

THE IMPACT INITIATIVE:

AMPLIFYING CONSUMER VOICES IN THE
CLEAN ENERGY TRANSITION



**CONSUMERS
INTERNATIONAL**

COMING TOGETHER
FOR CHANGE

ABOUT CONSUMERS INTERNATIONAL

Consumers International is the membership organisation for consumer groups around the world. We believe in a world where everyone has access to safe and sustainable goods and services.

We bring together over 200 member organisations in 115 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly.

We are resolutely independent, unconstrained by political or business interests. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

Consumers International.

Coming together for change.



CONTENTS

| | |
|--|-----------|
| Abbreviations..... | 4 |
| Executive Summary..... | 5 |
| 1. Introduction..... | 7 |
| 1.1 The Role of Consumers in Advancing Clean Energy..... | 7 |
| 1.2 Objectives of this Report..... | 8 |
| 1.3 Methodology and Report Structure Overview..... | 9 |
| 2. Foundations of Consumer Mobilisation..... | 9 |
| 2.1 Frameworks for Consumer Mobilisation..... | 9 |
| 2.2 Consumer Perspectives in the Clean Energy Transition..... | 10 |
| 2.3 Role of the Consumer Movement in the Clean Energy Transition..... | 11 |
| 3. Characteristics of Energy Consumer Mobilisation Initiatives..... | 13 |
| 4. Key Findings..... | 14 |
| 4.1 Common Barriers and Challenges..... | 14 |
| 4.2 Observations about Impact Measurement..... | 15 |
| 4.3 Domains of success..... | 17 |
| 4.3.1 Success Factors for Initiative Design..... | 17 |
| 4.3.2 Organisational Success Factors..... | 19 |
| 4.3.3 Enabling Conditions for Impact..... | 21 |
| 5. Strategic Considerations for Funding Organisations..... | 22 |
| 6. Looking Ahead..... | 24 |
| 6.1 Future Trends and Innovation in Consumer Mobilisation..... | 24 |
| 6.2 Suggestions for Future Research or Action..... | 24 |
| 7. Conclusion..... | 25 |
| 8. Case Studies of Consumer Mobilisation Initiatives..... | 26 |
| 8.1 Introduction to the Case Studies..... | 26 |
| 8.1.1 Case Study 1: Greenmosphere for Life Project – India..... | 27 |
| 8.1.2 Case Study 2: 80 million Together for the Energy Transition – Germany..... | 28 |
| 8.1.3 Case Study 3: Making Your Home More Sustainable – Netherlands..... | 29 |
| 8.1.4 Case Study 4: Distributed Renewable Energy Platform – Global..... | 30 |
| 8.1.5 Case Study 5: Campaign Against Thermal Power Plants – Brazil..... | 31 |
| 8.1.6 Case Study 6: Consumer Redress in the Energy Sector – Pakistan..... | 32 |
| 8.2 Comparative Overview of the Case Studies..... | 33 |
| 9. Acknowledgements..... | 34 |
| 10. References..... | 35 |

ABBREVIATIONS

BEUC: Bureau Européen des Unions de Consommateurs/ The European Consumer Organisation

BMWK: Bundesministerium für Wirtschaft und Klimaschutz / Federal Ministry for Economic Affairs and Climate Action (Germany)

CADEF: The Consumer Advocacy and Empowerment Foundation (Nigeria)

CERC: Consumer Education & Research Centre (India)

CGAP: Consultative Group to Assist the Poor

CSO: Civil Society Organisation

IDEC: Instituto de defesa de consumidores/ Brazilian Institute of Consumer Protection (Brazil)

IEA: International Energy Agency

NGO: Non-Governmental Organisation

PIE: Pooled Fund on International Energy

SDG: Sustainable Development Goal

SME: Small and medium-sized enterprise

TPB: Theory of Planned Behaviour

ZPS: Zveza Potrošnikov Slovenije/ Slovene Consumers' Association (Slovenia)

EXECUTIVE SUMMARY

Consumers must be at the heart of the clean energy transition. At Consumers International, we envision a world where consumers thrive in a clean, decentralised, participatory energy system. While the urgency of the transition is clear, the pace remains too slow, and key climate targets risk being missed. As the largest economic group¹, consumers have the power to drive this transition, and evidence shows they are eager to play their part. 65% of consumers globally expect a shift to renewables within the next decade, highlighting growing optimism for clean energy².

However, individual impact is often limited by external factors such as economic constraints, information gaps, and structural forces that restrict choices. Meaningful change cannot be led by individual consumer decisions alone, it requires collective action, systemic reform and supportive policy.

Consumer mobilisation is most effective when it is rooted in the unique needs and interests of communities—such as affordability, safety, sustainability and transparency. As part of our ongoing efforts to empower consumers in a more sustainable and equitable energy system, this report highlights a key, but underexplored lever within the energy transition: the power of organised consumer action in driving systemic reform. This report brings together new insights from advocacy efforts that have not been widely documented before, drawing from diverse, real-world experiences across the globe. It not only showcases emerging sources of consumer mobilisation but also offers deeper insights into the strategies, successes and challenges faced by those leading advocacy initiatives. We highlight that consumer organisations are uniquely positioned as a trusted voice on the local relevance and value of clean energy, with the particular characteristics to mobilise an engaged community in support of a successful clean energy transition.

