Proposal

Aligning the Greater Manchester Big Clean Switch with the Green City agenda

www.bigcleanswitch.org/gm
## Introduction

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A shared vision
Energy switching and the Green City agenda

If Greater Manchester is to meet its goal of becoming carbon neutral by 2040, homes and businesses are going to have to switch to renewable power.

We believe that switching to clean energy can be a central pillar of the GM Green City agenda, saving homes and businesses money and helping to demonstrate tangible action on climate.

This document sets out a basic proposition for scaling up the existing switching activity and embedding it in the Green City programme. The proposal stems from the most recent GM Big Clean Switch steering group meeting, and has the support of steering group members.

We’d love to discuss further with the GM Green Summit team.
The Greater Manchester Big Clean Switch launched in October 2017 with the aim of making it easy for residents to switch to cheap, clean energy.

Since then we’ve achieved a lot.

• We’ve built a cross-sector alliance of organisations supporting the campaign.

• We’ve proved it’s possible to go green and cut bills, saving participating homes an average of £292 a year.

• The project remains the only city-led renewable energy switch programme we’re aware of, anywhere in the world.

Despite all this, we’ve struggled to raise the profile of the campaign, and only 288 homes have moved to renewable power so far.

But, we know how to fix that...
Working towards a Green City switching moment
A clean energy deal for Greater Manchester

Our biggest campaign to date, with IKEA, switched almost 5,500 homes in just three weeks, saving IKEA customers a combined £1.25m.

We believe it’s possible to deliver similar results in Greater Manchester through a collective switch, timed to coincide with the Green Summit. We’ll:

- Invite Greater Manchester residents to register their interest in switching;
- Ask our panel of clean suppliers to offer an exclusive ‘GM Green City Tariff’, better than anything they have on the market at that time; and
- In the three weeks after the Summit, we’ll encourage as many homes as possible to take advantage of the deal.
Working towards a Green City switching moment
Getting the word out

If only 1% of homes in Greater Manchester register their interest, we’re likely to get at least 2,500 homes to switch. And if we can get the word out to enough people, we should be able to double that.*

We’ve expanded our steering group to help us reach key audiences, but to be a success, the switch will need consistent, high profile backing from media and politicians.

* The population of Greater Manchester is roughly equivalent to the number of people targeted through our IKEA campaign.
Alongside the domestic programme, we'll launch a new platform making it easy for SMEs to switch to clean electricity.

Smaller businesses find it particularly difficult to find the capacity to review their energy supply (40% haven’t switched in five years and so are almost certainly paying over the odds).

Working with our partners at MyUtilityGenius, we’re able to provide a ‘self-serve’ commercial switching platform, making it easy for SMEs to find great value renewable electricity tariffs.

The platform can be white labelled so that it looks and feels part of the Green City family, and launched alongside the Green Summit.
Adding value
Greater alignment with the Green City agenda

Helping Greater Manchester homes and businesses switch to renewable electricity will be a tangible step towards meeting the region’s 2040 carbon neutral goal.

Both the Green City agenda and the switch campaign will benefit from greater alignment. It would make sense, for example, for the switch campaign to use the Green City branding (we’re happy to help with this if it doesn’t already exist – we’ve had a play already!).
# Timeline

## Working towards the Green Summit

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You’ll almost certainly have a lot of questions after reading this. We’d love to discuss these with the group, but in the meantime, we’ve tried to briefly answer some of the main ones here.

**What are the risks?**
The main ones relate to the political fallout from failing to generate enough interest, and from failing to secure a competitive tariff or tariffs. We’ve learned a lot from previous campaigns about how to mitigate these dangers, and one of our first steps will be to work through a risk mitigation strategy with you. Working openly and collaboratively will be absolutely key.

**What if people want to switch without waiting for the exclusive tariff?**
We’ll leave the main switching page open for people who want to switch right away, with a different page set up for people to register their interest in the collective tariff.

**What happens after the three week exclusive?**
We’ll keep the main switch page open. If we’ve had enough interest, we could also aim to secure a second exclusive tariff straight away.

**What happens with commission?**
The commission arrangements would be the same as they are now for the domestic switching, with a third of the commission being set aside to support environment projects in Greater Manchester (after deducting costs). The clearer we can be about what those might be, the more compelling this could be as an additional motivation for people to switch (we could potentially even allow them to choose a project they wanted to support).

The commission arrangements for the business switching a less clear, because the commission will vary depending on the business’s energy consumption, but we will aim to share some of the commission with GMCA in the same way.