

Outside In-novation

Consumer Voices, Our Energy Future



What is Outside **In**-novation?



The project brings together energy innovators and vulnerable consumers to create impactful, fair and inclusive solutions for the clean energy transition.



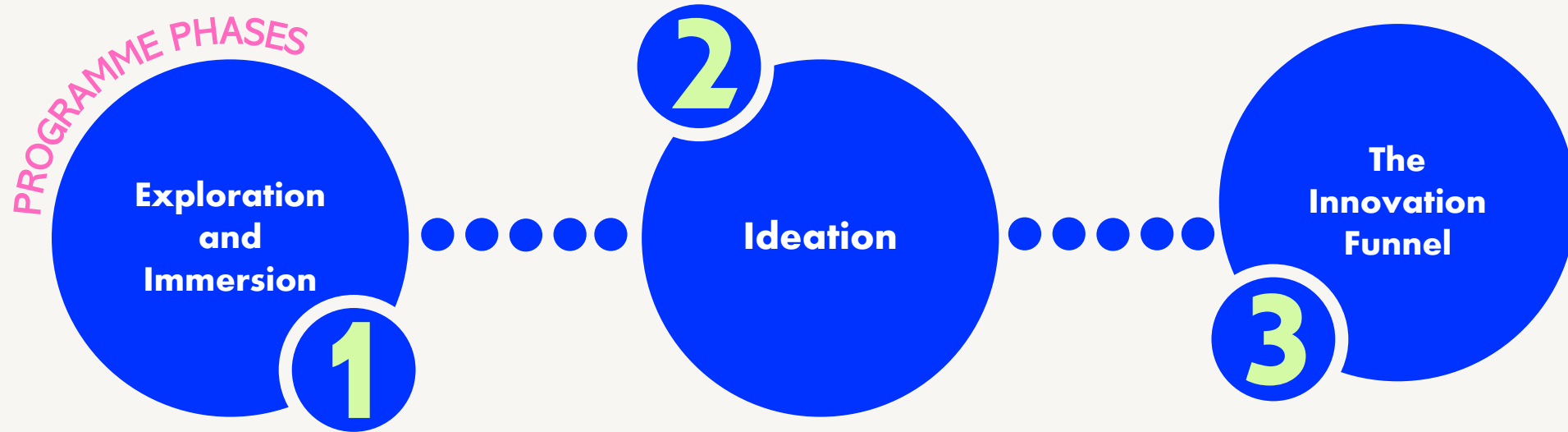
We are taking a fresh, consumer-first approach to ensure that the voices of energy consumers, particularly the most vulnerable, drive the Just Energy Transition. By listening to challenges and needs, we can co-create solutions that deliver meaningful, lasting impact.



Our project will gather meaningful insights from real experiences from people in a wide variety of vulnerable circumstances; including disability, financial hardship, long-term health conditions, mental health problems and dementia.



How is the programme structured?



Centre for Energy Equality: Advocates for a just energy transition, ensuring equality is central to the clean energy transition



Three Hands Insights: Specialists in consumer engagement with a trusted Vulnerable Customer Panel, providing insights directly from the people who need help most.

