

The Great British Light Switch - Campaign Summary

The Great British Light Switch – How It Worked

The Great British Light Switch was a rapid, large scale energy saving campaign run in the UK in January 2008. 4.5 million energy-saving light bulbs were distributed - reducing CO2 emissions by up to 387,000 tonnes over the lifetime of the bulbs.

On 19 January 2008, over 2M customers received two bulbs free with their copy of *The Sun* at one of over 17,000 retail outlets. The few remaining bulbs (around 300,000) were distributed in the week following to staff of participating retail outlets. Customers could win holidays or an eco-car by fitting their lights - winning lights glowed green.

To run *The Great British Light Switch*, Cool nrg initiated the partnership between Scottish and Southern Energy, one of the UK's leading energy companies, and largest circulation newspaper, *The Sun*.

Outstanding Contribution That Set an Example

There is a widely held belief that environmental and business goals are at odds with each other. This campaign achieved both at once and set a powerful example that is already inspiring further environmental action from businesses in the UK and overseas. As well as saving energy and cutting CO2 emissions, *The Great British Light Switch*:

- Reached over 30% of the British population who were aware of the offer¹.
- Reached a high proportion of “fuel poor” and “environmental laggard” segments.
- 26% of people who received the free bulbs say it is the first time their household has had energy-saving light bulbs¹
- Set a Guinness World Record for the “largest distribution of free energy saving light bulbs”.
- Attracted support from UK PM Gordon Brown, Greenpeace UK and UK Climate Change Minister Phil Woolas: *"This will do more to change behaviour than almost anything else in the UK. It's not just the savings from the light bulbs but the knock on effect on people's awareness and behaviour - congratulations!"*
- Saw a range of climate change issues covered in *The Sun* newspaper during the week of 14 Jan to 19 Jan, contributing to growing understanding of tackling climate change as a priority for individuals, business and government.
- Increased sales of *The Sun* by over 400,000.

This campaign pioneered large scale, rapid roll out of energy saving. It proved that:

- distribution at this speed and scale to communities was possible
- the public responded well to the offer
- significant business & social value could be achieved

Quantifiable energy savings

This campaign is estimated by independent body The Energy Saving Trust to save up to 41 GWh per year over around 6 years. Over the lifetime of the light bulbs this is a total of 218 GWh. This will save UK homes over £20M every year.

¹ Independent Market Research commissioned by Cool nrg, February 2008

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The energy saving methodology used was approved by government regulator Ofgem for the purposes of meeting the UK government's Energy Efficiency Commitment.