



Fair Energy Campaign

Volunteering Info Sheet

Thank you so much for helping to build the Fair Energy Campaign!

We're a [Citizens UK](#) campaign working to end financial and environmental exploitation in the energy market. **We believe that everyone deserves access to clean energy and fair pricing, but today too many people can't afford their energy bills.** We think energy suppliers can do better for people and the planet.

What do we mean by fair energy? Firstly, we think tariffs should have no exit fees. If you aren't happy with your supplier, you should be free to walk away. Secondly, suppliers shouldn't use "tease and squeeze" pricing. This is where they offer very cheap fixed tariffs to attract new customers, but at the end of the contract shift their customers onto massively more expensive tariffs. These are designed to catch out customers who don't switch regularly, but these people are most likely to be poorer or more vulnerable.

Thankfully, there are some good eggs in the energy industry who are committed to these fair practices whilst also providing 100% renewable electricity, 100% carbon neutral gas, great customer service and cheap prices. So, we want to help communities move to these suppliers, for the sake of people and the planet. We're doing this by equipping people with the knowledge, resources and skills they need to help others in their communities switch to fairer and greener energy suppliers. As our movement builds and more people switch, we will put pressure on energy suppliers to adopt fair and transparent pricing and genuinely green energy.

So where do you come in?

As part of [King's Global Day of Service](#) we want to reach as many communities around King's as possible, so we can all switch together to save money, cut our carbon footprints and call time on exploitation in the energy industry.

Your role as a Fair Energy volunteer:

- Identifying community groups to invite to our workshop on King's Global Day of Service (25th March, 5pm) [Book tickets](#)
- Addressing the self-interest of these groups (read more below)
- Engaging with these communities and invite them along
- Joining us at the workshop and learn how to switch to better energy suppliers and how to encourage others to switch
- Checking in with your communities in the following weeks to offer help and encouragement (don't worry, we'll also be here to support! 😊)

Community engagement isn't something everyone has done before, but for this campaign it's quite straightforward. **We are tackling two big social justice issues (money and climate) with a tangible and impactful action – switching suppliers.** We've collected some tips and key stats below to help you on your way to building impactful relationships with the communities around you.

Volunteer Tips

Before you approach the group/contact, have a think about:

Self-interest

To build a relationship of trust with members of these communities and to keep yourself motivated as you work on this campaign, you'll first need to think about your own self-interest: **Why is Fair Energy important to me? How has it affected my life or the people around me? Why do I care about climate and/or economic justice? Why would others care?**

The Fair Energy Campaign combines climate and social justice in one simple, money-saving action. Different communities have different priorities and will likely care more about one of these things than the other. In community organising we call this somebody's self-interest. To be effective in your community engagement, we recommended **tailoring your communication** with communities to what you think their self-interest might be.

So once you understand your own motivations, you'll be able to share this with the communities you engage with, and find out *their* self-interest:

- a) **Are they a less affluent community? Emphasise the money to be saved by switching.**
- b) **Passionate about social justice? Spend more time talking about ethical pricing.**
- c) **Eco-warriors? Tell them this a great way to help others make the jump to green energy.** The aim of the campaign is to put pressure on *all* energy suppliers to offer green tariffs - an energy revolution!

Find mutual self-interest

Most of us don't have bags of money or influence so our power is in our relationships. When speaking with your community contacts, try to find shared concerns - repeat what people say, ask questions, make a human connection. People are more likely to get on board and invest their time if they relate to you and your cause. These issues are not often talked about so it can be a relief for people to have an opportunity to share their experiences. It will probably come as a surprise to many that we aren't powerless against the Big 6 energy suppliers. There is great power in switching!

Facts: Arm yourself with 1-2 key facts about Fair Energy to pique their interest. You could also talk about the climate crisis, worsened inequalities due to COVID, fuel poverty. If you've already switched, this is a great opportunity to share what motivated you to do so and what your experience has been like so far!

Fair Energy stats

- Three-quarters of low-income households haven't switched to the best energy supplier available to them, leaving them overpaying for their energy by an average £300 per year.¹
- When [St John's Church](#) in Hoxton switched, they saved over £7000 per year for the building itself and 80 tonnes of CO2.
- 2 million UK households are currently in debt to their energy supplier.²
- 4 million people in the UK live in fuel poverty (defined by needing to spend 10% of income on fuel use to adequately heat the home). High energy prices are a major cause of this.³
- Cold homes can exacerbate a range of physical and mental illnesses. Around 10,000 people die each year due to living in a cold home.³
- Pre-pandemic, heating and electricity made up approximately 50% of the average UK home's carbon footprint.⁴ It's likely to be more now, as we spend more time at home. This means switching to a green energy supplier is probably the single most effective action you can take to reduce your household's carbon footprint.

How much time could I spend on volunteering?

