



Foreword



George Frost, Country Manager

We live in interesting times. And those of us involved in the energy transition and the broader energy market, live in especially interesting times.

The last few years have seen the energy market posing opposite forces on our current business lines. While the energy wholesale market has prevented suppliers from offering, and therefore customers from switching to, compelling fixed energy supply tariffs, the same environment has fuelled the growth in demand for solar PV systems.

We found ourselves in 2022 in a situation where we could switch no households to compelling energy supply contracts and yet almost 10% of households having a MCS certified solar installation did so through our Solar Together group buying schemes.

We expect this to change in 2023. We expect to be introducing even more households to their solar system installation and the signs are that we could see a return of the energy supply switching market. Through allowing households, within the administrative boundaries of the councils we work with, access to competitive solar system installation offers and 100% renewable electricity tariffs we are helping each household and each council in their bid to cut carbon emissions.

Many of your residents already know that they want to increase their contribution to the energy transition and iChoosr is able to accelerate this by helping people to make a decision where they might otherwise not act.

About us

We are iChoosr, experts in engaging people to purchase sustainable energy products and contribute towards the energy transition. With iChoosr, consumers and suppliers are brought together on a large scale to help people make an informed decision where they might otherwise not act.

We have been engaging consumers via group-buying schemes in collaboration with councils and other community leaders in the UK since 2012. Starting with collective energy switching, we added Solar Together, our group-buying scheme for solar PV and storage, in 2015.

In the years since then we have partnered with over 210 councils to carry out three energy switching and solar auctions a year.

What we promise



A good price

Together we are stronger. The combined purchasing power of thousands of households helps get residents a competitive offer.



No hassle

Registration is easy, free and without obligation.



High-quality

iChoosr places high demands on suppliers: their service and their products.



Tailored support

iChoosr provides marketing support including a bespoke registration portal.



Reducing carbon emissions

Offering only 100% renewable electricity tariffs is an easy first step for residents to start their carbon reduction journey, of course complemented by our Solar Together schemes.

iChoosr likes to make it easy for people so we take the time-consuming administrative hassle out of their hands. We always aim to provide all the necessary information to help them make an informed decision in a safe environment.

Who are we?

The iChoosr team has grown significantly since its inception, with over 100 staff members now operating in the UK, Europe, Asia, and North America. We are now proud to have offices in Amsterdam, Antwerp, London, Warsaw, Texas and Tokyo.



Adam Parvez
Behaviour Lead



Anna Chapman
Project Manager



Christie Berwick
Relationship
Manager



Fraser Balaam
Installer Manager



George Frost
Country Manager



Hilin Yalcin
Project Manager



Charlotte Poole
Relationship
Manager



Jojo Thompson
Installer Manager



Katrien Artoos
Project Manager



Layla Newby
Relationship
Manager



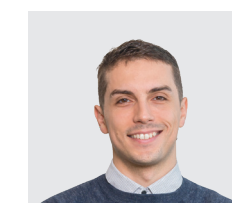
Marah
Customer Service
Officer



**Marie-Louise
Abretti**
Business Manager



Mathew Williams
Online Specialist



Milos Matejic
Installer Manager



Oliver Kenyon
Project Officer



Rowan Tindall
Head of Projects



Terri Sturman
Customer Service
Specialist

iChoosr:

Providing a safe environment to make an informed choice

The power of group buying can be harnessed by engaging a group to come together so that its collective buying power can be shared. The iChoosr approach is to make this as easy and hassle-free as possible.

As experts, we spend a lot of time looking into the reasons why people are not doing something they know deep down might be the right thing for them to do. Whether it is taking the time to find a better energy tariff, or finally looking into all the different options for those solar panels they may have been thinking about for a few years.

Breaking down what happens between where people are now and their desired outcome, we investigate the pains, gains, anxieties, and habits that stand between the two. Through detailed and repeated consumer research we uncover real human insights to help people take action.