Consumers International has conducted brand new analysis of more than 25 consumer mobilisation initiatives³ demanding a fairer, more affordable and transparent energy transition. These efforts fall into three broad categories: a) individual behaviour change (e.g., energy efficiency campaigns), b) collective action (e.g., community-level initiatives), and c) affecting systemic change (e.g., policy reform and market settings). In this report, we present six case studies from Brazil, India, Germany, Pakistan, the Netherlands, and a global initiative, that illustrate the success factors that drive the most effective consumer mobilisation initiatives. While the focus of this report is understanding the potential for consumer organisations to mobilise consumers in support of the energy transition, including campaigns led by government bodies and business foundations enables us to make observations about the strengths and limits of different types of delivery organisations.

Our analysis explores the factors driving impact across three domains of success: initiative design; organisational capacity; and the external social and political conditions enabling success.

¹ Household consumption constitutes about 62.92% of global GDP, meaning consumers drive around \$66 trillion in economic activity. World Bank. (2023). *GDP (current US\$)*. The World Bank. Retrieved from <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD>.

² GlobeScan. (2022). *Healthy & sustainable living: Global consumer insights*. <https://globescan.com/2022/06/21/healthy-and-sustainable-living-report-2022/>.

³ Consumers International. (2025). *Impact Initiative Survey 2025*.

Of particular interest to delivery agents, we recommend five success factors related to the design of consumer mobilisation campaigns. These are: *a strong theory of change; clear, honest and reliable messaging; collaboration with trusted partners as messengers; issuing a direct call to action; and use of targeted, place-based strategies*. Ongoing feedback loops and accessible tools for impact tracking are also needed to ensure campaigns remain adaptive and continuously build impact. A common challenge we identified, particularly with initiatives delivered by consumer organisations, is the lack of adequate and stable funding to support their work.

Funding organisations play a critical role in scaling consumer mobilisation for clean energy. To further inform their investment decisions, this report also explores success factors *external* to initiative design, noting a range of factors associated with any organisation's ability to mobilise energy consumers, namely: *strong consumer trust; organisational maturity; readiness to respond; market reach; and political awareness*. We find that targeting funding to actors with these qualities is more likely to unlock citizen-led energy solutions with lasting impact. While businesses and governments may hold greater resources, we suggest that consumer organisations are uniquely positioned to mobilise consumers in the significant social shift represented by the energy transition, due to their agility, strong consumer trust, and laser-like focus on what is best for consumers.

The ability of organisations to drive change is contingent upon a confluence of enabling external conditions. These factors, while beyond the direct control of any one organisation, show potential to significantly shape their operational landscape and potential for success⁴. Within the limits of the data available in this study, we also make preliminary observations about the role of three external factors: *political openness; alignment of policy with energy transition objectives; and cultural and geographical context*, in enabling successful initiative to scale effectively. This domain would merit further investigation based on wider contextual information.

As consumer organisations constantly adapt to a changing operational context, several emerging trends are apparent within consumer mobilisation initiatives. We expect the reliance on digital tools to empower consumers to manage their energy consumption to continue. As the cost of living rises, these tools become essential for enabling informed decisions and driving savings, helping to bridge the gap between awareness and action. Additionally, we anticipate more campaigns incorporating digital storytelling and interactive tools to engage audiences. These approaches, combined with decentralised, community-driven initiatives, will continue to grow, leveraging local knowledge and networks to build ownership and commitment to the clean energy transition.

Ultimately, a successful clean energy transition depends on recognising and empowering consumers as leaders of change. By aligning the efforts of civil society, business and government and philanthropic actors around the shared goal of consumer-centred energy system transformation, we can create a more inclusive, accountable and sustainable energy future for all.

⁴ Bridge, G., Bouzarovski, S., Bradshaw, M., and Eyre, N. (2013). *Geographies of energy transition: Space, place and the low-carbon economy*, Energy Policy, Volume 53, 2013, Pages 331-340, ISSN 0301-4215, <https://doi.org/10.1016/j.enpol.2012.10.066>.

1. INTRODUCTION

By investing in promising consumer association-led clean energy mobilisation initiatives, funders can encourage the development of impactful projects with maximum potential to reach a wide local consumer audience. Working with consumer organisations means consumers are more likely to trust the information and recognise an opportunity to participate in meaningful action, individually or together with their community, on a locally relevant issue. This sense of local relevance, and experience of engaging personally in clean energy behaviours or events helps consumers to recognise the value of the transition at a personal level, making them more likely to support clean energy policies as well as infrastructure projects ‘in their backyard’.

