



ORGANISE AN EVENT

#EMPOWERCOMMUNITYENERGY
1-14 JULY 2024



This Community Energy Fortnight we are encouraging you to organise local events or online events to help share expertise across the sector and engage with local politicians and local people about the potential of community energy and how it can transform the UK's energy system for the better.

If your organisation has a desire to organise an #EmpowerCommunityEnergy event, but you're not sure where to start, this step-by-step guide will help give you the guidance and tools to get you up and running.

Event Planning - top tips

- **Start early:** the more lead time the better, so choose a date/time and start organising and promoting your event as soon as you can. Find a local venue that is suitable for your type of event and get it booked. Eventbrite is an easy website to use for registrations or ticket sales.
- **Define Objectives:** Begin by clearly defining the objectives of your event. Determine what you aim to achieve, whether it's raising awareness about community energy, engaging with local politicians, or educating your community about the benefits of community energy.
- **Invite your MP/local candidates** to pop along, or even participate in the event.
- **Promote the Event:** Raise awareness and generate interest in your event by utilising various channels such as social media, email newsletters, local newspapers, and community bulletin boards to reach your target audience. Don't forget to [submit your event](#) to CEE's website too – for event category please select "*Community Energy Fortnight Events*" so it features on our dedicated Community Energy Fortnight page and our CEF newsletters!
- **Prepare Materials:** Prepare any materials or resources needed for the event. Make sure you utilise the #CEF2024 graphics!



Organise a site visit

MPs and candidates are usually keen to visit local projects. Site visits can be a good way to make the case for the value community energy delivers locally and are a good opportunity to ask politicians to publicly offer their support to the sector. **Don't forget to get a testimonial from your MP on camera** (see Create video for guidance on this).



Organise or support a local hustings

Once the general election campaign has started, local candidates will often attend hustings. You can find Friends of the Earth's guide to organising a hustings [here](#). Other organisations may be planning to run climate hustings, so keep an eye out. If other hustings are going ahead, get in touch with the organisers to make sure community energy comes up.



Community Energy Roundtable

Convene a roundtable discussion with local politicians and community leaders to discuss policy initiatives that can support the growth of community energy. Identify key policy priorities and strategies for advocating for supportive legislation at a local level. You can publish a summary of the discussion and share it with policymakers to inform their decision-making processes.



Community Energy Showcase

Host an event showcasing various community energy projects, technologies, and initiatives. Include interactive exhibits and demo areas. Engage new people and promote your services and share offers. You could invite other community organisations and turn it into a larger community energy event. Invite local politicians to attend and engage with the community on the benefits of community energy.

A few other considerations for organising your event:

- Don't forget to let CEE know about your event, so we can help to promote it!
- Social media works great but it doesn't reach everyone. They don't reach the most marginalised people, so don't underestimate the value of good old-fashioned posters around your local community - use our CEE graphics to create your own posters/ flyers.
- Plan the event a month in advance, or more.
- Do take notes, pictures and videos of the event so CEE can use them to promote the fortnight.

Organised by Community Energy England



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