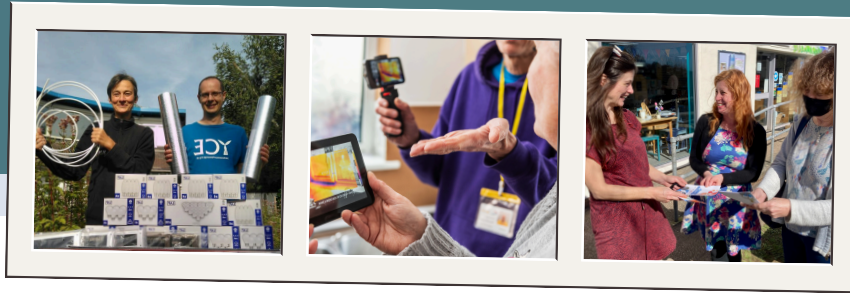


Organised by

# Comms Toolkit



Community Energy Fortnight 2025 is your opportunity to be part of a national movement that's celebrating people-powered energy — and this year, we're focusing on something fundamental to our sector's future: investment.

**Why investment?** Because right now, access to affordable, values-aligned finance is one of the biggest barriers facing community energy organisations. Many brilliant projects stall due to funding gaps, while others struggle to scale because traditional finance doesn't fit our models of local ownership and social impact.

This year's spotlight on investment is a direct response to what we're hearing from members: you need more pathways to raise capital, grow your impact, and build resilience. That's why we're partnering with **Ethex**, **Thrive Renewables** and **Triodos Bank** — leaders in ethical finance — to help unlock the power of community finance and support members in raising the funds they need to thrive.

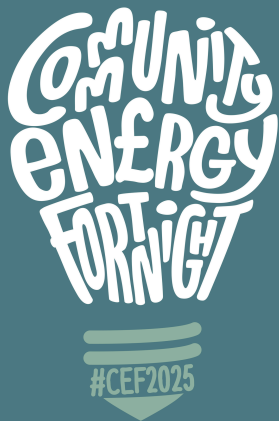
Together, we'll be:

- Raising awareness of crowdfunding and community share offers — and showing people why their investment matters
- Encouraging more people to get involved in local energy projects as supporters, members, and funders
- Helping communities attract the funding they need to launch, grow, and own their own energy solutions

We invite you and your organisation to get involved — share your story, showcase your impact, and help us show the power of communities coming together to invest in real change.

In partnership with





# Why take part in Community Energy Fortnight 2025?



Community Energy Fortnight is more than a campaign — it's a celebration of the power of people working together for a better energy future. Taking part is a chance to amplify your work, inspire others, and be part of a movement that's growing stronger, smarter and more connected every year.

Whether your organisation focuses on generation, energy efficiency, tackling fuel poverty, or supporting a just transition — Fortnight is for you. It's a moment when we come together to share ideas, connect across the sector, and show the incredible impact community energy is having on local lives and landscapes.

This year's campaign comes at a critical juncture. With a new government in place whose plans represent a huge opportunity for the sector, it's vital we continue to speak with a strong, united voice for community energy.

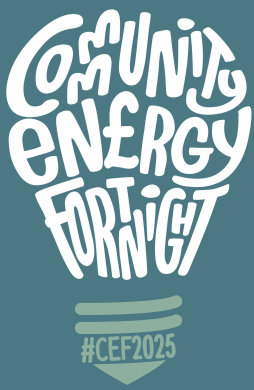
The Labour Party's Local Power Plan — a pledge to ramp up support for local and community-led energy to help deliver up to 8GW of clean power by 2030 — marked a major step forward, and CEE played a key role in helping to shape and champion that vision. We must ensure community energy remains high on the political agenda to deliver on this ambition.

We've already shown the power of collective action — now we must build on that foundation to turn bold commitments into transformative change.

## #investincommunityenergy

1-14 JULY 2025





# Why your voice matters



Your organisation's story is a powerful part of this bigger picture. Sharing your work during Fortnight helps show the breadth and depth of our sector — from rooftop solar to community heat, from warm homes to energy advice — and the vital role investment plays in making it all happen.

