

Report back to The Funding Network

1. Name of your organisation and date funded by TFN:

The 10:10 Foundation (known as 10:10)

Date funded: 6/8/2015



Chatting with teenagers about Keep Fits in London's Victoria Park

2. What was the project you sought funding for from TFN? What are its aims and objectives? Have these changed since receiving TFN funding?

On 6 August 2015 we obtained a grant of £11,321 from TFN for Fledglings, a project helping communities at risk of fracking, flooding or in fuel poverty to develop a positive solution through renewable energy. On 27 August, however, the government announced unexpected proposals to cut subsidies to renewable energy by 87% (known as feed-in-tariffs or Fits) and our Fledglings project became unviable. In September we initiated a rapid-response campaign called Keep Fits, and TFN agreed to repurpose £11,110.88 of the original grant to this campaign.

A consultation on the Fits proposals opened on 22 Sept, lasting until 23 October. Keep Fits aimed to lever a huge response to the government consultation on the proposals. We wanted to counter misleading voices in the government and media claiming renewable energy was expensive and unpopular, mobilise supporters in green groups, and highlight 'non-green' public concern about the cuts.

Our objectives were to:

- Enable everyone to have their say in the consultation by producing, promoting and sharing a simple online portal.
- Publicise the true face of renewable energy with great stories and images from round the UK.
- Capture the public imagination with at least four media-grabbing actions.
- Dispel myths about renewable energy by creating, promoting and sharing infographics.

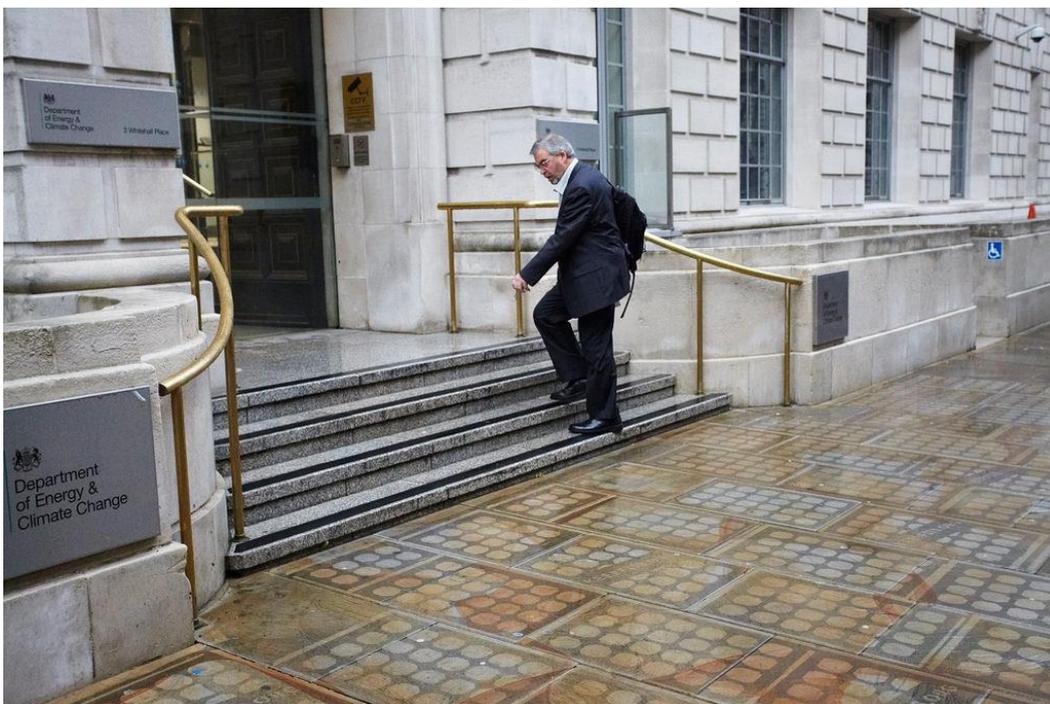
- Reach out to and involve all who cared about renewable energy, for whatever reason e.g. community energy groups and their shareholders; environmental organisations; people worried about fuel poverty.