When consumer organisations lead consumer mobilisation initiatives, they are often able to retain that community of subscribers or members, offering them additional opportunities to act, for example using energy efficiency advice on product purchases or switching to clean energy retailers. In this way, consumer organisations can amplify the impact of one campaign, building an engaged community that can be activated more easily for subsequent opportunities and in support of the systemic shifts needed for a successful clean energy transition

1.1 THE ROLE OF CONSUMERS IN ADVANCING CLEAN ENERGY

The transition of local and global energy systems to clean energy requires rapid technological, economic and social change, with implications for all sectors. Consumers must be at the centre of this transition. Demand-side changes are expected to contribute up to 70% of the required reduction in greenhouse gas emissions by 2050⁵, as people make fundamental changes to how they travel, cook, or heat, cool and power their homes. They must also support careful policy adjustments and infrastructure development designed to support this deep systemic shift.

There is compelling evidence that consumers are willing to play a role as active participants in the energy transition. A recent survey showed that nearly 80% of people across 31 countries supported a shift to renewable energy and believe their individual choices matter in addressing climate change⁶. The principle that consumers are more than passive beneficiaries, but essential stakeholders in the energy system, has been formally recognised in the 2015 revision of the UN Guidelines for Consumer Protection⁷ which includes universal access to clean energy as one of 11 essential consumer needs — adding additional import to Sustainable Development Goal 7 (SDG 7): ensuring access to affordable, reliable, sustainable, and modern energy for all.

⁵ IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*. Cambridge University Press, Cambridge, UK and New York, NY, USA.

⁶ GlobeScan. (2022). *Healthy & sustainable living: Global consumer insights*. <https://globescan.com/2022/06/21/healthy-and-sustainable-living-report-2022/>.

⁷ United Nations Conference on Trade and Development. (December 2015). *United Nations guidelines for consumer protection* (UNCTAD/DITC/CPLP/MISC/2016/1). United Nations. Retrieved April 16, 2025, from https://unctad.org/system/files/official-document/ditccplpmisc2016d1_en.pdf.

While consumers have the potential to be powerful agents of change, their impact can be limited by external factors including economic constraints, information gaps and structural forces that restrict choices⁸. Lack of political will and the high initial costs of renewable technologies continue to be major barriers, particularly amid the ongoing energy crisis⁹. Our findings reinforce that individual purchasing decisions alone cannot transform complex energy systems — meaningful change requires collective action, market reform and a supportive policy environment.

Consumer associations are key to scaling-up from the individual to the systemic level. They advocate for the public interest and for accountability in the energy sector, where access, safety and fairness are at stake. By protecting rights, raising awareness and influencing policy, consumer organisations amplify the voices of those often excluded—particularly vulnerable consumers—and bring greater transparency to complex systems¹⁰.

Our review of energy consumer mobilisation initiatives shows that consumers are not just ready for change—they are already driving it. In India, a behaviour change programme led by the Consumer Education & Research Centre (CERC)¹¹ trained over 27,000 schoolchildren to become energy conservation ambassadors, influencing more than 100,000 family members and community members. In Brazil, a grassroots campaign by the Brazilian Institute of Consumer Protection (IDEC) against new fossil fuel contracts¹², reached over 3.2 million people through petitions and public demonstrations. These successes underscore the tangible role consumers are playing in accelerating the energy transition and the role of the consumer movement in driving that momentum.

Drawing on a wide review of energy consumer mobilisation initiatives around the world, we find that the key to unlocking consumer power lies not just in rights-based advocacy but also in building trust through practical engagement strategies, locally tailored messaging, and clear calls to action. The consumer movement is gaining momentum, but overcoming the challenges ahead will require collaboration between governments, businesses, and civil society. By treating consumers as co-creators of the transition, we can design more inclusive and resilient energy systems.

1.2 OBJECTIVES OF THIS REPORT

This report provides a global overview of how consumer voices are driving the clean energy transition forward, offering new evidence and insights on the key ingredients for influencing change. These insights are drawn from a review of diverse advocacy efforts around the world — initiatives that have not been documented and analysed through this lens previously.

The report aims to deliver actionable insights for both delivery agents and funding organisations. For delivery agents, it highlights the critical success factors and strategies that support

⁸ Stewart Lockie, “‘The Invisible Mouth’: Mobilizing ‘the Consumer’ in Food Production–Consumption Networks,” *Sociologia Ruralis* 42, no. 4 (October 2002): 289-290, <https://doi.org/10.1111/1467-9523.00217>.

⁹ Consumers International. (2025). *Impact Initiative Survey 2025*.

¹⁰ Duflos, E., Andrews, P., & Valenzuela, M. (2022, March 15). *Consumer associations: A major player in responsible digital finance*. CGAP. <https://www.cgap.org/blog/consumer-associations-major-player-in-responsible-digital-finance>.

¹¹ Refer to case study 1 in section 8 below.

¹² Refer to case study 5 in section 8 below.

effective consumer mobilisation. For funding organisations, it provides a broad framework for identifying and supporting promising, scalable initiatives to promote lasting and transformative progress in the clean energy transition.

