

## #BetterTogether Innovation Framework

Innovation for better customer outcomes begins with an idea. Sometimes having an idea and putting it into action needs support. That's why the Energy Charter supports the natural progression of growth of ideas and delivery of customer outcomes through the #BT Innovation Framework!

### Ideate

- Being a #BT innovator means deciding what problem you want to solve for customers, instead of being told.
- In the ideate phase, we work with enthusiastic individuals and groups including customer representatives, and inspire the formation of new ideas and potential solutions to a given customer or community issue. This may be something that you are already working on in your day job.
- We help you build a problem definition, opportunity and #BT scope, aligning these with Energy Charter commitments, your strategic organisational goals and individual KPIs. You will identify co-leads and collaborators for your initiative, together with a senior executive sponsor/s.

### Incubate

- To move your idea beyond the ideate stage you need to incubate and further validate it with customers.
- In the incubation stage, you need to share your proposed customer solution to incorporate feedback. This can be done through the Energy Charter Customer Insights Lab (CiLAB) which involves customer and community representatives and other stakeholders.
- We help you to further refine your #BT scope to commit to agreed priorities and milestones and clear customer outcomes to be delivered. You will agree on defined roles for co-leads, collaborators and customer representatives. You will also be encouraged to identify and engage early with resourcing pinch points including high demand teams within your business.

### Accelerate

- If you get traction and customer validation, you won't stop there! You are ready to drive authentic customer outcomes.
- In the accelerate phase, you collaborate to drive the customer outcomes with others across the energy sector and consumer representatives.
- We help you accessing online collaboration tools and project management support. You will regularly report on your #BT progress through the Energy Charter's CEO Council and Industry Working Group. Your amazing work will be showcased on the dedicated #BTs webpage on the Energy Charter website and social posts shining a spotlight on #BT champions and your key milestones.