



COMMS TOOLKIT

#EMPOWERCOMMUNITYENERGY
1-14 JULY 2024



About Community Energy Fortnight

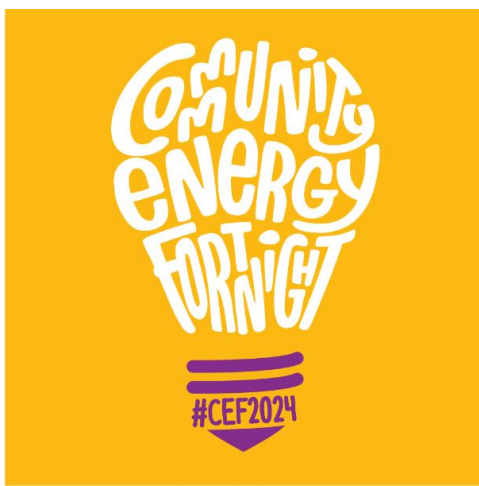
Community Energy Fortnight this year focuses on the theme of empowerment. We invite and encourage you and your organisation to participate, embracing the spirit of empowerment. The goals of the Fortnight are:

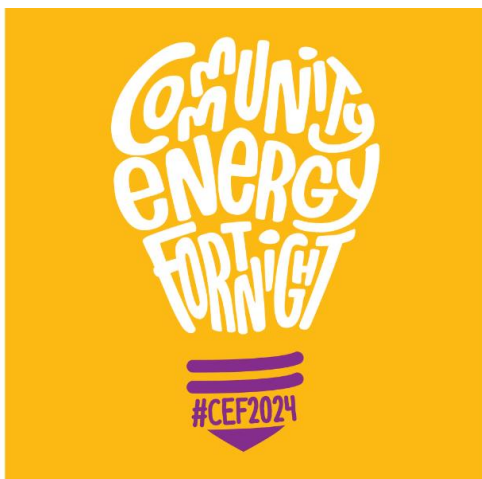
The goals of the Fortnight are:

- To amplify the impact of past achievements within the community energy sector and its ability to empower and energise communities.
- To showcase the sector's breadth and scale, and help spread the word about community energy.
- To highlight the sector's full potential and show policy makers the barriers that need to be removed to #empowercommunityenergy.

Comms Toolkit content:

- Overview
- Timeline
- Election Year
- We're taking part - Fortnight Partners
- Fortnight Toolkit - Graphics and resources





Overview

What is Community Energy Fortnight?

Community Energy Fortnight (CEF) is a vibrant nationwide campaign reaching thousands of people and involving hundreds of organisations, and it's 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.

CEF is an established part of the community energy year. In 2024 we will build on the successful track record of CEF, focusing on further developing social media engagement and reach, and incorporating in-person events alongside all the online activity from CEE and across the sector.

Our membership has grown to over 300 and Twitter/ X followers are now 5,000, so our reach is wider than ever! Here are our stats from 2023:

21,000
Twitter
Impressions

7,000
newsletter
opens

13,000
views of
profile

1,300 visits
to fortnight
web page



Timeline

Key activities and dates for community energy fortnight:

- **May** - Save the date and tell people about CEF 2024! Organise an #EmpowerCommunityEnergy event/ activity. Tell CEE about your plans. Feature CEF in your newsletters to get your members and communities engaged.
 - **June** – [Submit your event](#) to CEE’s website so it can feature on the dedicated CEF web page, and in our regular CEF newsletters! Plan your social media and other CEF comms. If you are interested in writing a blog - get in touch! Find other events to attend in your region. Promote your events and other CEF activity on your social media. Harness/piggy back on [Great Big Green Week](#) local activities and events.
 - **1-14 July** - Please hold plenty of social media channel space for promoting CEF 2024 events & activities. Share promotional content / resources from CEE and other community energy organisations.
 - **By 17 July** share event recordings and/or photos and any new resources with CEE so we can promote again as part of our wrap up and as appropriate ongoingly to raise the sector’s profile leading up to the election.
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Election year and why this year's campaign is so important.

Community Energy Fortnight is a critical platform for community energy organisations to amplify their voices and advocate for what they want, especially in an election year like 2024.

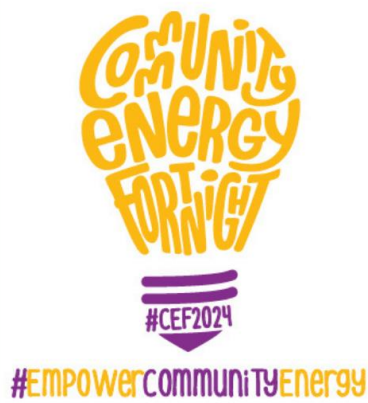
One of our aims in Community Energy Fortnight is to raise the **profile of the sector among politicians and political decision makers**, particularly those in the Labour Party. Following lobbying from CEE and others, the Labour Party pledged to implement its Local Power Plan, which would commit £3.3bn to local authorities and others to deliver community energy. However, not all Labour MPs, candidates or policymakers have a good understanding of what our sector is and what it does. If Labour forms the next government, their public spending plans will come under scrutiny both externally and internally. In order to ensure that the Local Power Plan is implemented, we need to increase the visibility of community energy and explain what it offers to politicians who may have very little knowledge of the sector.