1.3 METHODOLOGY AND REPORT STRUCTURE OVERVIEW

This report is informed by a review of over 50 energy consumer mobilisation initiatives led by Consumers International Members, other civil society organisations, businesses and governments worldwide. Detailed data was gathered on 25 initiatives and complemented by interviews with experts and delivery organisations to explore their strategies, outcomes and challenges. This blend of qualitative and quantitative data generated actionable insights for practitioners and funders. We then extracted six case studies from Latin America, Asia-Pacific, and Europe, which highlight innovative examples of consumer-led action on clean energy, with potential for scaling-up.

The report first sets out the significant opportunity that effective consumer mobilisation represents for accelerating the clean energy transition, presents the data gathered, and then draws out key findings on the success factors for initiative design, and the key barriers to impact as well as the critical opportunity to improve impact measurement. We also make some preliminary observations about the characteristics of successful delivery agents for consumer mobilisation in the transition and some external political and social conditions which may be enablers of success. For funders, we extract strategic observations drawn from these insights and provide a checklist to assist them in assessing the potential and scalability of energy consumer mobilisation initiatives, concluding with observations about “where to from here”.

2. FOUNDATIONS OF CONSUMER MOBILISATION

2.1 FRAMEWORKS FOR CONSUMER MOBILISATION

Consumer mobilisation refers to encouraging and empowering individuals to take action on social or environmental challenges, with the goal of driving systemic change. In the context of clean energy, this means activating consumers to adopt sustainable practices, support renewable energy and efficiency policies, and challenge systems reliant on fossil fuels.

Consumer mobilisation can be categorised into three types:

- **Behaviour change:** focuses on altering individual habits, through education and awareness, to promote sustainable choices like energy efficiency or fuel switching;
- **Collective action:** involves groups working together to influence societal or policy outcomes, such as advocating for renewable energy policies or cleaner energy solutions; and
- **Affecting systemic change:** seeks to transform the underlying structures of energy systems, markets, and policies to move away from fossil fuel dependency¹³.

¹³ Evans et al., "Constructing and Mobilizing 'the Consumer': Responsibility, Consumption and the Politics of Sustainability." *Environment and Planning A: Economy and Space*, 49(6), 1396–1412.

The range of initiatives we reviewed in this analysis showcase these approaches in action. The Cyprus Consumers Association's Energy Advisory Office combats energy poverty by educating consumers on efficiency and consumption management. The electricity switching campaign organised by the Slovene Consumers' Association (ZPS) during COVID-19, helping households access affordable, cleaner energy, provides an example of collective action. In Brazil, IDEC mobilised thousands against thermal power plants, driving system change through petitions and demonstrations aimed at energy policy makers. There is no indication, however, that consumers engage with these approaches in any particular order—this remains an area that could benefit from further investigation.

2.2 CONSUMER PERSPECTIVES IN THE CLEAN ENERGY TRANSITION

Understanding individual and collective consumer needs, perspectives and motivations is crucial to activating their potential to participate in and benefit from the energy transition. When consumers are convinced, motivated, and empowered, they are more likely to adopt clean energy behaviours and technologies, support relevant policies and projects, and embrace changes to the current energy system¹⁴ which is so necessary to avoid the worst effects of climate change.

In practice, consumers are motivated in very different ways. Research by Consumers International¹⁵ established a framework segmenting consumers according to their lifestyles, attitudes and how they engage with related actions, beyond their direct feelings about green issues. This is intended to help engage and mobilise consumers starting with what *they* care about, rather than assuming classical messaging about sustainability will appeal to all. The four archetypes are:

- *Conscious consumers* (27%) are proactive and motivated by responsibility but distrust institutions. They value clear, independent guidance;
- *Seekers* (27%) are driven by novelty, style, and convenience. Trusting of business and government, they respond to tech and aspirational messaging;
- *Supporters* (22%) act when sustainability aligns with health, ease, or social norms. Familiarity and low effort are key motivators;
- *Savers* (24%) are climate-concerned but face financial constraints. They support public solutions but need affordable, accessible options.

Among these groups, *conscious consumers* are the most likely to engage in energy-efficient behaviours, with 77% stating that they already save on cooling and heating their homes. On the other hand, *savers* are most likely to wash items in cold water to save energy. While *conscious consumers* prioritise energy-saving habits that align with broader environmental values, *savers* focus on more traditional, cost-saving behaviours due to financial constraints. This distinction underscores

¹⁴ Intergovernmental Panel on Climate Change (IPCC). (n.d.). *Climate change 2022: Mitigation of climate change* (Summary for Policymakers). Retrieved from <https://www.ipcc.ch/report/ar6/wg3/>.

¹⁵ Consumers International & GlobeScan, *Global consumer archetypes to foster sustainable living* (Consumers International, December 2023).

the diversity in consumer motivations and highlights the need for tailored strategies that address both environmental motivation and economic limitations in driving consumer action.