**3. Were you able to do this work as you described it in your application and presentation?
What evidence do you have for the success or failure of the funded project?**

After the initial change in plans, yes! We're thrilled to say we did. We did this work as described in the re-purposed application, specifically:

1. **We simplified the online consultation process** by creating and publicising a tool (www.keepfits.org) which was available from 22 September to the end of the consultation period on 23 October. We also supported 38 Degrees, Greenpeace and The Guardian to create their own consultation portals.
2. **We publicised the true face of renewable energy**, gathering and promoting 20 new, [beautiful stories](#) of clean energy projects in the UK.
3. **We captured public imagination with six media-grabbling stunts:** [clean graffiti](#), (pictured below), [huge light projections during the Conservative party conference \(see video here\)](#), a [giant balloon and free ice cream](#) in London's parks, a [flash mob, delivering a hamper of renewable powered goodies to Decc](#) and helping [Josie Long surprise George Osborne's constituency office with the gift of solar](#).

We also helped children from a school with solar on their roof to take part in the government consultation (see personal story at question 8).



Beautiful clean graffiti solar panels appeared on the pavement outside the DECC

4. **We countered misleading voices and dispelled myths** by creating, promoting and sharing the following infographics: [Solar versus nuclear – how do the numbers stack up?](#) and [Is clean energy expensive and unpopular?](#)
5. **We reached out to stakeholder communities** and convened a Keep Fits coalition of partners who spread the message of the campaign. The coalition included Community Energy England, Public Power Solutions, the National Farmers Union, the Trades Union Congress, Renewables UK, the Solar Trade Association, Trillion Fund and others.



Evidence of success

The Keep Fits campaign was a highly successful project. Here is the evidence, based on the indicators listed in our re-purposed application to The Funding Network:

- The government received over 55,000 responses to this consultation, compared to 2,732 for the last consultation on renewables policy.
- Many diverse stakeholders (not just the 'green' sector) urged the government to reconsider the cuts, including the Confederation of British Industry, the National Farmers Union, social housing providers, and local authorities.
- Social media interaction was tremendous: Facebook was abuzz and on Twitter the hashtag #KeepFits achieved an estimated 19.2 million impressions, featuring in 8,465 tweets over the campaign period.
- A wealth of media including [the BBC](#), [The Daily Mirror](#), [the Daily Mail](#), [The Guardian](#) and [Belfast Telegraph](#) told great stories of renewable energy and/or spread our key messages and images.
- The government acknowledged the strength of response to the consultation.
- Public declarations of support from politicians included prominent Conservatives such as Boris Johnson, Stephen Hammond (see [Our party should champion decentralised energy](#)) and Ben Goldsmith.
- Comments from allies on progress made within their own campaigns e.g. [Solar Power Portal](#).

4. If you were not able, please explain what happened and why?

The original project Fledglings became unviable (see question 2). We are very thankful that TFN donors allowed us to re-purpose the funding to the Keep Fits campaign.

5. Can you measure, assess or describe the change that happened as a result of this work? What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)?

The Keep Fits campaign generated important changes. Firstly, in the end the government made less severe cuts to the feed-in tariff than they had proposed originally. The BBC, amongst many others, reported that this was as a result of “a storm of criticism”.

Secondly, the ability for projects to secure confirmation of the feed-in tariff rate in advance of installation (known as pre-accreditation) was re-introduced, with additional time being given to community energy projects. This appears to be a direct response to the necessity of additional support for community projects.



Ben & Jerry's UK @benandjerrysUK · Oct 21

The government is cutting its support to the solar industry, just when we need it most! benjerrys.co/1GTytn5



← ↻ 72 ❤️ 39 ⋮

Thirdly, we amplified a wide range of voices from British society: from the Guardian to the Daily Mail, from the Confederation of British Industry to Ben & Jerry's, from schoolchildren to social housing associations, and from MPs of all parties. These voices, and the unprecedented public response to the consultation on Fits, showed the government the considerable loss of political capital that will result from scaling back renewable energy policy in the United Kingdom.

TFN funded 21.6% of the Keep Fits campaign.

6. As a result of presenting at TFN, did you experience any of the following:

New subscribers to your mailing list

- Yes! The Keep Fits campaign brought us a whopping 7,250 new subscribers.

New volunteers to your organisation

- Not applicable.

Further funding from individual donors (for Keep Fits)

- We received £1,031 from individual donors.

Further funding from institutional funders (for Keep Fits)

- £14,000 from the Minor Foundation for Major Challenges.
- £5,000 from the Polden-Puckham Charitable Foundation.
- £1,000 from the 1970 Trust.