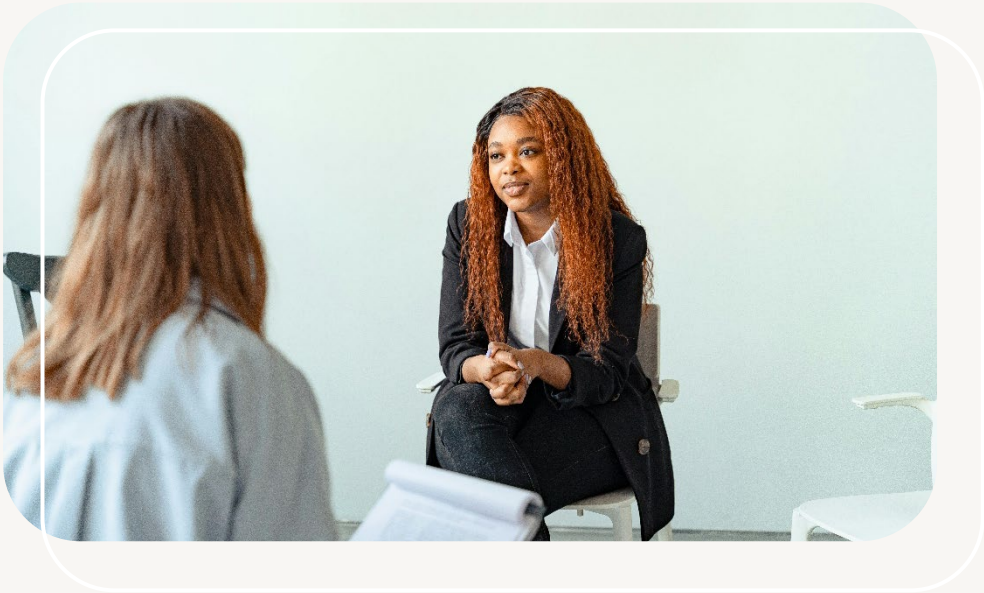
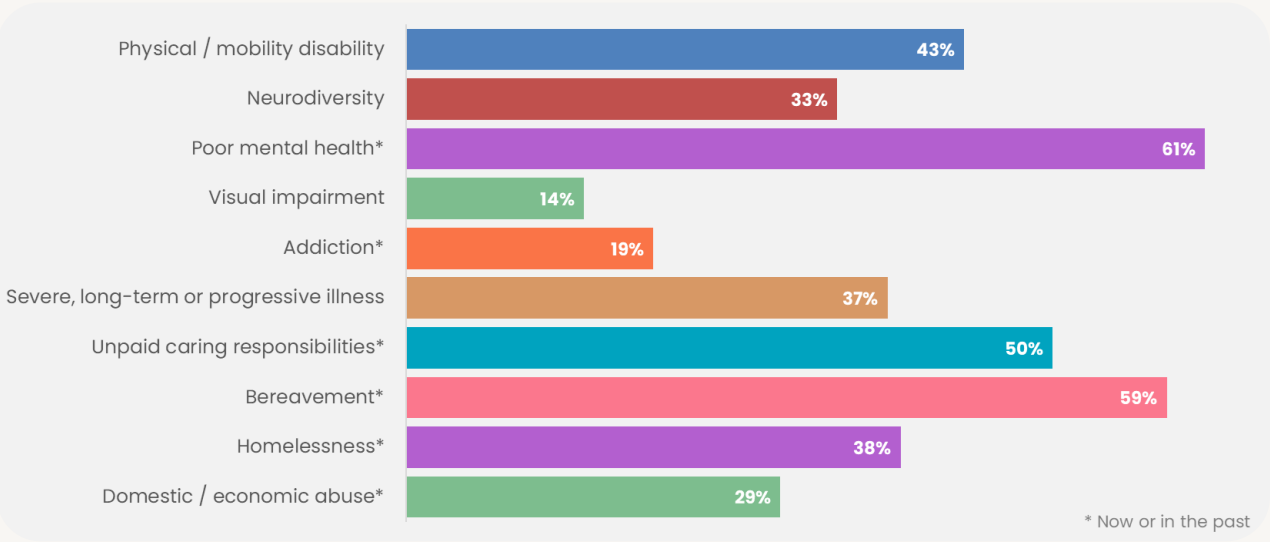


Lived Expert Community

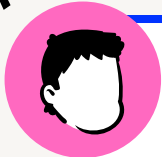


Each session will involve people from our Lived Experts Research Community, with the opportunity for participants to engage with them directly in facilitated small-group conversations.

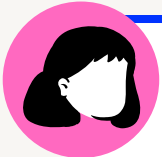
There's a broad range of circumstances represented, with multiple vulnerabilities the norm.



