't top it up manually with a new smart meter, is this true?

I receive my energy supply through my prepaid meter which I top up as and when I need it.

I currently have a first generation smart meter which comes with a keypad so I can top up manually if there is a problem with a network.

However, I recently heard the new second generation smart meters don't have this keypad and therefore, I can't top up manually if the network goes down.

This is very concerning as I don't want to be left without access to energy.

Is this true?



Educational content in key publications

SMART ENERGY A SMARTER FUTURE



PROMOTED CONTENT

Richard Beamish "As parents we want our offspring to have a good life and know we're doing our bit"

Give smart energy the green light...

Smart meters can help cut your energy use and play a role in making sure that future generations breathe more easily

Richard Beamish and his wife Carol got smart meters fitted in 2006. The couple tended to be early adopters of new technology – they have had hybrid petrol/electric cars since 2008 – and thought the meters might help them save money. But had the couple ever considered that their smart meters might play a big part in saving the planet as their car?

"As I understand it, smart meters have two main benefits,"

Richard says. "One is to reduce consumption, to help save the world's resources and help deal with climate change. For a long time now we've all known that we're ruining the planet. "As parents we want our offspring to have a good life, so we're doing our bit. Humans can't keep plundering the Earth's resources. The other is the convenience they offer power companies in getting meter readings without having to come to the house."

“It's about saving energy, but it's also about saving the planet”



Smart Energy GB is the government backed organisation tasked with informing Great Britain about the benefits of the smart meter rollout

NewStatesman

Enabling a cleaner, greener future

Smart meters can be the catalysts for a more efficient, low-carbon world, writes **Robert Cheesewright**, director of corporate affairs at Smart Energy GB

Partnerships



National
partnerships

Smart Energy
GB in
Communities

Regional
partnerships

Resource
Centre





**the main advantage is that I don't need
to read the meters again**

Engaging Parliamentarians to spread positive messages to constituents



Engaging events in each parliament

Energy Gameshow, Scottish Parliament



Regular constituency surgery packs



Smart meters.
Paving the way to a
smarter future.

Top tips for reducing energy usage

Put a stop to energy waste. Smart meters show you exactly how much energy you're using, so you have the information you need to cut back.
For more information: Search **"I want a smart meter"** today.

Kitchen/utility

- Only boil the water you need in your kettle. This can save £6 a year.
- Using a bowl to wash up rather than running the tap could save you up to £25 per year.
- Cut back your washing machine use by just one cycle per week and save around £5 a year on energy.
- Keep pan lids on when boiling vegetables – it's quicker and cheaper!

Living room

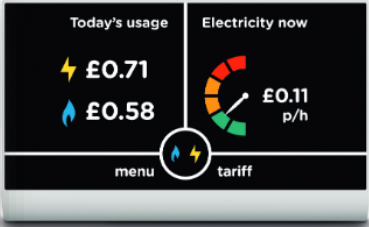
- Turn down your room thermostat by one degree. This could save around £75 a year!
- Switch off lights when not in use. This could save £15 a year, or if you need extra lighting use a low wattage energy saving light bulb.
- Close internal doors to keep the heat in the rooms you are in.
- Get into the habit of turning off the television at the socket or on the set, and not leaving it on standby. You can buy mains controllers that do this by remote control. On average UK households waste £30 per year powering appliances left on standby.

Bedrooms

- Don't leave your mobile phone on charge all night – most only need a couple of hours.
- Use the right tog duvet for the weather (low tog in summer and high tog in winter) to avoid having to use the heating unnecessarily.
- Draw curtains at dusk to keep the heat in for when you go to bed. It takes time for houses to cool down as well as warm up. Using heating and hot water controls more effectively can save up to £75 per year.
- During winter, set the heating to switch off shortly before you go to bed. It takes time for houses to cool down as well as warm up. Using heating and hot water controls more effectively can save up to £75 per year.

Bathroom

- Spending one minute less in the shower each day will save up to £7 off your energy bills each year, per person.
- Make sure that rechargeable shavers and toothbrushes are not charged for longer than necessary.
- Fit low energy light bulbs all around the house. If the average household replaced all of their bulbs with low energy light bulbs they could save about £35 a year on bills.



Working with suppliers to ensure a consistent message

- We work closely with suppliers, sharing insight and assets so they can communicate effectively with consumers
- We hold regular forums for their marketing and PR teams
- And share all our assets so they can use them in consumer communications





Understanding consumers

Showing consumers how smart meters can lead to smart homes



Attitudes to Time-of-Use

45% found the idea appealing, only 20% unappealing

91% would find them more appealing if they saved you money (for most people this would need to be over £100 a year)

39% had a concern, typically related to how it would effect their lifestyle



Opportunity to buy energy differently

Half

Of people interested in a Lifestyle Service Company

58%

Would like automated advice on the best energy deal



Buying energy from different types of company

People are open to buying packages of energy and other services from different companies:

