



## Script/ Claims

### 60" TV advert

#### Children's voices:

- *I want to live in a world where we still have polar bears.*
- *I want to live in a world where we can always breathe clean air.*
- *I want to live in a world where our energy supply won't run out.*
- *I want to live in a world where we're doing everything we can to save what we have.*
- *I want to live in a beautiful world.*

#### Voice over (adult)

- *We all want to make big changes to help our planet, but sometimes to make big changes, we have to start small. Smart meters can't solve climate change on their own but with the smarter, more energy efficient grid they help to create, they're a start.*
- *Search 'I want a smart meter' or call 0300 131 8000 today.*

#### On screen Disclaimer

- *Calls from UK landlines & mobiles charged at standard rate (i.e. same rate as calls to 01 & 02 numbers), & may be included in your usual call allowance. Please check with your provider.*

### 30" TV advert

#### Children's voices:

- *I want to live in a world where we can always breathe clean air.*
- *I want to live in a world where our energy supply won't run out.*
- *I want to live in a beautiful world.*

#### Voice over (adult)

- *We all want to make big changes to help our planet, but sometimes to make big changes, we have to start small. Smart meters can't solve climate change on their own but with the smarter, more energy efficient grid they help to create, they're a start.*
- *Search 'I want a smart meter' or call 0300 131 8000 today.*

#### On screen Disclaimer

- *Search: I want a smart meter. Call: 0300 131 8000. Calls from UK landlines & mobiles charged at a standard rate*

## Supporting evidence

Smart meters serve as monitoring devices that provide information that people can use to reduce their energy usage in the home. This is a benefit we have focused on communicating in our previous advertising campaigns.

However, a crucial point that we would like to explain in this campaign, is that smart meters are not only simple monitoring devices but are in fact essential building blocks in the creation of smart energy grids which will enable us to transition to a lower carbon future.



The smart meter roll out in Great Britain is part of international efforts to use smart meters to tackle climate change and smart meters are an essential part of climate change policies of the UK government, the EU and governments all over the world. Smart meters, and the smart grid they create, form part of the UK's commitment to the Paris Agreement (and, before that the Kyoto Protocol) which is a global deal to reduce greenhouse gas emissions and ensure a sustainable low carbon future (see appendix 1) The following statement is from The Rt Hon Claire Perry, Minister of State for Energy:

*“A smart energy system will deliver cheaper and cleaner energy for consumers, create high value jobs and help us meet our climate change commitments. Our action plan outlines that a smarter, more flexible energy system could bring benefits to consumers, the energy industry and wider economy worth up to £40 billion over the next few decades. Smart meters are a key enabler to achieving these benefits and have the potential to entirely change the way we interact with our energy system.” (see appendix 2)*

Whilst we appreciate the technicalities of the roll out and how smart grids work are complex, in the following section we would like to explain in simple terms how smart meters enable a smart grid and a low carbon future;

### **How smart meters enable a smart grid and low carbon future**

The data that Smart meters are able to generate allows our energy network to understand how much energy is being used, when and where across Great Britain. This is crucial for enabling us to integrate renewables into our energy system as cost effectively as possible. It allows us to better plan and shift usage away from traditional peak times (which are currently reliant on fossil fuel generated energy) and make more use of renewables which will be able to supply a higher percentage of the energy required when the overall demand is more evenly distributed over time.

Further supporting detail and substantiation is included in appendix 3 and 4 below.

Whilst one of our key communications objectives as an organisation is to encourage consumers to use their smart meters to change their behaviours in the home and reduce their energy usage, at this stage of the roll-out our primary focus is to drive take up. Just by having smart meters installed (even without people then taking action to change behaviours in the home) this will already enable us to reduce our carbon emissions as a nation. As mentioned before, the data that smart meters generate allow us to know more about the nation's overall energy usage in near real time so we can better manage the supply of that energy and ensure we don't go over capacity (lights go out) and more efficiently draw on renewable sources knowing when they will be required.

We acknowledge that smart meters alone won't put a stop to climate change but they most certainly contribute significantly to its mitigation. In order to make it extremely clear that smart meters are a contributing factor we have included a final clarifying line

*“We all want to make big changes to help our planet, and sometimes to make big changes we have to start small. Smart meters can't solve climate change on their own, but with the smarter, more efficient energy system they help to create, they're a start.”*

As the organisation set up by government to help people across the nation adopt smart meters and realise both the personal and national benefits they bring, we are extremely committed to delivering best practice communications that will genuinely engage the nation with this essential roll out and help the UK deliver on its international climate change policy commitments.

