Electric Places

Supporting NNC with programmes and projects to propel clean and green economic growth

Electric Places (Electric Corby CIC)

- Not for profit social enterprise - a mission to guide organisations, places, and people to net zero
- Over a decade delivering expert advice, support, and grant access programs for businesses in NN

NN2NZ

- Low-carbon strategic options analysis for the North Northamptonshire
- The Business Decarbonisation Programme aligns with NN2NZ recommendations – targeting key NN emissions (fleets, energy use, heating)
- Builds on existing business engagement

Growing Corby – 1:1 and 1:MANY advice and grants for growth to over 200 SMEs in NN

Workshops – Energy and carbon saving advice to over 60 businesses (energy management, EV transition)

Horizon 2020 projects – Analysis, surveys and carbon saving technology installation across >80 buildings in NN

Carbon and energy audits – strategic carbon reduction plan, low-carbon technology modelling and ROI for businesses

DECODE-Corby collaboration will ensure place-based strategic decarbonisation plan alignment.

- Knowledge sharing from DECODE will extend the benefits for businesses across NN

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ACCELERATING THE TRANSITION

Business Decarbonisation Support Programme

NN businesses must recognise CO_2 reduction benefits, create plans and access grants for implementation

We have designed a programme that aligns with NNC priorities

- Maximises engagement of varied businesses and types across sectors

- Targets high emissions sites and activities

- Will lead to impactful decarbonisation actions and outcomes

Engagement Strategy (use of cost effective, digital, scalable assets)

- CRM (Hubspot)

- Workshops, webinars, emails, social media campaign

- EPC analyses for NN – identify particularly energy inefficient sites

- AIDA (Awareness, Interest, Desire, and Action) approach to maximise engagement

- Funnel Process to systematically guide businesses through the support programme

- Toolkit to focus action on high carbon emitting and economically impactful activities (building heating, energy use, and vehicles)

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Programme delivery
Strategic engagement that will drive low carbon business actions

Funnel process

Monitored and managed using a CRM

Leads and Referrals
e.g. Electric Places' business network, NNC, SEMLEP, NNBN etc