We ask you to use the fortnight as a communications opportunity to raise your organisation's profile with local politicians and potential partners and so help CEE raise the profile of the sector nationally. You can produce valuable content and insights that can be used to advocate for policy changes and demonstrate the importance of community energy to politicians. This content can be utilised in various ways, but we would like you to find ways to showcase the impact of your community energy projects and highlight the benefits for local people.

In preparation for the general election, using the media material that you produce, we will be actively campaigning to national media and to key political audiences, on behalf of the community energy sector to raise awareness and garner support. The significance of this year's campaign lies in the potential to influence political agendas and policies, ultimately leading to a transformation of the UK's energy system for the better. By participating in CEF and engaging with the election, community energy organisations can help elevate the importance of community-driven energy solutions on the political agenda.

This year, you have a real opportunity to leverage CEF and the election year to increase visibility, engage with key stakeholders, and advocate for policy changes that support the wider sector.

See CEE's Election 24 page for ideas and resources: bit.ly/CEE-Election24



we are
Taking part in
Community
Energy Fortnight
2024

We're taking part

If you are taking part in Community Energy Fortnight here's what you can do....

- **Use the CEF 2024 banner** - Add CEF2024 graphics to your email signature, and website.
- **Use our logos** - logos are available to help you promote your own events/ activities.
- **Copy and paste** - Use the template tweets in this comms pack to promote CEF and encourage others to get involved.
- **Think about quick wins** - Do you have any existing resources you can also promote during CEF 2024?

Please use the example posts below and the graphics provided and download our '**Social media Toolkit**' for more guidance. Feel free to use it with your own photos, images and other content.

Find an event:	Will you be attending a #CEF2024 event this July? We hope so. Events are already listed on the CEF 2024 calendar and more being added each day, keep an eye out for an event near you!
Find an event:	New #CEF2024 events are listed every day on the live calendar. Find one in your local area on a date and time that suits you here (insert link)
Save the Date:	We're taking part in the #CEF2024 this July! 🎉 People across the country are coming together in a two week-long celebration of community energy. Will you join us?
Save the Date:	Community Energy Fortnight is back! People from across the sector are coming together again to showcase community energy's role in supporting the cost of living crisis. You won't want to miss it - get involved today!
Promote your event:	We'll be hosting an event as part of #CEF2024 on (insert date). Follow us to find out more about what we're planning, and visit (insert link) to get involved!
Promote your event:	We're organising an #EmpowerCommunityEnergy activity in [insert location here] as part of the #CEF2024!
Hashtags to use:	#CEF2024 #EmpowerCommunityEnergy

Other ways to take part

You don't have to organise an event or activity during the fortnight; there are plenty of other ways you can get involved...



Create a video

A great way to get involved in this year's campaign is to make a short video to #EmpowerCommunityEnergy as a way to engage with local candidates ahead of the general election.

It has never been easier to film or edit a video - download our Create a Video toolkit and share on your social media platforms.



Write a blog

If you're not social media savvy or you want to tell the world about what you're working on, why not write a blog and we'll post it on our website! What learning has your organisation gone through? How can the community energy sector do things differently in the future, and what needs to change? Use examples of your organisation's impact and achievements.

Blogs can be anything from 300 to 800 words. If you are interested, please [get in touch](#) with us to discuss what you would like to write about, and what your key messages are.



Share resources

If you don't have time to do anything else, a quick way of getting involved in CEF 2024 is by sharing your existing resources on your social media platforms or help to promote other resources you find.

Download our social media toolkit, and use our example posts to get started.

Graphics

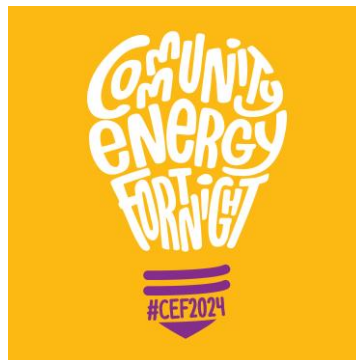
CEF 2024 graphics now available to download from our dedicated fortnight web page:



Banner 1



Banner 2



Logo 1 (Background)



Logo 2 (Transparent)



Email Signature

Contact Information

For any questions or clarifications, please reach out to the project lead:

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Organised by Community Energy England



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