Common reasons people feel unable to act are:

1

They are afraid of the process

2

A lack of time to compare their options

3

A lack of trust in suppliers

4

The complexity associated with the process

Our model reduces the perceived barriers to action, and throughout our customer journey we put the customer firmly in control of their decision. By providing people with enough information at every stage, we take away the hassle and enable people to take charge.

Our international achievements



iChoosr has organised more than **265** auctions.



Over **9** million households have joined our schemes so far.



In total our switchers have saved more than **£490 million.**

Over **1.7 million** solar panels installed through our schemes



The iChoosr process

The general approach for our energy and solar schemes is the same – a simple five-step process that we have perfected over the years across business lines in Europe, North America and Asia. The energy and solar schemes do have some important differences, which we have outlined below.

1



Sign Up

Registration is free and without obligation.

2



Auction

We hold an auction amongst pre-vetted suppliers, which compete with their best offers.

3



Personal Offer

Residents receive a detailed but easy to understand personal offer that is obligation free.

4



You Decide

Residents decide if they want to accept their offer – our dedicated support team are always on hand to answer any questions.

5

Solar



Roof Survey

Before the installation is finalised, the winning installer will survey their roof to check if the recommended number of panels will fit and if the expected generation will be reached.



Installation

After the resident approves their survey report, their installation can take place. They will then have a complete and working solar PV system installed on their roof.



Generating their own renewable energy

After installation, residents will benefit by saving money on their electricity bills and generating their own renewable energy.

5

Energy



Take control of energy costs

We will handle the entire switching process for residents, so they don't have to do anything. They will then be one of the thousands who have taken control of their energy costs through our collective energy switches.





Energy switching for people without internet access

We work closely with our partners to ensure that residents without internet access are able to take part in our energy scheme.

We enable residents to register 'offline' for our energy schemes and provide them with an offer letter instead of an offer email. This means that more residents are able to benefit from collective action.

Where we work

Over the last nine years we have worked with over 210 councils across the UK. We continue to work with over a hundred councils across the UK on energy and solar projects.

-  **Current Collective Energy Switch**
-  **Previous Collective Energy Switch**
-  **Current Solar Together**
-  **Previous Solar Together**



We are proud to have worked with iChoosr over the last 10 years, helping Sandwell residents to switch energy suppliers. Although the current energy market is challenging, we await the return of normal market conditions for us to once again provide support and help residents to save money."

Tony McGovern, Director of Regeneration & Growth
– Sandwell Metropolitan Borough Council



"I can confirm that the whole process to date has been well informed, considered and structured, iChoosr are both proactive and quickly reactive to any issues that may arise. Their focus is always on the customer experience and will consider any suggested improvements made."

Jo Deacon, Senior Programme Delivery Officer
– Hertfordshire County Council

Solar Together: Group-buying for Solar Panels



“Growing numbers of UK households are investing in solar as a way to combat energy price rises, increase their independence from the grid and reduce their carbon emissions. This year we have seen record numbers of homeowners take control of their energy costs through a Solar Together installation, and increasingly customers are opting to maximise the consumption of their self-generated energy through the addition of battery storage. These choices can be complicated, and Solar Together offers clear information to help people make an informed decision about a competitive offer from a vetted installer.”

Marie-Louise Abretti, Business Manager

Solar Together offers the councils we work with a way to make a significant impact on carbon reduction targets through private resident investment in renewable energy generation.

Solar Together group-buying schemes make it easy for British homeowners to install solar panels and storage for a competitive price with a trustworthy, vetted installer.

iChoosr has been organising group-buying schemes for solar panels in the Netherlands and Belgium since 2013. And our UK schemes have resulted in over 168,000 panels since 2018, delivering carbon reduction that equates to almost 167,000 cars being taken off the road.

Over the last six years, iChoosr has delivered 34 Solar Together schemes in partnership with County Councils, Combined Authorities and Unitary Authorities across the UK. Regions where schemes have been delivered include Bedfordshire; Buckinghamshire; Cambridgeshire; Devon; Essex; Greater London; Greater Manchester; Hampshire; Hertfordshire; Kent; Leicestershire; Liverpool City Region; Norfolk; Suffolk; Surrey; East & West Sussex; Warwickshire; Wiltshire and Windsor & Maidenhead. With many of the councils now entering their third, fourth or fifth year of the scheme, we are seeing growing interest and numbers of installations in regions where schemes are repeated year on year.