1. Information and Advice
1-to-many comms, workshops/webinars

2. Data Gathering Toolkit
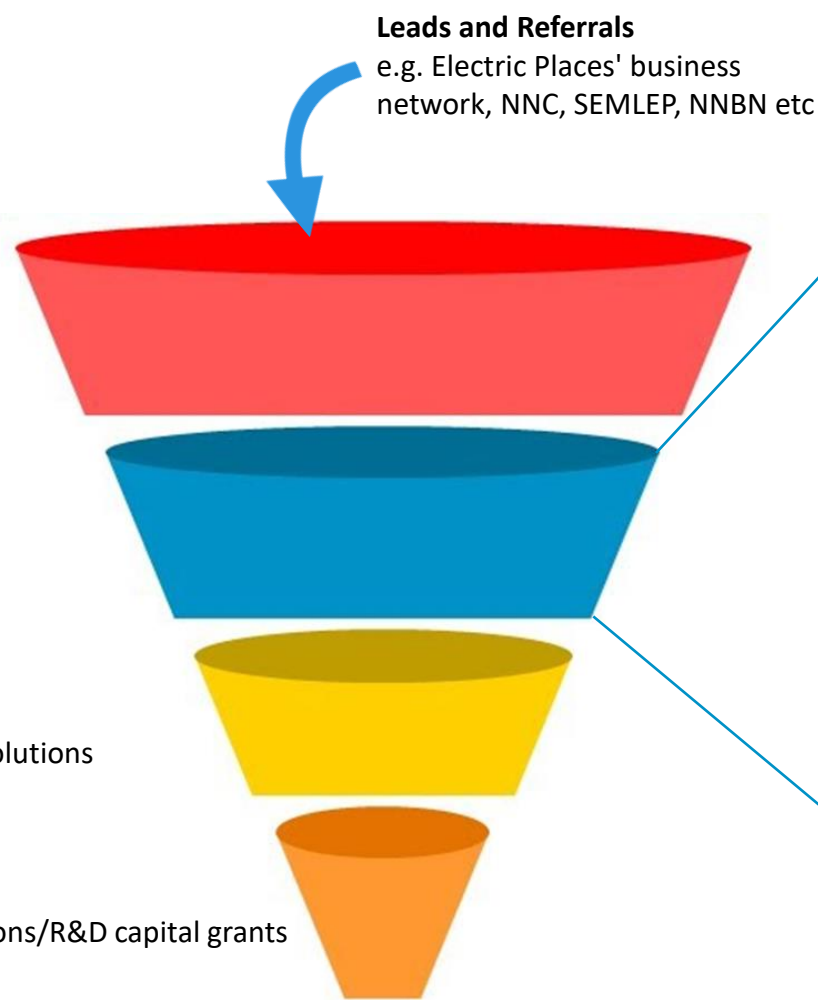Businesses access focused toolkits

3. Expert Guidance
Analyse and interpret toolkit data.
Tailored advice for suitable low carbon solutions

4. Business Case Development
Identify and assist with funding applications/R&D capital grants

Data gathering toolkits

Building Fabric Efficiency
Thermal Imaging Cameras

Business Energy Monitoring
Easy-fit current clamps

EV Transition
Fleet EV simulator

Workshops

A series of workshops with provision to re-run to maximise participation

Minimum of 6 workshops with average participation rate of at least 50 businesses per workshop

- **Workshop 1. decarbonisation Benefits:**
  - Communicate tangible benefits, including cost savings, environmental sustainability, and potential access to funding opportunities.
  - This workshop will provide a baseline introduction - Net zero 101 - for SME's to gain an understanding of available technologies, solutions, local grid challenges and planning context for decarbonisation

- **Workshop 2. R&D and Capital Grants:**
  - Provide clear guidance on accessing capital grants for decarbonisation initiatives, outlining the application process, eligibility criteria, and potential funding amounts.

- **Workshop 3. Carbon Audit Opportunities:**
  - Introduce businesses to the opportunity for a complimentary, high-level carbon audit funded through the program, emphasising its value in identifying decarbonisation opportunities.

- **Workshop 4. Skills Development:**
  - Offer expert guidance for skills enhancement, covering topics such as top-level carbon audits and ROI analyses.

- **Workshop 5. Local Skills, Supply, and Installation:**
  - Highlight the advantages of using local trades for low-carbon interventions and provide information on additional local services, such as legal support for contracts and ESG benefits.

- **Workshop 6. Promotional Campaign Strategies: triple bottom line benefits**
  - Provide insights into effective promotional campaign strategies, helping businesses raise awareness of their decarbonisation and ESG efforts, fostering positive engagement from stakeholders and customers.

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Outcomes and outputs

1. **Information and Advice** – TARGET 300 businesses engaged

2. **Data Gathering Toolkit** – TARGET 30 business using toolkits

3. **Expert Guidance** – TARGET 25 businesses receiving tailored advice/guidance, develop carbon reduction plans

4. **Business Case Development** – TARGET 20 business accessing grants

- Business Engagement Strategy & funnel progression process – replicable and scalable
  - **Communications Plan** (AIDA marketing approach)
  - **Campaign of weekly marketing activities** (e.g. social posts, emails, phone calls etc)
  - **CRM** – platform set up to facilitate effective segmented communications, GDPR compliance, and tracking of businesses through the project funnel and tracking of KPIs.

  Measure and link back to CO_2 tonnes saved to NN2NZ "Close the Gap" Trajectory to Net Zero

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Timelines

North Northants DECARBONISATION BUSINESS SUPPORT Project Plan
As at: 09/01/2024

Stages	Dec (2023)	Jan (2024)	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan (2025)	Feb	Post
Stage 1: Project Set-Up	█	█														
Stage 2: Planning & Definition			█	█	█											
Stage 3: Implementation						█	█	█	█	█	█	█	█			
Stage 4: Hand-Over & Legacy Planning														█	█	
Stage 1																
Incept team		█														
On-board stakeholders		█														
Establish management & steering committees		█														
Set up reporting framework		█														
Risk workshop		█														
Set up RAIDDs Log		█														
Stage 2																
Develop business engagement strategy			█													
Identify target audiences			█	█												
Craft communications plan				█												
Prepare the 4 thematic areas				█	█											
Assemble information & advice packs				█	█											
Source & prepare data gathering toolkits				█	█											
Prepare expected guidance use cases				█												
Stage 3																
Run communications campaigns						█	█	█	█	█	█	█	█			
Recruit new business customers						█	█	█	█	█	█	█	█			
Conduct workshops						█	█	█	█	█	█	█	█			
1. Decarbonisation benefits workshop							█									
2. R&D and capital grants workshop								█								
3. Carbon audit opportunities workshop									█							
4. Skills development workshop										█						
5. Local skills, suppliers & installation workshop											█					
6. Promotional strategies & benefits												█	█			
Stage 4																
Codify actitivties to establish as ongoing services														█	█	
Transfer outputs to designated successors															█	
Conduct PIR workshop & compile learnings															█	