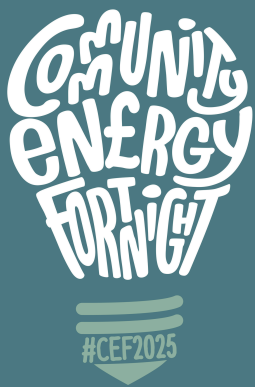
This year, by shining a spotlight on community-led investment, we're highlighting how finance flows can shape the future of local energy. Every story shared helps demonstrate why accessible, values-driven funding is essential to scale impact, build resilience, and bring more people into this movement.

It's also a chance to:

- Build awareness of your impact locally and nationally
- Strengthen connections with others working in community energy
- Inspire new supporters to join or back your mission — including potential investors
- Engage politicians and decision-makers who can help unlock the investment our sector urgently needs

Taking part doesn't have to be time-consuming — it can be fun, meaningful and energising. Whether you run an event, post a short video, share a case study or simply join the online conversation, every action contributes to a collective call: invest in community energy, invest in our future.

**#investInCommunityEnergy**  
1-14 JULY 2025



# How to make an impact



We'll be sharing templates, tips, and ready-made content to help you get involved. You could:

- Post a short video tour of your project
- Share a story or quote from someone you've supported
- Invite your MP or councillor to visit
- Publish a blog about what community energy means to you
- Run an event or open day
- Use our hashtag and graphics to be part of the online campaign

The more organisations take part, the louder our collective voice becomes — and the more influence we have with the people who shape the future of energy in the UK.

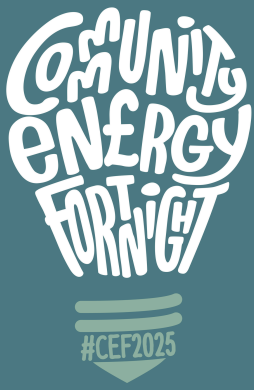
## A quick note on social media



Our reach has changed since leaving X (Twitter), and we're now growing our presence on **Bluesky** and **LinkedIn**. While this transition has reduced our overall visibility for now, it's also an opportunity — we need your support to help grow the community energy conversation in new spaces.

We're encouraging all community energy organisations to join us on Bluesky and help increase the sector's presence. Let's build something fresh together — and reach new audiences as we go.





# Timeline

## May 2025: *Prepare and spread the word*



### Save the Date

and start telling your network about Fortnight.

### Plan your activity

Plan and organise an #InvestInCommunityEnergy event or activity

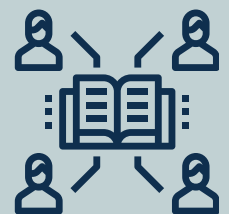


### Share your plans with us

and feature Fortnight in your newsletters.

### Engage your members

Engage your members and communities early to build excitement.

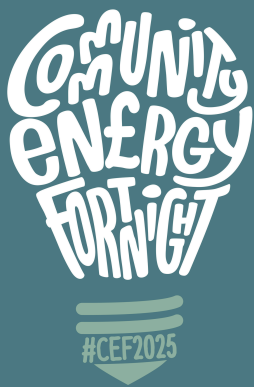


### Join Bluesky

If your organisation isn't already active on the platform. Follow CEE and keep an eye out for the growing number of CE orgs active there.

# #investInCommunityEnergy

1-14 JULY 2025



# Timeline

## June 2025:

### Plan and promote



#### Submit your events

and activities to our Fortnight events page and website. Tell us what you are up to so we can add it to our content calendar.

#### Plan your strategy

Plan your social media and communications strategy for the Fortnight.



#### Write a blog

Interested in writing a blog for our website?  
Get in touch with us!

#### Find events to attend

Look for other Fortnight events happening in your region and plan to attend.



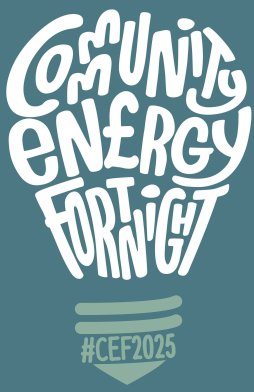
#### Promote your events

Promote your events and other Fortnight activities across social media.