Globally, 94% of consumers believe a transition to a green economy is necessary, reflecting widespread support for sustainable energy solutions¹⁶. This interest is fuelled by a range of motivations, including the desire for cost savings, environmental sustainability, energy security and health benefits¹⁷. For many, reducing energy costs is the strongest motivator, while others are concerned with their environmental impact or health¹⁸. Additionally, the desire for energy independence and resilience against outages caused by geopolitics or increasingly common climatic events can drive consumers to seek distributed renewable energy solutions.

These varied drivers reinforce the need for clean energy initiatives to reflect the diversity of consumer perspectives to ensure inclusive, effective, and lasting engagement.

2.3 ROLE OF THE CONSUMER MOVEMENT IN THE CLEAN ENERGY TRANSITION

The shift from emphasising individual responsibility toward fostering collective action is key to overcoming the barriers that hinder widespread adoption of clean energy. Campaigns promoting the "responsible consumer" as a catalyst for sustainability often oversimplify the complexities of addressing environmental challenges¹⁹. By focusing solely on individual decisions, these efforts often overlook the necessity of systemic changes and collective actions needed to address climate change. Hence, while consumer mobilisation plays a pivotal role in driving the transition to clean energy, it must be integrated into a larger framework that calls for collaboration among consumers, governments, institutions, businesses and civil society to bring about meaningful and lasting change.

Consumer organisations play a critical role. They act as intermediaries, advocates, and watchdogs, bridging the gap between individuals and the systems that govern energy access. They raise awareness, advocate for regulatory reforms, promote transparency and support vulnerable communities.

According to the Consumers International *Consumer Protection and Empowerment Index* – an analysis of 80 factors in 80 countries that drive real consumer experience – most countries still face significant challenges in fully protecting and empowering consumers, across all areas²⁰. The *United Nations Guidelines for Consumer Protection* underline that effective consumer protection

¹⁶ GlobeScan. (2024, March 7). *Insight of the week: Who is on board with the green energy transition?* <https://globescan.com/2024/03/07/insight-of-the-week-who-is-on-board-with-the-green-energy-transition/>.

¹⁷ Grünewald, P., & Bannister, C. (2020). *Consumers' motives for energy consumption in the green energy transition*. *Energy Policy*, 134, 110887. <https://doi.org/10.1016/j.enpol.2019.110887>.

¹⁸ Consumers International. (2023, December 5). *Segmentation of sustainable lifestyles report*. https://www.consumersinternational.org/media/513796/segmentation-of-sustainable-lifestyles-report_05_12_2023.pdf.

¹⁹ Southerton et al., 2004, cited in Evans et al., "Constructing and Mobilizing 'the Consumer'," 1399.

²⁰ This Index evaluates consumer protection based on policies, institutions, and legislation that safeguard consumers throughout their marketplace transactions. It is structured around five pillars, derived from 14 indicators such as product safety, consumer rights, and access to justice. With a global average score of 53/100, the Index highlights significant opportunities for improvement in consumer protection and empowerment across all areas and on a global scale. Consumers International. (n.d.). *Global Index*. <https://www.consumersinternational.org/what-we-do/the-global-index/>.

requires robust policies, institutions and mechanisms²¹. Consumer organisations are uniquely positioned as trusted representatives, deeply embedded within local communities. They represent consumers in civil proceedings in 76% of countries, and 64% have NGO-led complaints mechanisms, often outperforming formal courts and government bodies²². Recognised as independent advocates for consumer rights, these organisations leverage strong connections with community leaders to create initiatives that directly address the needs and priorities of the people they represent.

Their knowledge of local consumer experience is commonly supported by robust longitudinal data. For instance, Consumer New Zealand runs the ‘Consumer Sentiment Tracker’ survey, which gathers insights from 1,000 New Zealanders quarterly, providing a snapshot of public opinion on key issues, including challenges in the energy market. Their latest survey signalled that trust among New Zealand consumers has declined across various sectors, with notable decreases in trust in the government²³. Furthermore, interaction with local consumers and stakeholders gives consumer organisations rich insight into what their people care about, what is realistic to achieve, and how best to engage consumers — data that other actors in the energy sector often lack.

Consumer organisations also stand out for their agility, swiftly responding to political and social shifts, acting strategically when the time is right. For example, Consumentenbond’s responded to growing public concern about rising energy costs in the Netherlands, by launching the *Energy House Improvement Tool*, which empowers consumers with a wide range of reliable information to improve their homes’ energy efficiency and reduce their energy costs.

Consumer organisations do encounter challenges that can impede their effectiveness in driving change. A 2021 report by Consumers International underscores the significant financial constraints these organisations often face, whether from government or private sector funding²⁴. While some consumer organisations enjoy significant and secure funding streams as government mandated bodies²⁵, many rely heavily on variable consumer membership fees, magazine sales and philanthropic donations to support their work.

Participation in global networks like Consumers International helps consumer organisations overcome funding challenges, by providing access to data and best practice guidance, tools and resources. With access to both global and local networks, consumer insights, and strong local trust consumer organisations are well-equipped to scale collective impact, influence policy, and drive systemic change.

