



The Energy Charter Impact Framework

The Energy Charter is a CEO-led collaboration of like-minded energy organisations with a shared purpose and passion for customers and communities. Our purpose is to empower one another across the supply chain to deliver better energy outcomes for our customers and communities.

Background

In 2023, independent research by [Action with Impact](#) with Signatories, Collaborators, Community and Customer Outcome Groups reinforced that The Energy Charter creates impact by:

- Creating a trusted national platform to raise awareness and share customer and community opportunities across the entire energy sector
- Supporting a framework approach to understanding customer challenges and respond collaboratively to bridge the gap between 'hard-to-do' and 'can-do' with a big and bold mindset
- Building a trusted space to share learnings, have difficult conversations and scale solutions that benefit customers and communities
- Leveraging 'building block' structure through the #BetterTogether Innovation Framework to create pathways from research and insights into action + impact
- Aligning CEOs to a shared accountability model, to self-assess maturity and commit to better outcomes for customers and communities.

Purpose of the Impact Framework

Building on this research, our Impact Framework has been designed to help us define, measure and communicate the impact of the collective work of The Energy Charter through our #BetterTogether initiatives for customers and communities.

How it will work in practice

Our Impact Framework has three key stages that apply to [#BetterTogether initiatives](#):



The Impact Working Group builds the capability of the Signatories to apply the Impact Framework. This includes deepening knowledge and understanding on the benefits of impact assessment for customers and communities and exploring application of the Impact Framework within Signatories and through The Energy Charter Accountability Process.

Impact Framework Overview

	Description	Elements
Stage 1 FOUNDATION	<p>The Energy Charter creates a unique collaborative platform to empower energy businesses across the supply chain to deliver better energy outcomes for customers and communities.</p> <p>Our role is to encourage difficult conversations, amplify customer and community needs and build on the commitments to the 5 Principles of The Energy Charter to deliver impact.</p> <p>#BetterTogether initiatives are collaborative initiatives that focus on delivering tangible customer and community outcomes. Run through an Innovation Framework, they have a bias for action.</p>	<p>Inputs – What do you need to start a #BetterTogether initiative (#BT)?</p> <p>Influencing Activities – What does The Energy Charter do to support change?</p> <p>Enablers of Change – What commitments need to be in place for a #BT to have impact?</p>
Stage 2 CHANGE	<p>Signatories and collaborators assess the changes they have implemented internally and externally and how these have led to positive changes for their customers and communities.</p>	<p>Signatory Change – What are the medium-term changes in the Signatories?</p> <p>Customer and Community Change – What are the medium-term changes for customers and communities as a result?</p>
Stage 3 IMPACT	<p>Taking a longer-term view into the broader ongoing impact to customers and communities, we may leverage external measures and research. We also adopt a shared value approach, considering the value for Signatories.</p> <p>This level of change can also positively influence the energy ecosystem.</p>	<p>Customer and Community Impacts – What are the broader ongoing impacts to customers and communities?</p> <p>Signatory Shared Value – What value has been delivered for Signatories?</p> <p>Ecosystem Change – What contribution does the #BT initiative have on the energy ecosystem?</p>

Impact Framework + example indicators

Stage 1: FOUNDATION

1. Inputs – What do you need to start a #BetterTogether initiative (#BT)? [#BT Scope]	<ul style="list-style-type: none"> Identifies the opportunity to do better for customers and communities The opportunity meets the #BT Scope criteria Signatories, customer and community representatives agree to collaborate through a #BT Resources are agreed and committed Other
2. Influencing Activities – What does The Energy Charter do to support change? [Strategic Roadmap]	<ul style="list-style-type: none"> Engages Signatory CEOs and senior leaders Establishes Customer and Community Outcome Groups (COGs) Leverages the #BT Innovation Process of 'ideate, incubate and accelerate' using human-centred design for collaboration to develop the opportunity Co-designs better practice outputs [for example: Better Practice Guides, Customer Codes, communication + engagement campaigns and insights sharing] Supports credible Accountability Process Communicates customer and community outcomes and impact Other
3. Enablers of Change – What commitments need to be in place for a #BT have impact?	<ul style="list-style-type: none"> Shared understanding of customer and community opportunity Genuine commitment to collaborate between Signatories + COGs Publicly support the better practice outputs Signatories commit practical actions to implement better practice outputs Key stakeholders informed of #BT initiative, progress and outcomes Accountability and transparency of outcomes Other

Stage 2: CHANGE

4. Signatory Change – What are the medium-term changes in the Signatories?

Alignment to Energy Charter Principles in Action e.g.