# #investincommunityenergy

1-14 JULY 2025





# Timeline

## 1-17 July 2025:



### Reserve space on your channels

Reserve space on your social media channels to promote Fortnight.

### Share resources

Share promotional content and resources from CEE and other community energy organisations.

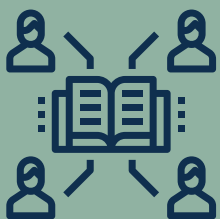


### Spread the word

Actively participate, engage, and spread the word about community energy.

### Use CEF 2025 graphics

Add our official Fortnight graphics to your email signature, website, and social media.



### Wrap-up & share

By 17 July share event recordings, photos, and resources with CEE so we promote them again as part of our wrap-up and future engagement.

# #investincommunityenergy

1-14 JULY 2025



# How to get involved

## Boost visibility with Fortnight branding

### Use the Fortnight banner

Add our official Fortnight strapline or "*We are taking part...*" graphics to your email signature, website, and social media.

### Incorporate Fortnight logos

Logos are available to help you promote your events and activities.

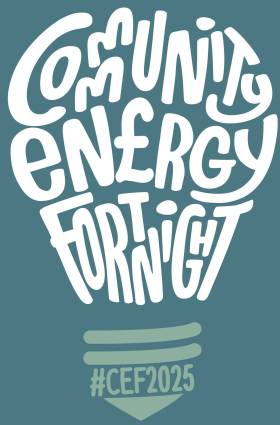
All Fortnight branding assets are available to download from our Fortnight webpage [here](#).



# #investInCommunityEnergy

1-14 JULY 2025





# How to get involved

## Spread the word!

Use the template social media posts in this toolkit to promote Fortnight and encourage others to get involved. CEE is currently active on LinkedIn and Bluesky, and these are the platforms we'll be focusing on for this year's campaign.

By concentrating our efforts here, we can better support your posts, amplify your content, and track engagement as part of our evaluation. That said, please don't feel restricted — if your organisation is active on Twitter/X, Facebook, Instagram or other platforms, you're absolutely welcome to share CEF content there too.

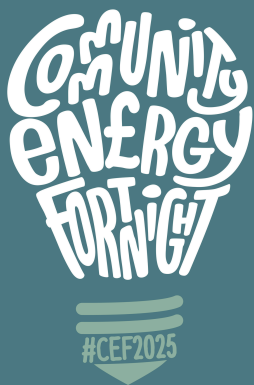
We encourage you to use whatever channels work best for your audience. Just a heads-up: while we love to hear about activity across all platforms, we'll only be monitoring LinkedIn and Bluesky as part of our campaign reporting, and we won't be able to reshare content posted elsewhere.

Download our **Social Media Toolkit** and use our example posts to make it easy!



# #investincommunityenergy

1-14 JULY 2025



# How to get involved

## Attend or organise an event

Will you be attending or organising a fortnight event this July? We hope so! Events will be listed at the bottom of the [Fortnight events page](#) —keep an eye out for events near you or online events that take your interest.

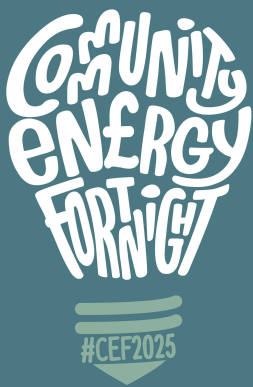
If you'd love to organise an #InvestCommunityEnergy event but don't know where to start, you can download our **Organise an Event Toolkit** – this step-by-step guide will help you plan, promote, and run a successful event.



# #investincommunityenergy

1-14 JULY 2025





# How to get involved

## Create a video

Creating short videos is easier than ever—download our **Create a Video Toolkit**, film your message, and share it on social media.

## Write a blog

Not big on social media? Share your community energy story in a blog!

Write about your organisation's impact, the future of community energy, or what needs to change in the sector.

Blogs can be 300–800 words—[get in touch](#) to discuss your ideas and key messages!

## Share resources

Quickly get involved in Fortnight by sharing existing reports, videos, and guides on social media.

## Thank you

Thank you so much for your support and participation in Community Energy Fortnight 2025. If you're gearing up to create a video, organise an event, or get active on social media, make sure to download our toolkits for plenty of useful tips and guidance.

