

COMMS TOOLKIT

Community Energy Fortnight 2026 is your chance to be part of a nationwide celebration of people-powered energy - and this year, everything is centred around our national campaign: Up The Energy.

Running from 1–14 July, Community Energy Fortnight brings together thousands of people and hundreds of organisations across the UK. It is a unique opportunity not only to showcase your work locally, but to help take community energy into the national conversation - reaching new audiences, influencing decision-makers, and demonstrating real-world impact.

This year, our shared campaign goal is clear:

To position community energy as a real, working solution to some of the UK's biggest challenges - from energy bills and the cost of living, to energy security, local economic resilience, and the path to net zero.

This marks an important shift for the campaign from: “community energy is interesting”, to:

“community energy is already delivering solutions the UK needs now”

Community Energy Fortnight 2026 sits at the heart of this effort. Through Up The Energy, we are bringing together local activity and national storytelling to show - at scale - what community energy can achieve.

Across the two weeks, we'll be shining a spotlight on community-led energy through inspiring stories, local events and online activity organised by our members. Together, we'll highlight not just what community energy is, but what it does - for people, places and the wider energy system.

In partnership with



COMMS TOOLKIT

Up The Energy is all about:

- Making community energy visible, understandable and relatable
- Showing that community-led energy solutions already exist - and work
- Connecting local action to national issues like affordability and energy security
- Helping more people take part in shaping their local energy future
- Equipping communities with the knowledge, skills and tools to act

We invite you and your organisation to get involved - share your story, create visible moments, reach beyond your usual audiences, and help us Up The Energy across the country.

This year's Fortnight is proudly supported by **SP Energy Networks**, **Thrive Renewables**, and **Ethex**, whose commitment helps power the growing community energy movement.



WHY TAKE PART?

Community Energy Fortnight is more than a campaign - it's a celebration of the power of people working together for a better energy future. It's a moment for the sector to come together, strengthen its voice, and show the real impact of community energy across the UK.

Whether your organisation focuses on generation, energy efficiency, tackling fuel poverty or supporting a just transition, Community Energy Fortnight is for you.

It's a chance to connect across the movement, share learning, and demonstrate the value community energy brings to people, places and the energy system.

This year, that shared voice is more important than ever. As the UK continues to grapple with energy security, affordability and the climate crisis, community energy offers real, practical solutions - led by local people, for local benefit.

Up The Energy provides a platform to bring those solutions to life - connecting local action with national conversations, and helping ensure community energy is seen, understood and supported at scale.

Why your voice matters

Your organisation's story is a vital part of this bigger picture. Sharing your work during Community Energy Fortnight helps demonstrate the breadth and depth of the sector - from rooftop solar and community heat projects to energy advice and fuel poverty support.

Taking part helps to:

- Build awareness of your impact locally and nationally
- Strengthen connections across the community energy sector
- Inspire new supporters, members and participants
- Show decision-makers the value of community-led energy solutions

Participation can be simple and flexible - whether it's an event, a social post, a video, a blog, or a case study, every contribution helps Up The Energy and build momentum for the sector.

HOW TO MAKE AN IMPACT

We'll be sharing templates, tools and ready-made content to help you take part.

We encourage you to **create one story, one outsider quote, and one moment:**

- **1 story** about impact
- **1 quote** from someone outside the sector (resident, MP, business owner, etc.)
- **1 moment** designed for visibility (photo, video, event/visit/tour, or announcement)

You could:

- Share a short video tour of your project
- Post a story or quote from your community
- Invite your MP or councillor to visit
- Publish a blog about your work and impact
- Run an open day or local event
- Use the campaign hashtag and assets to join the national conversation

FORTNIGHT 2026 TIMELINE AT A GLANCE:

- **MAY:**
PREPARE & SPREAD THE WORD
- **JUNE:**
PLAN & PROMOTE
- **1-14 JULY:**
COMMUNITY ENERGY FORTNIGHT!
- **BY 17 JULY:**
WRAP-UP & SHARE



The more organisations that take part, the stronger our collective voice becomes - and the greater our ability to shape the future of energy in the UK.

**Matt Vickers, CEO
Community Energy England**



TIMELINE

MAY

PREPARE & SPREAD THE WORD

- **SAVE THE DATE AND START TELLING YOUR NETWORK ABOUT COMMUNITY ENERGY FORTNIGHT 2026.**
- **PLAN AND ORGANISE AN #UPTHEENERGY EVENT OR ACTIVITY.**
- **SHARE YOUR PLANS WITH US AND FEATURE CEF 2026 IN YOUR NEWSLETTERS.**