An introduction that benefited your organisation (e.g. to an individual, business or other organisation)

- The National Farmers Union (we plan partnering with the NFU on a new project).
- Ben & Jerry's.

Other benefits

- Without wanting to seem unctuous, the support we received in preparation for our presentation was extremely valuable - it gave us great pointers for ongoing fundraising pitches. Thanks!
- Following our presentation at St Pauls, we've forged some lovely new relationships with TFN members (Martin Wright is a friend now) and with fellow grant seekers (Nola updates us regularly on her health food business). It was wonderful to catch up with all the familiar faces from our past at the same time too. Thank you all!
- The Keep Fits campaign solidified our relationships and standing within the renewable energy sector - and we're already utilising those relationships in our new campaigns.
- The campaign also raised our profile more widely, which has led to new partnership working. e.g. a [lighting stunt with the Green Alliance](#)

7. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

(1) 10,079 people made submissions through our portal keepfits.org. The 38 Degrees portal (which we developed) generated another 7,836. Another 7,386 people emailed their MPs. By the end of the short consultation period, the government had received over 55,000 responses.

(2) The hashtag #KeepFits achieved an estimated 19.2 million impressions, featuring in 8,465 tweets over the campaign period.

(3) The issue got masses of media coverage. Given that the Daily Mirror, for example, has a print and online readership of 2,414,000, we can assume millions were reached by the project.

(4) Facebook reach:

Facebook Post	Reach (number of people*)
Launch of consultation portal	1,850
MORE renewables image	1,330
Children with paper mache sun at Decc consultation	3,187
Infographic posted	2,107
Keep Fits flashmob video	2,096
Community energy report infographic	1,254
Community energy report infographic (x2)	1,673

*Note: Facebook reach data does not include those people who see posts through shares by other parties, so reach only represents a proportion of the actual audience.

8. Can you tell us any personal stories to highlight the value of funding from TFN?

Yes, we love the story of the school children who took on the government consultation.

Five years ago Fox primary school was one of the first schools in the country to install solar panels. They got all the pupils involved and excited about solar – and [inspired our Solar Schools project](#). The money they make back from the feed-in tariff subsidy helps boost their budget and pay for learning resources for the school.

Forward to 2015 - the government’s proposed changes to the feed-in tariff would make it almost impossible for other schools to do the same.

So the pupils of Fox decide to do something about that. A group of ten year olds got together after school and made a giant papier-mache sun. They got glue all over the tables and their clothes, but (or perhaps ‘therefore’) it was fun! Then they got their fellow pupils to sign it (using their coolest gold pens!) to show their support for solar.

The morning of the government consultation dawned. Sophia, Ariana, Jacob, Jackson, Guy and Lora from Year 6 (and a few of us from 10:10), squashed into the packed tubes to deliver the sun to the government officials. Can’t say the other commuters loved having a 3ft sun held above their heads.

The children weren't allowed into the consultation itself (there were already professional solar people who couldn't get in, they told us) so Decc’s head of renewables Gareth Redmond came out to meet us. Sophia, Ariana and Lora had prepared a few things to say about why they support solar - it’s good for the environment and great for buying learning resources, they said. Gareth Redmond listened attentively.

He gladly took the sun, and said it was the best petition he’d ever seen.

The whole team at Decc loved the sun-petition so much, they mentioned it in the consultation report. It must have made quite an impression!

9. Since presenting at TFN, has your organisation undergone any significant change(s) which our donors would be interested to know about (these changes do not need to be related to the experience of presenting at TFN)

Following the climate change agreement in Paris, 10:10 is launching a new strategy this year with a series of highly innovative interventions and campaigns. We are convinced that the transition to a low carbon economy is now unstoppable. Our present government's actions cannot prevent it; they can only delay the inevitable.

This delay is still not something we can stand for – each moment of delay limits our ability to act on climate change. 10:10's focus for 2016/17 will therefore be to ensure that we build as much momentum as possible, whatever fresh obstacles are thrown our way.

10. Do you have any other comments regarding TFN funding?

The TFN method of funding is inspiring and convivial for grantees as well as the donors. Thank you so much for supporting 10:10's work again. We're especially grateful for the donors' flexibility in regard to this grant.