COMMUNITY ENERGY FORTNIGHT 2022

From energy crisis to a net zero consensus: Showcasing community energy's role in a changing energy system

COMMS PACK
Community Energy Fortnight (CEF) is a vibrant nationwide campaign reaching thousands of people and involving hundreds of organisations and it is a great opportunity to make your organisation’s activities visible within the local community and show the rest of the sector, and important stakeholders, what community energy is all about.

We moved CEF online in 2020 and since then we have continued to deliver strong engagement and interaction on social media.

In 2022 we will build on the successful track record of CEF, focusing on further developing social media engagement and reach, and incorporating in-person events into the online format.

Our membership has grown to 280 and Twitter followers are now over 4,280, so our reach is wider than ever!

Our national reach in 2021 included:

- 1,806 web page views
- 127,000 impressions on Twitter
- Over 2,000 opened newsletters
The fortnight is intended to serve many purposes this year: inspire people to get involved in projects, set up new ones, take personal actions around energy - but also to engage our MPs in becoming champions for community energy and policy change in parliament.

The past decade has seen an increased awareness of the need for renewable energy and reducing carbon emissions and this year’s CEF2022’s key aim is to raise awareness of the vital part energy efficiency plays in this.

Over the course of fortnight (11 - 24 June), Community Energy England will be promoting the theme of efficiency: the first renewable energy; to mobilise and help our sector respond to the UK's energy crisis.

This pack includes a timeline for comms in the lead up to Community Energy Fortnight, the fortnight itself and after, and suggested copy to share on your social channels.

For ideas on how you can get involved see our CEF 2022 web page here: bit.ly/2XSe9mRt
In **early May** we encourage you to organise an event and add it to our member & friends events web page.

In **EARLY June** you might want to help promote your own events, and other member & Friends events. We also encourage you to attend our **Energy Transition Conference** on **18 June**, in Bristol.

In **May and June** you might want to join the **Community Energy Advice Challenge**! Can your org be ready to offer energy efficiency advice by **WINTER 2022/23**? More information about the challenge is on **page 9**.
**COMMS PLAN**

1 month to go until CEF begins! If you haven’t already, start organising your event for community energy fortnight and promote it on social media using the #EfficiencyFirst hashtag. You can also add events to our members & Friends events webpage and we will promote it in our CEF2022 newsletter. Don’t forget to register for our flagship CEF event on 18 June.

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<th>May</th>
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<td>11-24 June - Share your own content and support community energy actions, highlights and more during the fortnight. It’s not too late to sign up to our flagship event in Bristol on 18 June.</td>
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<td>It’s time to evaluate your CEF activity and look forward. How are you getting involved in the Community Energy Advice Challenge? It’s time to take action so you are able to deliver more energy advice for winter 2022/23.</td>
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<td>What #EfficiencyFirst measures are you wanting to put in place? Are there any challenges that exist? Let us know as you start working out plans.</td>
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<td>If you haven’t already it’s time to launch your community energy advice offer and start sharing your ideas. Use CEE membership resources such as our Member &amp; Friends Events page, Loomio and the member newsletter to spread your ideas and make them happen. We want to hear all about how CEF2022 has helped you provide new offers to your community!</td>
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COMMS PACK CONTENT

This pack includes suggested copy and graphics to share CEF content on your social media channels.

When sharing content on social media, please use...

HASHTAGS: #EfficiencyFirst

TAGS: @Comm1nrg on Twitter

Community Energy England on LinkedIn

... so we can share and engage with your content!
EXAMPLE SOCIAL MEDIA POSTS

GENERAL

- This year’s #CommunityEnergy Fortnight (CEF) will focus on ‘Efficiency First’. Over the course of the fortnight (11 - 24 June), we will be promoting the theme of efficiency: the first renewable energy; to promote the importance of an #EfficiencyFirst approach.

- Community Energy Fortnight is back! People from across the sector are coming together again to build a net zero consensus and showcase community energy's role in supporting the energy crisis. You won’t want to miss it - get involved today!

- Have you got the date in your diary yet? Community Energy Fortnight 2022 is coming 11 - 24 June. Find out more at bit.ly/2XSe9mR

- Join the wave of action sweeping across England this June and host an event in your community as part of the Community Energy Fortnight. Whatever your idea, get involved today #EfficiencyFirst

- We are getting ready to offer #CommunityEnergy advice by Winter 2022/23. With the current energy crisis, energy efficiency is at the forefront of all our minds. There has never been a better time for us to take up this mantle and prepare to offer energy advice #EfficiencyFirst
COMMUNITY ENERGY FORTNIGHT - GRAPHICS

We have graphics available to share at every step of the way as we get closer to Community Energy Fortnight. These are available to download here: bit.ly/2XSe9mR
We, at CEE, would like to set a challenge to the sector...

How many CE organisations can be offering energy advice by Winter 2022/23?

With the current energy crisis, energy efficiency is at the forefront of our minds. There has never been a better time for your organisation to take up this mantle and, if you are not already doing so, prepare to offer energy advice.

Together we can start to do this by mobilising what we have, upskilling volunteers, providing resources and getting the solutions out to people who are suffering.

Check out our website for ideas on how to get involved: bit.ly/2XSe9mR

RESOURCES PAGE

There are excellent resources on offering energy advice - please see our How to page for more information: bit.ly/3vlaDh2