Solar Together in 2022

UK energy prices and the cost of living has increased significantly and rapidly in 2022, and more residents than ever before have sought alternative ways to reduce their bills, reduce their dependence on the grid and generate their own clean energy. These rising energy prices in combination with global uncertainty and increasing pressure and awareness around climate change are creating a greater interest than ever before in solar PV installations. Additionally, as part of the Spring Statement 2022 it was announced that from April onwards (until March 2027) VAT on installing energy-saving materials in residential properties would be 0% in the UK - which includes Solar PV. These all contributed towards the UK Solar market seeing unprecedented levels of demand and the Solar Together 2022 schemes have once again seen record-high annual registration rates.

In 2022 we launched the fifth rounds of Solar Together London and Solar Together Suffolk, and the sixth round of Solar Together Norfolk. As we continue to grow schemes in repeat regions, we are seeing increased engagement, which is supported by the additional offering of retrofit battery storage allowing residents in a region who have previously installed solar to add a battery to an existing solar PV system through the scheme.

After its successful introduction in 2021, Solar Together continues to provide an option for an EV charge point to be installed as part of the solar installation. Approximately 42% of registrants indicated that this option was of interest to them – nearly double the interest from the previous year.



Battery Storage

In 2022 we continued to include optional battery storage in our schemes and saw an average of 57% of residents add a battery to their solar PV system.

Due to the continued popularity of this add-on we will keep supporting participants in our schemes by offering clear information and tools to help people make a well-informed decision about installing solar and storage in their home.

Solar Together: Group-buying for Solar Panels

To date we have delivered:



34 schemes
across the UK in
over 14,500 homes



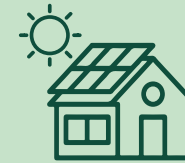
Engagement with
270,000
households



50 MW
of power output
installed



£106M
private investment
in solar PV



168,000
panels installed
through our schemes



307,000
tonnes carbon avoided
equivalent to 167,000 cars off
the road for an entire year



57%
of residents added
optional battery
storage to their solar
PV systems in 2022



15–35%
savings against
typical market price



8/10 of installed customers would recommend
Solar Together to their friends and family



Solar Together: Group-buying for Solar Panels



"Really professional. I have already recommended it to my parents and a friend who likes it from across the road!"

Alex, Suffolk (20 panels installed)



"I really enjoy the fact that we are doing our bit to help the environment."

David, Kent (14 panels installed)



"It was fantastic - all my queries were answered promptly, the service from start to finish was very efficient and friendly."

Karen, Norfolk (14 panels installed)



"I'm very pleased with them. And they're basically helping me in two ways. One is they offset my energy costs and therefore my bills are cheaper. But also, I feel I'm doing my bit for the environment. I think the latter is becoming more important."

Anil, Cambridgeshire (13 panels installed)

"I thought it was a brilliant scheme which operated very smoothly and prompted me to consider solar panels. They secured a very good deal and the outcome is that I have twelve panels neatly installed on my south-facing roof, providing fuel for my electric car and other domestic needs."

Arthur, Sussex (12 panels installed)

"The installation engineers were excellent and the scaffolders were efficient. I am very pleased with my solar panels and battery which are supplying my electricity needs at the moment."

Angela, London, Barnet (6 panels installed)

"Really happy with everything about the Solar Together scheme. The scheme was a catalyst to do something I'd wanted to for a while in a way where I felt I'd get a good supplier at a great price."

My interactions with the winning company were all great, both at the consult and the installation and I'm really happy with the end result.

Their support has also been great with my questions after installation. Couldn't be happier."

**Jessica
Essex, Epping Forest**
(10 panels installed)



Big Community Switch: 10 Years of Collective Energy Switching

2023 marks 10 years since we started our UK collective switching schemes, Big Community Switch (BCS) and Big London Energy Switch (BLES). Although we have worked in the UK since 2012, in 2013 we created these programmes due to the large number of councils that wanted to work with us and we needed to find a way to enable this through our bespoke platform quickly and efficiently.

