



## ScottishPower

“Cause Related Marketing” - Tackling Climate Change through green energy product marketing

### The Challenge:

ScottishPower launched its first Green Energy option in 1998. Since then, through a focused marketing approach and using the power of its brand, creative communications and access to millions of customers, ScottishPower has set out to raise awareness of how its customers can help tackle the issue of Global climate change

### The Process:

ScottishPower's Green Energy options aim to raise awareness of climate change, reduce the carbon impact of electricity and promote education in the community on renewable energy. The options also aim to position ScottishPower as an environmentally conscious energy supplier while helping acquire and retain customers through offering a diverse product range.

By choosing 'Green Energy Fund', customers contribute a small premium on their bills (equivalent to about £10.50 per annum), which goes directly to The ScottishPower Green Energy Trust. The Trust is governed by a board of Trustees, including members from Energy Action Scotland and the Borders Forest Trust. The Trust awards grants of up to 50% of the cost of small-scale renewable energy projects at community level. This helps to reduce CO2 emissions and to raise awareness of renewable energy amongst local communities across the UK.

ScottishPower's green energy products are promoted widely through targeted advertising, promotion and sponsorship, participation in “green” events, such as exhibitions, bill messaging and via the ScottishPower website ([www.scottishpower.co.uk](http://www.scottishpower.co.uk))

### The Impact:

Enhanced ScottishPower's reputation as the UK's leading renewables developer and supplier.

- Improved customer acquisition and retention rates whilst increasing customer value
- ScottishPower's domestic green customer base equates to more than 35,000 households, approximately 10% of the UK market.
- To date, The ScottishPower Green Energy Trust has committed well over £800,000 to more than 80 projects throughout the UK (valued in excess of £1.5 million).
- Projects funded across the UK include small-scale wind turbines, solar panel systems, geothermal and biomass schemes, with significant CO2 reduction.