- Implementation of the better practice outputs for example through changes to internal processes, activities, new policies and processes, reporting and sharing progress
- Increased engagement with customers/communities
- Improved relationships and trust between Signatories
- Improved relationships and trust between Signatories and customers/communities
- Innovation trials being run with different customers and communities
- Alignment of approaches across Signatories
- Feedback loops to enable continuous improvement
- Being accountable and transparent on customer and community outcomes
- Products and services tailored to customer segments
- Other

5. Customer and Community Change – What are the medium-term changes for customers and communities?

Some examples:

- Improved engagement with energy businesses
- Energy customers involved in trials
- Improved opportunities to engage and communicate with energy businesses
- Increased access to information and messages
- Increased uptake of concessions
- Decrease of energy disconnections
- Increased agency
- Decreased impacts due to new energy infrastructure
- More complaints resolved directly with energy businesses
- Increase in tailored management plans for landholders
- Increased community investment for shared benefit

Stage 3: IMPACT

6. Customer and Community Impacts – What are the broader ongoing impacts to customers and communities as a result of the changes?

[\[Energy Charter Principles\]](#)

- Enhanced health wellbeing
- Enhanced financial wellbeing
- Empowerment and agency
- Improved energy affordability
- Increased safety and/or reliability in energy supply
- Improved environmental sustainability
- Better customer experience
- More competitive and viable businesses
- Increased trust
- Other

7. Signatory Shared Value – What value has been delivered to Signatories?

- Visible demonstration of shared commitment
- Pooling of insights and resources
- Building on lighthouse examples of national better practice
- More effective and efficient in operational delivery
- Creating a more favourable operating environment through increased trust
- Reputational benefits
- Financial benefits
- Avoiding or shaping regulatory outcomes
- Other



8. Ecosystem Change – What contribution does the #BT initiative have on the energy ecosystem?

[Maturity Model]

At an energy ecosystem level:

Culture

- Demonstrable “customer at the centre” culture in the energy sector.
- Ambitious customer centric culture targets being met and delivering positive customer and community outcomes.
- Expectations that CEOs and leadership proactively involved in meeting with customers and community members directly to hear issues and explore solutions.

Affordability

- Investment decisions across the energy sector demonstrably optimised for the benefit of the customers by working cooperatively across the supply chain.
- BAU collaboration with customers and community representatives to address affordability issues.
- Customer and community feedback demonstrates that energy services are good value.

Safety + Reliability

- Safety standards across the energy sector operating above minimum required standards, with continual improvement measured.
- Culture of safety and well-being deeply embedded in the energy sector at all levels.
- Best practice and innovative approaches to safety and wellbeing implemented and continuously improving with involvement of customers and community.
- Forward looking solutions implemented across the energy supply chain leading to optimised customer outcomes.



Sustainability

- The energy sector recognised for leadership in environmental and sustainability.
- Demonstrating restorative action that enhances environmental resilience.
- Sustainability strategy and reporting is actively aligned to international sustainability and climate frameworks.
- Sustainability is leveraged across energy sector as a strategic growth opportunity.
- Ambitious sustainability performance targets publicly committed.
- Transparent public reporting of positive and negative impacts.
- Evidence of customer and community environmental concerns influencing energy sector decision making.
- Energy sector recognised for leadership in environmental and sustainability.
- Energy sector demonstrating restorative action that enhances environmental resilience.
- Sustainability strategy and reporting actively aligned to international sustainability and climate frameworks.
- Sustainability is leveraged as a strategic growth opportunity across the energy sector.
- Ambitious sustainability performance targets publicly committed.
- Transparent public reporting of positive and negative impacts.
- Evidence of customer and community environmental concerns influencing energy sector decision making.
- Planned transition roadmap to a cleaner energy system implemented in collaboration with government, energy businesses, customer, communities and other stakeholders.
- Roadmap considers equity, inclusivity and future skills required for a clean energy workforce.

Customer experience

- Customers agree they get equal and inclusive outcomes.
- Customer experience exceeds their expectations.
- Optimised access and portability of data to empower customers to make energy decisions.
- Customer privacy goes beyond technical controls to build a holistic program that considers customer trust and experience.
- Complaints and dispute resolution processes are accessible, coordinated and resolved within the context of an industry wide dispute resolution approach.
- Ambitious performance targets being met and processes in place for continuous improvement across the energy sector.
- Energy sector services accessible and inclusive to all people with focus on ease of experience, and options available to meet different needs and preferences.

Support for customers facing vulnerability

- The energy sector recognised for innovation and thought leadership on customer vulnerability.
- Overall positive outcomes measured and showing activity is actively reducing vulnerability risks, interrupting long-term vulnerability cycles and/or enhancing the capability and resilience of vulnerable customers/communities. Mechanisms in place across the industry and with critical service organisations to support customers/communities experiencing vulnerable circumstances.