April 2013 saw the first auction for BCS & BLES and saw over 10,000 registrations for that one auction. This was mainly due to councils engaging with the programme using government funding that allowed councils to participate and promote the schemes.

Big Community Switch



"I am so proud of the achievements iChoosr has made with our Council partners over the last 10 years. I have been part of a programme that has saved hundreds of thousands of switchers millions of pounds; something I could have never imagined when I joined this company over 10 years ago. The relationships we have with councils are immeasurable, the trust they have in us and that they share with their residents is so moving and rewarding.

I want to take this opportunity to thank all the councils that have worked with us for a decade. We really have achieved something special together. For newer councils I hope that we are still working together for your residents after the next 10 years."

Layla Newby, Relationship Manager Energy UK iChoosr

We have run over 30 auctions and had over 1.9 million registrants throughout the last 10 years. We pride ourselves in helping customers to make an informed decision in a safe environment and organising auctions to facilitate this.

Our 10 year partners are also very proud of our achievements over the last decade:



"The reason for engaging with collective energy switching is to get households to think about switching gas and electricity suppliers. Many households which have used the collective schemes had not previously switched or reviewed their energy supplier. Often, people think it is complex, but working with Big Community Switch, we have provided an easy and accessible way for households to engage and in doing so, help them save money by switching supplier."

Cllr Philip Jackson, Leader of North East Lincolnshire Council and portfolio holder for economy, net zero, skills and housing.



"Energy is on all of our residents' minds, now more than ever, and we are grateful to iChoosr

and the Big London Energy Switch for helping to ensure that thousands of our residents have switched to better tariffs.

We look forward to working with iChoosr to lead our residents into an electric-only future."

Tania Jennings, Principal Domestic Energy Officer, London Borough of Ealing.



"East Riding of Yorkshire Council has built up an excellent

working relationship with iChoosr over the last 10 years and we have registered more than 154,000 households, switching over 37,000 households, saving East Riding residents more than £7.6 million. We look forward to our continuing partnership when the energy market improves for residents."

Rob Bateman, Procurement Manager, East Riding of Yorkshire Council.

Our Customers also feel that the service has been useful to them:

"We have been using your service for a number of years and are grateful for the service. It has done all that is needed to do, giving peace of mind with sorting everything out for us."

Resident, Crawley Borough Council.

"The Big Community Switch has been a great way to save money on energy bills. It's just a shame it hasn't been running over the last year which is when we really need it most. But I understand it's down to energy companies offering fixed rates which are vastly more expensive than a standard variable tariff."

Resident, Lincolnshire.

Big Community Switch: 10 Years of Collective Energy Switching

To date we have delivered:



30
schemes



over
1,900,000
registrants



293,000
residents have switched
energy supplier throughout
collective energy switching



over
£47M
saved by switchers



£226
average saving
made by switchers



63,000
tonnes of CO₂ saved



63% of registrants had not switched supplier
in the last 3 years

Collective Energy Switching in 2022

Despite the difficult circumstances that the energy market continues to find itself in in the last year or so we have provided context about the market and clear information to residents about other ways they can save money without switching.

Standard Variable Tariffs remain the cheapest tariffs for most consumers despite further government intervention in the form of the Energy Price Guarantee alongside Ofgem's Price Cap.

We will carry on working with our council partners with the method of supporting and informing participants of our schemes, of the best decision for them – whether that is to switch or not to switch.

Once tariffs stabilise below Ofgem's Price Cap we will be sure to inform our customers and councils. We feel that collective switching will be needed more than ever.



Do you want to reduce carbon emissions in your area?

iChoosr can help you.

We are trusted and experienced experts in group-buying for solar panels, and collective switching for renewable energy. Through the power of collective action we can help.

No one does what we do, the way we do it. When you choose to work with us you will receive tailored support from our dedicated team on all aspects of the process.

For more information on how we can help your residents, please get in touch with us today via info@ichoosr.com.





independent experts
in group-buying

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