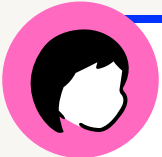
MEET*...



Barry, who has lived through mental health problems triggered by a traumatic childhood, resulting in the loss of a well-paid job, a drinking addiction and financial problems.



Cynthia, who has given up work to care for a family member with a long-term illness, and as a result is financially vulnerable and risks becoming isolated.



Jo, whose disability leads to periods of 'brain fog' when she becomes less capable of financial management, more at risk of falling into debt, and prone to periods of anxiety.

*Not their real names

Phase 1: Exploration and Immersion

- * In this phase, we will engage with consumer groups, particularly more vulnerable energy consumers, to understand their challenges and priorities.
- * Through structured panel sessions with our Consumer Impact Panel, surveys, and interviews, we will gather insights that shape the future of energy innovation.
- * Detailed investigation into customers' challenges and priorities across the energy sector developed collaboratively with members of the Lived Experts Research Community
- * 3 x online insight sessions with 12-15 lived experts, discussing a range of topics (communicating the transition, heat decarbonization, evolving priority services etc.)
- * Creation of a long-list of challenge areas that are of particular concern to the panel. Bundling of challenge areas shall take place, ready for the Ideation Phase



Phase 2: Ideation



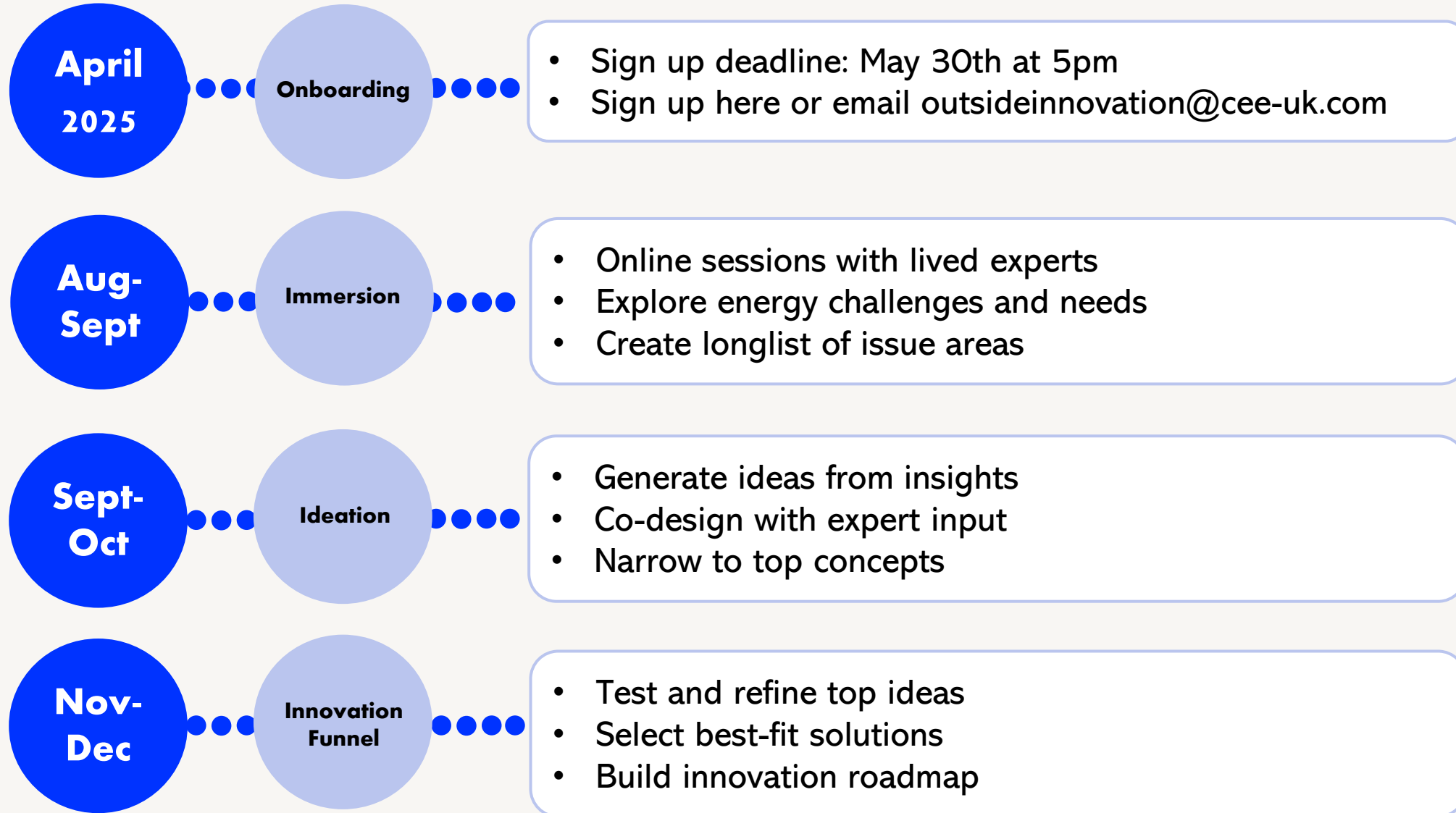
- * Members will work together, using the insights gleaned in phase 1 to create ideas to ensure a just transition for vulnerable customers.
- * A process of honing down ideas to a small number will then be undertaken; developed collaboratively with the Lived Expert Community.
- * A range of insights will be presented for discussion, where members then identify potential opportunities –which lead into the idea areas.
- * For each idea area, a rapid idea generation process will be undertaken to produce a long list of ideas for each area of interest.
- * A tapering process then works the ideas down to a small number which will developed further using an innovation template.

