

WANTED: Customer Champions to make a difference!

Are you passionate about doing better for your customers and communities? Keen to build collaborative networks across the energy sector? Are you inspired to learn & improve? Read on!

1. What are #BetterTogether initiatives?

The Energy Charter is a commitment by 19 CEOs to put customers at the centre of their businesses and the energy system. To bring the five Energy Charter principles to life, signatories co-design #BetterTogether initiatives (#BTs) through an innovation framework of 'ideate, incubate and accelerate' to build capacity for collaboration across the energy sector.

The #BTs leverage high impact areas for meaningful change using the architecture of the Energy Charter to deliver better outcomes for customers. They allow signatories, customer representatives and other stakeholders to showcase the good work that they are doing for customers and take them to a new level through collaboration across the energy sector. The current #BTs involve over 150+ people and are detailed on our [Energy Charter website](#).

2. Why?

At the launch of the Energy Charter in early 2019, former Powershop CEO, Ed McManus challenged Energy Charter signatories to get on with creating some quick wins for customers aligned to their commitments. This led to the creation of the #BTs. The importance of the #BTs was further highlighted by the Independent Accountability Panel's recommendations in 2019. The #BTs are important vehicles to drive the desired culture change towards customer centricity deeper within signatories and highlight the inspiring work Energy Charter Champions are doing every day for customers.

3. How can the Energy Charter support your #BT?

#BTs start with your idea of how to help your customers. The Energy Charter helps to provide a space for co-collaborators across the supply chain and guide your #BT through an innovation framework of:

- Stage 1 - Ideate
- Stage 2 - Incubate
- Stage 3 - Accelerate

There are opportunities to participate in the Customer Co-design labs and support is available for project management. Reporting and acknowledge of your important work occur through the Energy Charter's CEO Council and Industry Working Group. Please see the [#BT Innovation Framework FAQs](#) for more information.

4. How can you get involved?

Getting involved in the #BTs is easy. This is a unique chance for you to expand your network, learn from like-minded colleagues, drive better customer outcomes and be showcased for the inspiring work that you are doing! Check out our [social posts](#) to learn more about Energy Charter Champions.

If you're keen or need more information, please contact Energy Charter Director, Sabiene Heindl on sabiene.heindl@theenergycharter.com.au or 0412 039 747 or an Industry Working Group member.