49%

from broadband providers

37%

online retailers

27%

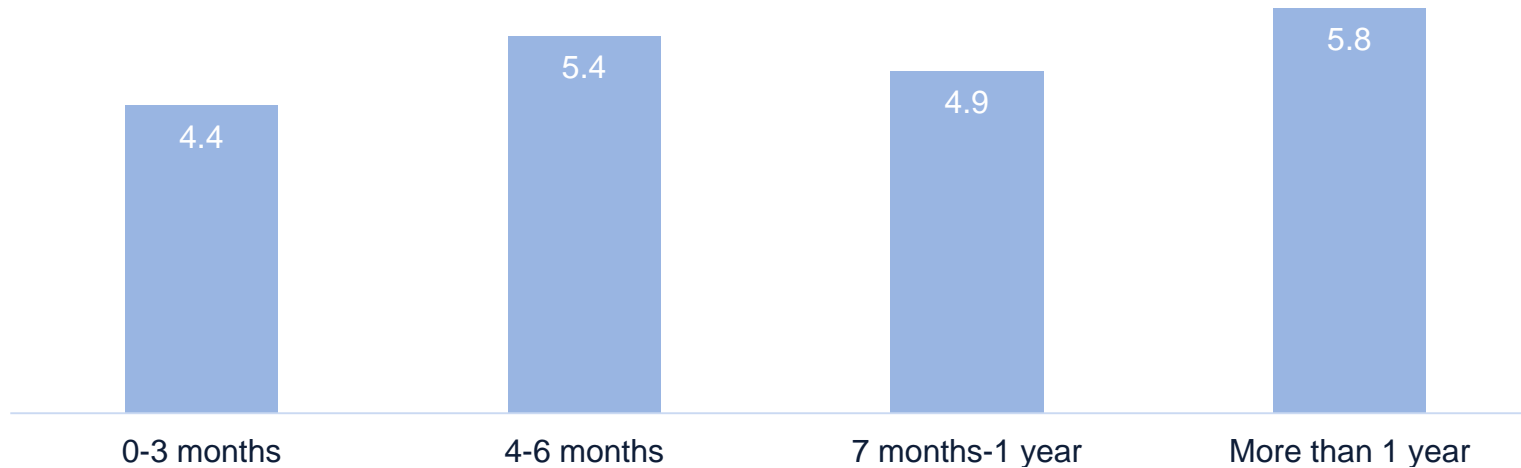
subscription TV streaming services



Energy habits are
changing

Consumers are changing their energy habits

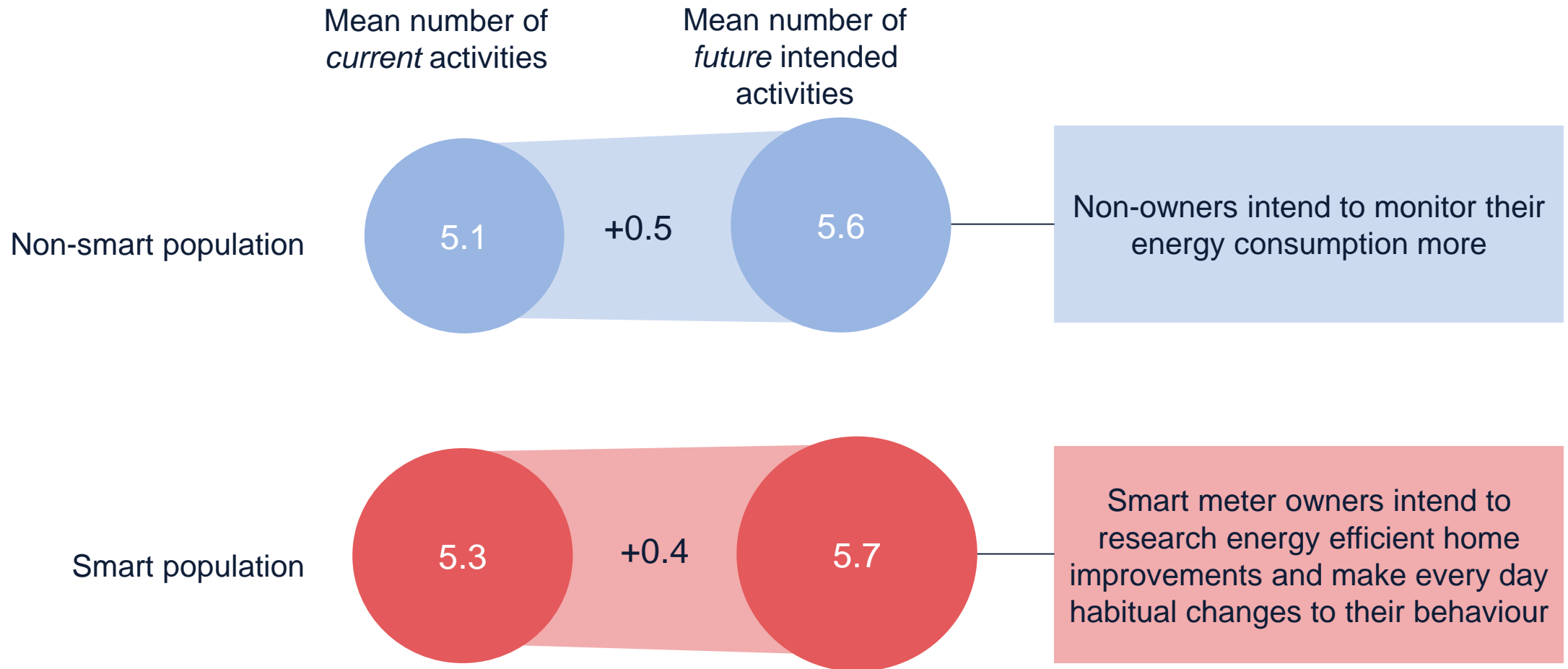
Those who have had their smart meter for the longest are doing the most energy saving activities



- Smart meter owners are more engaged with energy compared to non-owners. They are more likely to understand their own energy use and have a desire to reduce it
- Smart meter owners are better able to understand their energy consumption and appreciate the difference saving energy could make to their bill
- Households which have upgraded to a smart meter are more concerned about their energy use and feel that saving energy around the home makes them feel good about themselves

People with smart meters save energy differently to those who don't

Claimed existing and future behaviours (average number of activities done) - among all respondents





Thank you.

Smart Energy GB