Phase 3: The Innovation Funnel

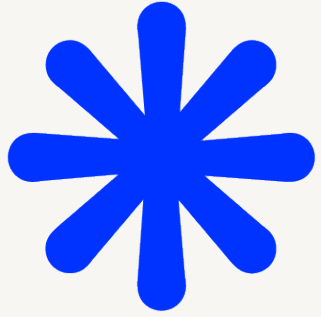
- * A tapering process then works the ideas down to a small number which will be developed further using an innovation template.
- * Based on consumer feedback, testing and refinement of the ideas will be completed. The most promising solutions will be selected and shortlisted, ready for final down selection.
- * Centre for Energy Equality will ensure the down shortlist are suitable for development in light of current funding opportunities, policies and market trends.
- * At the end of this process, an innovation portfolio with a deliverable roadmap will be developed to help members carry out their plans.



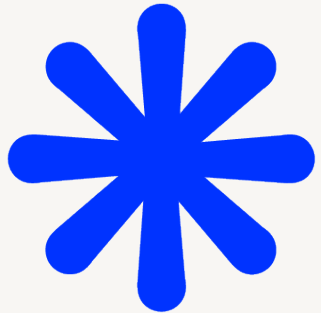
Project **timeline**



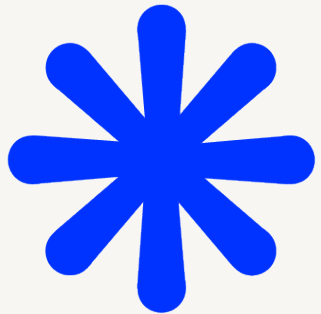
How do I **sign up**?



We are looking for 6-10 businesses who interested in being involved in this exciting, collaborative endeavour.



Sign ups must be registered by May 31st at 5pm, however if there is more interest than manageable, we will operate on a first come first serve basis – so sign up now to avoid missing out!



If you have any further questions, please contact outsideinnovation@cee-uk.com and we will be happy to help!

Scan the QR code or visit outside-innovation.co.uk to sign up

