



# ENACT

the ENERGY ACTION project

**Piecing together the big story of  
fuel poverty...**



## The EnAct mission



By exploring the **personal impacts** of **energy poverty**,  
**EnAct** aims to promote **shared responsibility**  
and **collective action** to solve **access issues**.

# Reporting that seeks to empower...

Must find ways to engage, explain and inform

A woman with short, light-colored hair is seated in a dark room, looking out a window at night. She is wearing a dark jacket over a blue turtleneck. The room is dimly lit, with a small light source visible through the window. A small table with a patterned cloth and some papers is in front of her. A framed picture is visible on the wall to the left.

# COLD@HOME

[www.coldathome.today](http://www.coldathome.today)

## What is an EnAct multimedia package?

- Web documentary / expert interviews
- News stories / feature articles / blogs
- Podcasts
- Editorials / thought papers
- Infographics / interactive elements
- Energy tips
- Social media / FB, TW, IG

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## Overarching message and aim

**Fuel poverty is not about poor people.**

It is about people who live in homes that are making them poor, on many levels.

**Reduce the stigma of fuel poverty,**  
encourage people in it to accept assistance.

## **Piecing together the big story**

### **FEATURES & INSIDE**

- Context behind the web documentary
- Where does fuel poverty exist?
- Who suffers from fuel poverty?
- What are the impacts to individuals, communities?
- How does it affect a country?

## Who can do what?

### **INSIDE & FEATURES**

- Who is doing what from technology, policy, financing and social action perspectives?

### **Act Now**

- What can people do for themselves? How can those not in fuel poverty help others?



## **Working together in 2016/17**

### **SOLUTIONS reporting**

- Focus content about technology, policy, financing and social actions

### **Act Now**

- Build up areas with energy tips, where people can go for help, how others can help

### **SoMe Campaign**

- Build up content in the Energy Diary, so that every day we tell a bit of the story.

### **New web documentary?**

## **Successes and challenges**

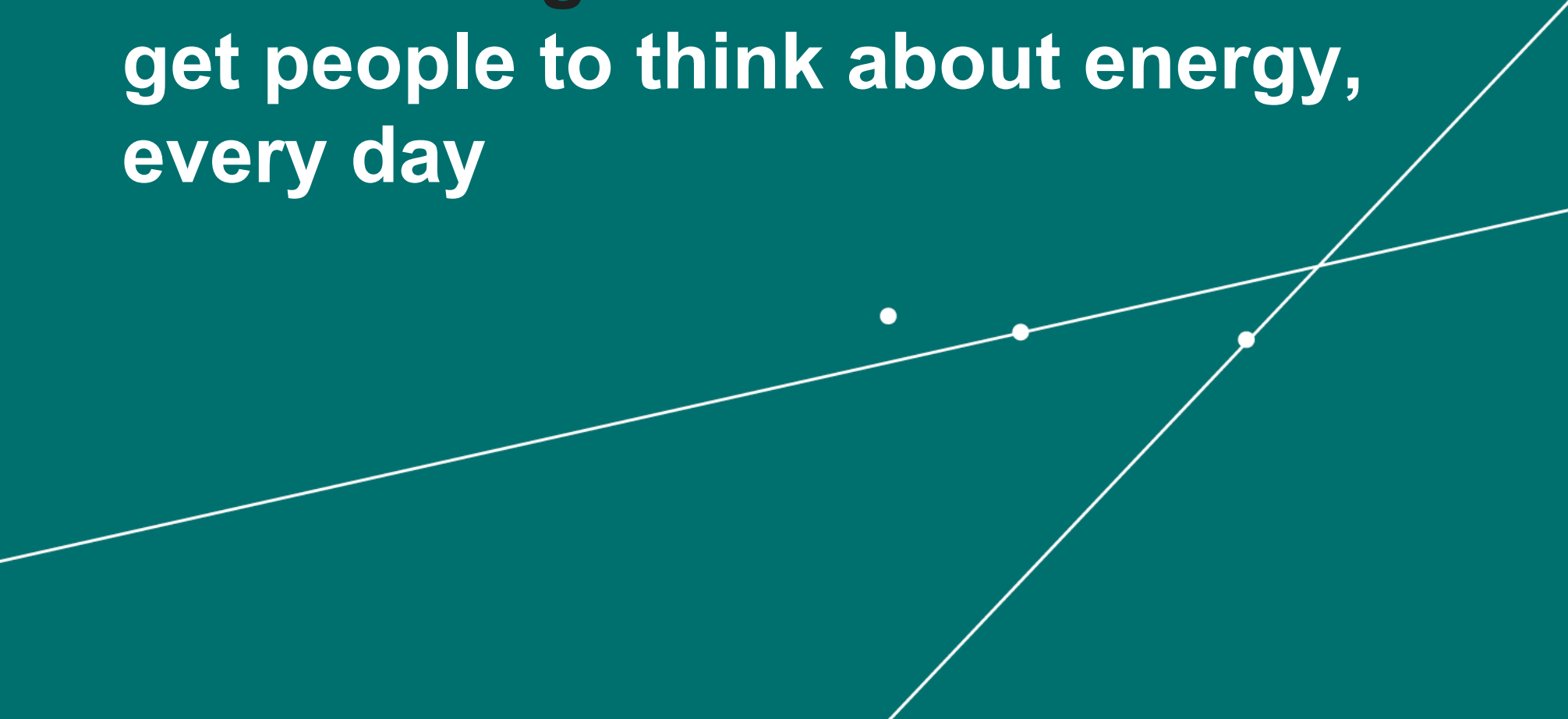
### **Successes**

- Sponsors recognize a unique communications tool
- Attracting broad audience – public and policy makers
- Regular offers to contribute

### **Challenges**

- Raising our profile, building audience size
- Attracting media attention to get public audience
- Securing long-term, stable funding

**Overarching aim of EnAct:  
get people to think about energy,  
every day**



## Social Media

### Facebook

- Quirky news stories, energy savings tips, EnFacts
- [www.facebook.com/theenergyactionproject](http://www.facebook.com/theenergyactionproject)

### Twitter / @EnActNow

- News stories from around the world /

### Instagram / @everyday\_energy

- What does energy poverty look like?
- How do we use energy every day?

### LinkedIn

- Reaching experts

## **Long-term plans**

**Launch packages on other types  
of energy poverty**

## **Launch new packages**

### **Inadequate**

- Improving access in Asia through distributed energy resources (micro-grids, etc.)
- Biomass for cooking / health & deforestation impacts

### **Unreliable**

- How insufficient access affects economic & social development

### **Empowering women**

- Beyond solar lamps & clean cook stoves to productive energy for economic empowerment

## What does it take?

**People & organisations  
willing to pool resources so that**

**diverse perspectives can be  
woven into a story the becomes richer  
and more valuable over time.**

**Thank you!**





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