

Oxfordshire Big Climate Event

Ramsay Dunning

Hook Norton Low Carbon

The Problem

- Lots of ideas
- Lots of people energy
- Dependent on voluntary donation of time and resources
- No group funds

Desired outcome

- An income for the group

Affiliation options

- We considered the affiliation schemes offered by the (then) three independent renewable electricity suppliers
 - Good Energy
 - Green Energy UK
 - Ecotricity
- The Phone Co-op as an ethical provider of telecoms

Selection of electricity partner

- Good Energy offer a one off commission on signing up of £20 - £30. no discount on their very high prices
- Ecotricity offered 3% commission and again no discount on their prices
- Green Energy UK offered a discount (aprox 10%) off their prices plus 5% commission

Offer to the community

- Switch your electricity supply to Green Energy UK
- You will receive 100% renewable electricity
- You will probably save money
- The group will receive an income from your consumption

The Phone Co-op offer

- Their prices are lower than BT
- They pay 6% (except for line rental charges) to the group
- They are an ethical business with a proven track record of environmental responsibility and supporting local environmental groups

Likely annual revenue

- Assuming £720p.a (£60/month) on electricity and £280 p.a. On telecoms (£23/month)
- Assuming an average of 5% commission
- This gives an income to the group of £50 per year per affiliate customer
- 100 customers is £5,000 p.a. income

What you need to do

- Contact the supplier and Phone Co-op and they will set up the affiliation and talk you through what you need to do
- Collect contact details of those who wish to participate and pass on to the affiliates who will contact people individually to complete the sign up
- Give the affiliates the details of a bank account to pay the money into

What you don't need to do

- Sell or sign up customers to the contract, that is done by the affiliates
- Get involved with any confidential data such as bank details for Direct Debits

The Rollout

- We discussed in the wider group
- Then tested through the steering group switching to the affiliates
- Then rolled out to the wider group
- Next will roll out to the wider community

What else

- We have an oil buying group (the environmental benefit is delivery efficiency) working along the same lines
- I have some handouts with the contact details
- Questions??