JUNE

PLAN & PROMOTE

- **SUBMIT YOUR EVENTS AND ACTIVITIES TO OUR FORTNIGHT EVENTS PAGE AND WEBSITE.**
- **PLAN YOUR SOCIAL MEDIA AND COMMUNICATIONS STRATEGY FOR THE FORTNIGHT.**
- **INTERESTED IN WRITING A BLOG? GET IN TOUCH WITH US!**
- **LOOK FOR OTHER FORTNIGHT 2026 EVENTS HAPPENING IN YOUR REGION AND PLAN TO ATTEND.**
- **PROMOTE YOUR EVENTS AND OTHER FORTNIGHT ACTIVITIES ACROSS SOCIAL MEDIA.**

TIMELINE

COMMUNITY ENERGY FORTNIGHT 1-14 JULY

- **RESERVE SPACE ON YOUR SOCIAL MEDIA CHANNELS TO PROMOTE FORTNIGHT 2026.**
- **SHARE PROMOTIONAL CONTENT AND RESOURCES FROM CEE AND OTHER COMMUNITY ENERGY ORGANISATIONS.**
- **ACTIVELY PARTICIPATE, ENGAGE, AND SPREAD THE WORD ABOUT COMMUNITY ENERGY.**

AFTER 14 JULY

BY 17 JULY: WRAP-UP & SHARE

- **SHARE EVENT RECORDINGS, PHOTOS, AND RESOURCES WITH CEE.**
- **WE'LL HELP PROMOTE THEM AGAIN AS PART OF OUR WRAP-UP AND FOR FUTURE ENGAGEMENT.**

RESOURCES

We've created a range of resources to help you take part in Community Energy Fortnight 2026 and make the most of this year's national campaign, Up The Energy.

Whether you're planning an event, sharing your story, or looking to reach new audiences, these tools are designed to help you build visibility, tell powerful stories, and connect your local activity to the national conversation.

Get started with our toolkits

We've developed a set of practical toolkits to support you every step of the way:

- **Social media toolkit** – ready-to-use posts, messaging and tips to help you join and amplify the campaign online
- **Make a video toolkit** – guidance on creating short, engaging videos to showcase your work and impact
- **Organise an event toolkit** – step-by-step support for planning and promoting local or online events
- **Be media ready toolkit (new for 2026)** – tips and templates to help you share your story beyond the sector and secure local or national coverage

TOOLKITS

✓ **MAKE A VIDEO TOOLKIT**

✓ **SOCIAL MEDIA TOOLKIT**

✓ **ORGANISE AN EVENT TOOLKIT**

✓ **BE MEDIA READY TOOLKIT**

 **UP THE ENERGY**

POWERED BY

COMMUNITY ENERGY FORTNIGHT 2026



FROM LOCAL ACTION TO NATIONAL IMPACT

Boost your visibility

Make sure your organisation is visibly part of Up The Energy:

- Use the campaign logo and banner across your website, email signature and social channels
- Align your messaging with the campaign to show how your work contributes to a wider national movement
- Think about how your activity can reach beyond your usual audiences

Share your story locally and nationally

This year, we're encouraging all participants to think beyond the sector and help bring community energy into the national spotlight.

Use the Be Media Ready toolkit to:

- Shape your story for external audiences
- Connect your work to national issues like energy bills and energy security
- Engage local media and wider stakeholders.

Spread the word

Use our template social media posts and campaign assets to promote your activity and encourage others to get involved.

- Share updates, stories and event information throughout the Fortnight
- Use the hashtag #UpTheEnergy to connect with the wider campaign
- Tag Community Energy England so we can help amplify your content

We encourage you to use the channels that work best for your audience - whether that's social media, newsletters, local press or community networks.

Be part of something bigger

For the first time, we'll be reporting on campaign activity across all Up The Energy channels, helping to build a stronger national picture of community energy in action.

Every post, event and story contributes to this - helping us show that community energy is not just local activity, but a growing national movement delivering real impact.

MEMBER VISIBILITY OPPORTUNITIES

Under this year's campaign theme we're encouraging organisations to go beyond their usual communications and take part in ways that build greater visibility, influence, and momentum for community energy.

Below are opportunities available to members during this year's Fortnight:

Write a blog

Not big on social media? A blog is a great way to share your story in more depth.

Blogs are a simple but effective way to:

- Showcase your organisation's impact
- Explain what community energy looks like in practice
- Share what's working - and what needs to change
- Explore the next phase of community energy growth

We recommend 300–800 words, but shorter or longer pieces are also welcome.

Possible themes include:

- How your project is helping people with energy bills or local resilience
- What "Up The Energy" means for your organisation
- What needs to change for community energy to become mainstream

Social media takeovers

We are inviting a limited number of social media takeovers during the Fortnight, where organisations can share their work directly through Community Energy England channels.

This is a great way to:

- Showcase your projects to a wider national audience
- Share behind-the-scenes content from your work
- Highlight local impact in real time
- Contribute directly to the Up The Energy campaign story

GET IN TOUCH: IF YOU'D LIKE TO DISCUSS EITHER OF THESE OPPORTUNITIES, PLEASE GET IN TOUCH BY EMAILING KIM WOODCOCK.