²¹ United Nations. (2015). *Guidelines for consumer protection*. United Nations Conference on Trade and Development (UNCTAD). Retrieved May 8, 2025, from <https://unctad.org/en/Pages/DITC/Consumer-Protection/Guidelines-for-Consumer-Protection.aspx>.

²² Consumers International. (n.d.). *The Consumer Protection and Empowerment Index*. Consumers International. Retrieved May 2025, <https://www.consumersinternational.org/what-we-do/the-global-index/>.

²³ Consumer NZ. *Consumer NZ survey reveals New Zealanders face rising healthcare concerns amid ongoing financial uncertainty - Consumer NZ*. Accessed 8 May 2025.

²⁴ Consumers International. *Maximising Consumer Voices in Digital Finance*. Consumers International, 2021. <https://www.consumersinternational.org/media/552336/maximising-consumer-voices-in-digital-finance-report.pdf>.

²⁵ The Norwegian Consumer Council (Forbrukerrådet) is an example of a government-funded consumer organisation.

3. CHARACTERISTICS OF ENERGY CONSUMER MOBILISATION INITIATIVES

Our analysis examined a wide range of energy consumer mobilisation initiatives from across the globe, spanning across the Americas, Europe, Oceania, Asia, and Africa. The collection also revealed a diverse mix of delivery agents including businesses, NGOs, consumer organisations, foundations and government bodies. Data was compiled through a comprehensive survey which we publicised across multiple consumer and funder networks. The survey generated 25 responses from organisations across all regions, providing a clear perspective on the range and nature of initiatives underway globally. A closer look at the initiatives captured in our survey reveals several key trends²⁶.

Types of initiatives and calls to action

The survey provided valuable insights into the nature and focus of energy consumer mobilisation efforts. Most initiatives were led by non-governmental organisations (NGOs) (77%), followed by think tanks (14%), with one governmental agency represented. Most of these initiatives were spearheaded by small organisations, emphasising a grassroots and community-driven approach to mobilisation.

In terms of calls to action, initiatives commonly focused on encouraging behavioural change, such as reducing energy consumption, adopting renewable energy solutions, or demanding policy change. Others aimed to promote awareness-building, consumer rights education, and collective advocacy efforts. These actions were often tailored to the context and needs of local communities, highlighting flexibility and responsiveness in campaign design.

Target audiences and stakeholders

The initiatives predominantly targeted the general public (86%), followed by civil society organisations (73%) and policymakers (68%). This layered targeting approach reflects an understanding of the need for both broad public engagement and strategic influence on decision-makers. By engaging both citizens and institutional actors, these initiatives aimed to generate bottom-up pressure as well as top-down support for energy transition goals.

Messaging and communication

The visual representation below (Figure 1) illustrates the range of communication strategies employed by global consumer mobilisation initiatives. Social media campaigns emerged as the most widely used tool, employed by 87% of organisations, followed by other strategies such as educational workshops or webinars (74%) and partnerships with local influencers (52%). Partnerships with local influencers and community leaders were also significant, cited by over half of respondents reflecting the importance of trust and cultural relevance in effective outreach.

²⁶ Consumers International. (2025). *The Impact Initiative Survey*. Unpublished.

FIGURE 1. COMMUNICATION TOOLS USED

Communications Tools used – Please choose all that apply



Timelines and scalability

In terms of campaign timelines, 36% of initiatives ran for 1–6 months, while 18% were designed to operate over 12+ months. This variation points to a balance between short-term outreach goals and longer-term behaviour change efforts. The scalability of these campaigns often depended on their ability to adapt to different regional or national contexts, maintain sustained engagement over time, and secure adequate funding to support expansion and continuity.

The survey findings highlight common trends in global energy consumer mobilisation efforts, with most initiatives targeting the public and leveraging digital media as a primary communication tool. In addition, these insights underline the importance of tailored messaging, strategic partnerships, and scalable approaches to ensure the broad reach and sustainability of energy consumer mobilisation efforts.

4. KEY FINDINGS

4.1 COMMON BARRIERS AND CHALLENGES

Our global survey also revealed several recurring barriers and challenges that hinder progress towards achieving energy transition goals. These include limited funding, policy resistance, misinformation, and the complexity of energy systems.

Funding constraints

Limited funding and fluctuations in funding present a significant issue, as many consumer-centred campaigns rely primarily on external financial support. This can limit the audience reach that can be achieved even with a highly effective initiative. The *Greenmosphere for Life Project*²⁷, run by the Consumer Education & Research Centre (CERC) in India has faced challenges in scaling due to limited resources, despite significant interest and demand for its energy-saving educational programmes. Short funding timeframes or changes in projected timelines hinder both planning and impact, such as with the *Consumer Redress in the Energy Sector*²⁸ initiative led by The Network, a consumer organisation in Pakistan, which was briefly supported by USAID, faced challenges when this funding ended. These common funding uncertainties are particularly problematic considering the long timescales that are often needed to effect behavioural and systemic change.

