



Scottish & Southern Energy

“Better Plan” - A unique green product that provides cash rewards to customers for using less energy

The Challenge:

The UK is consuming ever greater amounts of energy. For an energy company, consumers buying more of their product would logically be taken as good news. However, for SSE the real issue is that the way the UK consumes energy needs to be sustainable. SSE has recognised that it has a responsibility to work in partnership with its customers to help them reduce their energy consumption. The challenge for SSE was how to engage customers in this partnership when market research showed that the majority of consumers wanted to ‘do their bit’ to help tackle climate change, but also wanted to realise other benefits by doing so.

The Process:

SSE has created the ‘better plan’ – which is the first comprehensive product to provide financial rewards to customers for reducing their energy use each year. Customers who sign up for the programme receive a free real time display device that helps them understand how they are using electricity and highlights where they could be wasting it. Customers also have access to a variety of incentives to help them take positive action to reduce their energy use.

The Impact:

Extensive interest has highlighted both the innovative nature of the product and its appeal to the ‘mass market’ green public. Commentators have also acknowledged the unusual situation of a successful company encouraging customers to buy less of its core product, with one national newspaper referring to the move as ‘brave’.