This is completely up to you, how many groups you engage, and how much you want to invest in building a relationship. You can of course just invite people to the event but to be more impactful, we anticipate:

- 1 hour: Emailing approx. 10 community contacts about the campaign and event
- 1-2 hours: Responding to contacts and having a conversation with a few about Fair Energy
- 1.5 hours: Attending the workshop on 25th March (5-6.30pm)
- 30 mins: If they don't switch during the event, then a follow up to offer some support, and possibly reaching out to others
- OPTIONAL: Celebration event in 6 weeks

If you are King's staff and using your [Service time](#), we recommend booking off at least 0.5-full day Service time which may need to be spread into chunks, agreed with your line manager.

Useful links

- <https://fairenergycampaign.org/main/>
- <https://www.compassionatecommunitieslondon.org.uk/conversations/why-hold-an-energy-switch-day>
- <https://www.kcl.ac.uk/aboutkings/strategy/sustainability/how-to-be-sustainable/societies-projects/fair-energy-campaign> Include switch day pack
- [Fuel poverty](#) stats

Please don't hesitate to reach out to the team if you have questions, concerns, or just want to let us know about your progress! Email esther.lie@kcl.ac.uk

Example email – feel free to shorten/edit for your purposes and platforms:

Dear

I hope you are keeping well. Reaching out because (something personal e.g. 'it angers me that...' and linking their interest, and that you are volunteering for the campaign)

Did you know that (*insert fact/question e.g. switching to renewable energy is the single, biggest thing we can do to reduce our carbon footprint? 25% of households don't even know what tariff they're on? The % of ethnic minorities in [fuel poverty](#) is nearly double that of white households? The average household saves hundreds of pounds when switching to renewable energy? Do you also believe that everyone deserves access to cheaper, fairer and green energy?*)

I'd love to invite you and your friends and networks to an exciting Fair Energy event in X days, run by a community-led campaign fighting to end exploitation in the energy market. With the climate crisis getting worse each year, we believe that everyone deserves access to clean energy and fair pricing - but today too many people can't afford their energy bills.

💡 🌍 [Empowering Communities with Fair Energy](#) 🌐 5pm-6.30pm - Online

Want to save money, and reduce your carbon footprint? Join this interactive workshop and tackle climate and social justice in one. You'll learn [Citizens UK community organising](#) techniques, how to switch, and be part of an energy social movement. Plus, you'll receive a **£50 credit voucher** off your energy bill if you switch to Octopus, and a £50 donation is made to the charity [Money A+E](#), who support disadvantaged communities affected by Covid-19. (*King's College London does not endorse any particular energy suppliers, this is a student-led campaign*)

Don't be left behind - [book now](#) to fight for people and planet.

Find out more about the [King's 4 Change campaign](#) and the [nationwide campaign](#).

Churches have really been at the forefront of the campaign (e.g. [St John's Hoxton](#) saved over £10k with their communities by switching!) so we're really urging community centres, faith groups, schools, local businesses, families to join us.

I hope you can attend. Please let me know if I can help to share this event in other ways, with those who may benefit?

All the best

(YOUR NAME)



For social media please tag @FairEnergyUK [#ServiceAtKings](#) @CitizensUK (Twitter)
[#ServiceAtKings](#) @kcl4change (Instagram)

EXAMPLE FOR WHATSAPP GROUPS / COMMUNITY BOARDS

🌍 Hey all! Want to save money, and reduce your carbon footprint? Did you know that 25% of UK households don't know what energy tariff they're on, but could save £100s by switching to renewable energy? Sharing a community event coming up on Thurs March 25th, 5-6.30pm **Empowering communities with fair energy** 💡👏👤👤
Join this interactive workshop to learn about the importance of switching to green, fairly priced energy suppliers, gain Citizens UK community organising skills, and be part of an energy social movement! Plus, you'll receive a £50 energy credit voucher if you switch to Octopus, and a £50 donation for the charity Money A+E, who support disadvantaged communities affected by Covid-19.

Book now: <https://www.eventbrite.co.uk/e/empowering-communities-with-fair-energy-a-global-day-of-service-workshop-tickets-145504557047>

Pls spread the word with those who may not have switched to a green supplier yet!
More info on the campaign here: <https://faireenergycampaign.org/main/>

¹ Davies et al., 2016. *Paying to be poor: Uncovering the scale and nature of the poverty premium*. Bristol: University of Bristol Personal Finance Research Centre. Available at: <<http://www.bristol.ac.uk/media-library/sites/geography/pfrc/pfrc1615-poverty-premium-report.pdf>>

² Citizens Advice, 2020. *Covid drives over half a million people into red on energy bills*. [online] Available at: <<https://www.citizensadvice.org.uk/about-us/about-us1/media/press-releases/covid-drives-over-half-a-million-people-into-the-red-on-energy-bills/>>

³ National Energy Action, 2020. *What is Fuel Poverty?* [online] Available at: <<https://www.nea.org.uk/articles/what-is-fuel-poverty/>>

⁴ The Committee on Climate Change, 2016. *Fifth Carbon Budget – Infographic*. [online] Available at: <<https://www.theccc.org.uk/2016/07/20/fifth-carbon-budget-infographic/>>