### **Appendix**



1. The Paris Agreement of 2015 was the first global deal to reduce greenhouse gas emissions and tackle climate change which commits countries to revolutionising power and transport, amongst other sectors. A key part of government's commitment to the agreement is their world-leading plan for a clean, cheap, flexible energy system – and this builds on the rollout of smart meters.
  - *Source: HM Government, Industrial Strategy: Building a Britain fit for the future (27 November 2017): pages 42 & 45*  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/664563/industrial-strategy-white-paper-web-ready-version.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664563/industrial-strategy-white-paper-web-ready-version.pdf)
  
2. *Source: Report for Smart Energy GB by Dr Stephen Hall report, University of Leeds, May 2018, pg 2.*  
<https://smartenergygb.box.com/s/4gg66c259yvaqbpmcx93wtjy5glwep1c>
  
3. Smart meters are an essential part of a smart energy grid;
  - A smart grid, as The Department for Business, Energy and Industrial Strategy (BEIS) set out, is an electricity power system that intelligently integrates the actions of all users connected to it (generators, suppliers, and those that do both) in order to deliver sustainable, economic, secure electricity suppliers and support the transition to a low carbon economy.
  - Smart meters are a key component of Britain's smart grid, providing information to improve network management, facilitating demand shifting, and supporting distributed and renewable energy generation.
  - A truly smart and flexible energy grid is not possible without smart meters.
  
  - *Source: Department of Energy & Climate Change, Impact Assessment: Smart meter roll-out for the domestic and small and medium non-domestic sectors (GB) (30 January 2014): page 63*  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/276656/smart\\_meter\\_roll\\_out\\_for\\_the\\_domestic\\_and\\_small\\_and\\_medium\\_and\\_non\\_domestic\\_sectors.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/276656/smart_meter_roll_out_for_the_domestic_and_small_and_medium_and_non_domestic_sectors.pdf)
  
4. A smart energy system (which includes the smart grid and smart meters) enables better integration of low carbon technologies
  - The smart grid enables better integration of renewable energy sources and less reliance on fossil fuels
  - Another example relates to energy storage with batteries. Energy storage allows energy to be shifted depending on peak generation times. So, if the wind is blowing or the sun is shining, battery storage means that these energy sources can be harnessed and delivered to the grid when needed.
  - In future, transport and heat will be electrified (currently these use more carbon intensive fuels such as petrol and gas). This change will increase peak electricity demand significantly, making this battery storage imperative.
    - *Source: BEIS & Ofgem, A smart, flexible energy system: a call for evidence (November 2016), p. 8*



[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/576367/Smart\\_Flexibility\\_Energy\\_-\\_Call\\_for\\_Evidence1.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/576367/Smart_Flexibility_Energy_-_Call_for_Evidence1.pdf)

- The crucial role of smart meters here is to provide real information on energy use; so that networks and energy suppliers can accurately plan and forecast energy requirements, and balance their supply, demand and battery storage accordingly.

#### Electric vehicles

- BEIS and Ofgem have made clear that ultra-low emission vehicles are vital to cutting carbon emissions and tackling air pollution.
  - Source: BEIS & Ofgem, *A smart, flexible energy system: a call for evidence* (November 2016), p. 14  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/576367/Smart\\_Flexibility\\_Energy\\_-\\_Call\\_for\\_Evidence1.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/576367/Smart_Flexibility_Energy_-_Call_for_Evidence1.pdf)
- 26% of carbon emissions in GB originate from the transport sector, which is the largest percentage of all sectors - even bigger than the emissions originating from fossil fuels from energy generation.
  - Source: *Committee on Climate Change*, p. 109:  
<https://www.theccc.org.uk/wp-content/uploads/2017/06/2017-Report-to-Parliament-Meeting-Carbon-Budgets-Closing-the-policy-gap.pdf>
- The running of electric vehicles is low carbon, and only with a smart grid in place (with smart meters) will the mass uptake of electric vehicles be possible. The mass uptake of electric vehicles is an impactful way for GB to reduce its carbon emissions.
  - Source: *Report for Smart Energy GB by Dr Stephen Hall report, University of Leeds, May 2018*  
<https://smartenergygb.box.com/s/4gg66c259yvqbpmcx93wjty5glwep1c>
- Importantly, there is a risk that *without* a smart energy system, electricity demand to support the electric vehicles could add to existing demand peaks, triggering expensive network reinforcements and a need for additional peak generation capacity (which will likely have to be met by additional fossil fuel generation).
  - Source: BEIS & Ofgem, *A smart, flexible energy system: a call for evidence* (November 2016), p. 14  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/576367/Smart\\_Flexibility\\_Energy\\_-\\_Call\\_for\\_Evidence1.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/576367/Smart_Flexibility_Energy_-_Call_for_Evidence1.pdf)
- This is why a smart energy system is vital to the low carbon future, including the scaled uptake of electric vehicles.