

# Welcome

# Energy Innovation Basecamp

## 28 February 2023 ICC Birmingham



# Reaching customers with key messages ensuring no one gets left behind

EIP051

28 February 2023

## Background

*How can the GDNs use technology to ensure that messages and information is accessible and engaging for all - particularly challenges are seen as customers with poor English, those with mobility and cognitive challenges, and reach school children who are the customers and bill payers of the future.*

*This is a challenge*

## Enablers and Constraints

*We have the ability to translate materials in written and electronic form but with multiple dialects even with a community that does not always work.*

*Customers may have access to devices and be able to access from their home – alternatively we may want to utilising community setting.*

*How can we engage the younger customers – previous work on carbon monoxide shows a gaming scenarios works well for some audiences – how can we apply this to other topics*

## Involvement and Implementation

### Key Stakeholders:

*Initially we want to trail with local community groups and individuals – there is a need to do this now on topics such as energy advice, Priority Service Register and carbon monoxide.*

*We would then want to make tools and resources available to multiple community groups to cascade through their local networks*

*Customers are also becoming more aware of the future energy challenges for the UK and that the way they heat their home may change. We need to build tools that can be accessed on mass to start the education of customers ahead of real change from 2030's ensuring no one is left behind*

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## #Basecamp28

Participant joining code  
[Slido.com](https://www.slido.com)

Reaching customers with key messages

