



**Cyd Cymru / Wales Together**

# **Charter**

*A Collective Energy switching Scheme for Wales*



# Cyd Cymru Charter

The purpose of the Charter is to set out the simple steps required for making Cyd Cymru a successful collaboration across Wales and how your organisation can get involved in the scheme. Cyd Cymru is a collective energy switching scheme being jointly led by the City of Cardiff and the Vale of Glamorgan councils. Collective energy switching allows participants to come together to receive a better deal on their energy bills. By switching energy together last year Cyd Cymru helped households across Wales to save on average £185 per year on their energy bills.

Cyd Cymru offers all the people of Wales the opportunity to get involved, including those of pre-payment meters. By signing this Charter you will be given every support to promote collective energy switching in your area, in return for a few basic pledges.

## **By signing this charter you pledge to:**

- Promote collective energy switching through Cyd Cymru in your area
- Take action to help alleviate fuel poverty which currently affects 30% of Welsh households. Traditionally low income households do not regularly switch energy supplier and this is a perfect opportunity to help fuel poor households struggling with high energy bills
- Help households to improve their energy use and increase their knowledge of how to save energy in the home
- Promote the scheme via local press and media, partner networks and engagement events to local residents to encourage registration.
- Share your local marketing plans (or list of any planned activity) with the Cyd Cymru Project team
- Share the proceeds of the Community Fund allocated to your local authority area locally as agreed with the Cyd Cymru Project Board
- Provide a quote in support of the scheme along with your logo

## **In return - what support will you get after joining Cyd Cymru?**

We will provide your organisation with

- Material and support to promote the scheme (listed below)
- Access to a community fund

## You

Your organisation agrees to promote Cyd Cymru in your area and share with us some basic details about what you intend to do...

## Us

We will provide your organisation with material and support to promote the scheme. You will also have access to the community fund

## Together

By working together we can assist more people to get involved, secure a potentially better deal on their bills and generate an even bigger community fund

### Who can get involved with Cyd Cymru?

Participating organisations such as Local Authorities, Housing Associations and local customer support groups can all support the promotion of Cyd Cymru. Participating organisations will be expected to ensure that the project is promoted successfully to local residents. In particular, we would expect to see the effective use of local press and media, partner networks and engagement events to encourage registration. Each participating organisation will be expected to share a local marketing plan (or list of planned activity) that will be shared with the Cyd Cymru Project team, simply for visibility and to manage demand for registration.

Take a look at what's happening with our existing partners visit the live website; [www.cydcymru-energy.com](http://www.cydcymru-energy.com)

### How can my organisation join Cyd Cymru?

Your organisation can get involved now and participate in the current auction. All you will need to do to join Cyd Cymru as a partner is to:

- Confirm that you want to take part
- Provide us with your organisation's logo and a quote to endorse the scheme from a representative of your organisation
- Provide us with your local marketing plan or a brief summary of how you intend to promote the scheme in your area

Send these to us via email at [cydcymru\\_collective\\_energy@cardiff.gov.uk](mailto:cydcymru_collective_energy@cardiff.gov.uk)

## What support will we get after joining Cyd Cymru?

We will provide all Cyd Cymru partners with access to designs and materials to help promote the scheme. The following designs are available online to download:

- English language leaflet
- Welsh language leaflet
- A3 poster
- English language pull-up banner
- Welsh language pull-up banner
- Animated email signature banner
- Press Releases

These can be tailored to suit your local need, including adding your own logo, although we ask that you retain the Cyd Cymru brand and core messages. Once you join Cyd Cymru a link will be emailed to you that allows you to access these resources. The designs are supplied as high resolution PDFs which can be imported into design programs, including Illustrator, In Design and Quark that will allow you to insert your logo and have commercially printed.

The registration tool for Cyd Cymru is publically available. Each participating organisation will be featured on the website to demonstrate their endorsement of the scheme.

We can't do it alone. We need your support. We need partner organisations to help us raise awareness and promote the scheme to make collective energy switching an opportunity for everyone.

### Key Dates

**The Registration period for the third Switch opens from:**

2<sup>nd</sup> January 2015

**The period for accepting the offer ("Switching") will be open from:**

2<sup>nd</sup> March – 16<sup>th</sup> March 2015

**It is anticipated that the fourth switch will be later during 2015/16.**



We, .....NAME OF ORGANISATION....., agree to be part of the Cyd Cymru collective switching scheme.

As supporters of Cyd Cymru we are part of an energy collective which offers participants the opportunity to receive a better deal on their energy bill.

The more people that register, the better the deal is likely to be. We therefore commit to promoting Cyd Cymru in our area, making use of our marketing channels and partnership networks as resources allow.

For every person who switches energy suppliers through Cyd Cymru a commission will be paid by the energy supplier to a Community Fund. We agree that this fund will be shared with each local authority on a pro rata basis and spent locally as agreed by the Cyd Cymru Project Board.

Signed: .....ORGANISATION REPRESENTATIVE.....

Your  
Logo



*Working together for cheaper energy, more sustainable futures and to tackle fuel poverty.*