Battling misinformation

Misinformation is challenge that these campaigns must regularly address. In Brazil, the *Campaign Against Thermal Power Plants*²⁹, led by Brazilian Institute of Consumer Protection (IDEC) countered misinformation and lobbying from the fossil fuel industry, which undermines public support for the campaign's messaging about the environmental and consumer costs of thermal plants and promotes the argument that thermal plants are essential for energy security. Similarly, the *Consumer Redress in the Energy Sector* initiative in Pakistan has struggled against the entrenched interests of traditional energy providers, working hard to clarify the benefits of solar energy and correct misconceptions about tariffs and energy efficiency.

Bureaucratic obstacles

In countries with highly centralised and bureaucratic energy systems, the impact of consumer-led advocacy can be limited. In Brazil, IDEC faced challenges due to the hierarchical nature of both the energy sector and policy decision-making systems, which reduces the opportunity for influence of consumer organisations on energy policy. In Germany, while the government's *80 Millionen gemeinsam für den Energiewechsel*³⁰ energy efficiency campaign has made strides in promoting energy-saving behaviours, policy adjustments have been slow.

4.2 OBSERVATIONS ABOUT IMPACT MEASUREMENT

Effective impact assessment is key to fostering learning, facilitating improvement and building evidence of how consumer actions contribute to a cleaner energy future³¹. For both delivery agents and funders, it is a critical input for decision making, cost adjustments and impact scaling. Almost all initiatives track some indicators to measure and report success; however, these are

²⁷ Refer to case study 1 in section 8 below.

²⁸ Refer to case study 6 in section 8 below.

²⁹ Refer to case study 5 in section 8 below.

³⁰ Refer to case study 2 in section 8 below.

³¹ UsersTCP. (2024, November 27). *CampaignXchange POLICY BRIEF 271124*. <https://userstcp.org/wp-content/uploads/2024/11/FINAL-CampaignXchange-POLICY-BRIEF-271124.pdf>.

typically limited to counting outputs or numbers of people reached and often miss the opportunity to capture the real impact of projects in meeting their broader objectives.

Impact measures for the online platform for energy advice, *Making Your Home More Sustainable*³², run by Dutch consumer organisation Consumentenbond, are the number of ‘home scan’ completions and upgrades, while CERC monitors school participation and energy audits. Some initiatives, such as the *Distributed Renewable Energy Platform*³³ led by IKEA and the Rockefeller Foundation, track broader outcomes such as CO₂ reduction and energy access improvements.

Defining the right metrics

Capturing robust evidence of the range of multiple social and political impacts the consumer initiatives can have³⁴ is notoriously challenging. While commonly used metrics like social media reach or petition signatures provide information from which impact can be inferred, it is difficult to define quantitative indicators to directly track social outcomes, which generally depend on a complex and interconnected array of factors and preconditions. Many initiatives rely instead on anecdotal evidence and self-reported data, which, while insightful, may lack representativeness and credibility with external stakeholders. Guidance on effective approaches and indicators, like opportunities for public participation, improvements in wellbeing or job creation is widely available³⁵, but the expertise and confidence to apply available guidance within projects is needed.

Timeframes

A key challenge in evaluating energy campaigns is the ability to measure over time. Initiatives targeting long-term behavioural and systemic changes ideally require impact assessments that match the timeline of impact. This means extending measurement over longer periods, often beyond electoral and policy cycles and beyond project delivery timeframes³⁶. Unless this is built into project design up-front, along with dedicated funding, tracking long-term shifts in consumer behaviour or policy outcomes is often neglected in favour of short-term delivery.

What works well

Measuring impact can be challenging due to causal complexity, timeframes and the lack of dedicated resources. Nevertheless, many campaigns have successfully used innovative strategies to assess impact, providing valuable insights to guide continuous improvement of future efforts. Digital metrics like social media engagement and petition signatures have been effective in gauging public interest and participation, especially when coupled with efforts to gather direct participant

³² Refer to case study 3 in section 8 below.

³³ Refer to case study 4 in section 8 below.

³⁴ Berka, A. L., and E. Creamer. (2018). *Taking stock of the local impacts of community owned renewable energy: A review and research agenda*. Renewable and Sustainable Energy Reviews 82:3400–3419.

³⁵ Lam, SS., Tan, X.R.A. (2020). *Understanding Social Impact and How to Measure It*. In: Gandhi, O., Srinivasan, D. (eds) Sustainable Energy Solutions for Remote Areas in the Tropics. Green Energy and Technology. Springer, Cham. https://doi.org/10.1007/978-3-030-41952-3_9

³⁶ A rare example is the market research run by the Energy Efficiency and Conservation Authority, New Zealand which tracked the impact of its ‘GenLess’ behaviour change programme over multiple years: [Public attitudes and action on energy and climate change: September 2023 | EECA](#)

feedback. Tracking tangible outcomes, such as energy savings at institutional or household-level has offered concrete evidence of behavioural changes. For instance, the *Greenmosphere for Life* project in India measured reductions in household electricity consumption and gathered feedback from families, demonstrating how children's participation led to real-world energy-saving practices.

Moving forward

Going forward, guidance documents such as the IEA's *Multiple Benefits of Energy Efficiency Handbook*³⁷ coupled with new standardised measurement frameworks for social impact should further assist organisations in asking the right questions³⁸. While on the one hand, delivery agents continue to enhance their capacity to capture reliable quantitative indicators, on the other, the value of rich, qualitative data about lived experience is increasingly being recognised in the energy sector as important evidence of impact. Simply asking the question: 'who in the community benefits and who is left out?' will play a role in promoting more equitable clean energy initiatives³⁹.

4.3 DOMAINS OF SUCCESS

4.3.1 SUCCESS FACTORS FOR INITIATIVE DESIGN

Across the range of initiatives analysed, several consistent design factors emerged as contributing to the success of consumer mobilisation for clean energy. These elements not only support the achievement of campaign goals but also help to promote long-term engagement and behavioural change⁴⁰.

Strong theory of change

A strong theory of change is crucial for guiding a campaign's direction. It defines clear goals and outlines the steps needed to achieve them, ensuring focus, effective progress measurement, and adaptability. For example, the German government's energy-saving campaign followed a clear plan, focusing on public institution efficiency and reinforcing messages through consistent engagement.

³⁷ IEA (2015) Capturing the Multiple Benefits of Energy Efficiency; Companion Guide for Impact Measurement. <https://www.iea.org/reports/multiple-benefits-of-energy-efficiency-2015>.

³⁸ The IEA's Global Commission for People-Centred Energy Transitions, of which Consumers International is a member, is currently working to develop impact assessment guidelines which are expected to contribute to filling this gap. International Energy Agency. (n.d.). *People-centred clean energy transitions*. <https://www.iea.org/programmes/people-centred-clean-energy-transitions>.

³⁹ [Energy Community Platform | Mapping the social impact of energy communities - Energy Community Platform](#)

⁴⁰ The findings in this section largely align with findings of the IEA's 2022 study on government-led initiatives, while the present study identifies further trends across a broader range of initiative types. Motherway, B., Klimovich, K., Mooney, E., & Gelis, C. (2023, December 5). *Empowering people to act: How awareness and behaviour campaigns can enable citizens to save energy during and beyond today's energy crisis*. International Energy Agency. <https://www.iea.org/commentaries/empowering-people-to-act-how-awareness-and-behaviour-campaigns-can-enable-citizens-to-save-energy-during-and-beyond-today-s-energy-crisis>.

Clear, honest and relatable messaging

One of the strongest features we noted was the ability to communicate complex energy issues clearly, while also making the message personally relevant to citizens. By using simple, accessible language and focusing on tangible benefits—such as financial savings, health and wellbeing improvements, and environmental impact—campaigns can make abstract topics more relevant and engaging⁴¹. The *Greenmosphere for Life* project in India translated technical energy concepts into age-appropriate learning for children, enabling youth to understand key issues and pass on this knowledge to their families.

Crucially, messaging should avoid over-promising. IDEC's campaign against fossil fuels in Brazil, adopted an honest stance, acknowledging not only the benefits of clean energy but also the potential for short-term price increases balanced by long-term savings. Their message was both clear and realistic, empowering people with knowledge. Similarly, Consumentenbond in the Netherlands recognised major barriers such as consumer hesitation, political uncertainty, and concerns about the upfront costs of home sustainability upgrades. By openly addressing these realities, initiatives help citizens to feel informed, prepared, and empowered rather than misled.

Trusted messengers

It matters who delivers the message. Campaigns that work with trusted community leaders, local organisations, or consumer groups are repeatedly shown to be more successful in gaining traction. This is especially important in energy conversations, a sector with a long history of extractive and commercially driven ways of working and has experienced a significant erosion of trust over time. In India and Pakistan, respected local figures played a central role in spreading messages, especially in regions with limited media access. Similarly, in Tanzania, a *Consumer Advocacy and Research* initiative targets local women as trusted messengers to encourage adoption of clean energy solutions among female consumers. This involvement brings credibility and helps to root the campaigns in local realities, making them more effective and trustworthy.

Direct call to action

Effective mobilisation depends on clear, actionable steps that empower individuals to get involved. The *Greenmosphere project* in India engaged children in energy audits, involving families in energy-saving actions. Similarly, *Lembaga Advokasi Konsumen Rentan* in Indonesia encourages solar energy adoption in rural communities, including a call to action for consumers to install solar panels. IDEC's campaign in Brazil made participation simple by inviting citizens to sign petitions and advocate for energy reforms. These direct calls to action not only boosted participation but also empowered individuals to contribute to broader change.

Targeted and place-based strategies

Successful campaigns tailor their approach to the specific context of the communities they target. Adapting messaging, outreach strategies and timing to align with local economic, cultural,

⁴¹ World Energy Council, *World Energy Issues Monitor* (2025).

and infrastructural realities makes campaigns more relevant and impactful. For example, in rural Pakistan, The Network's campaign prioritised in-person outreach, while digital engagement worked best in urban Brazil. The *Distributed Renewable Energy Platform* by IKEA and Rockefeller Foundation also adapts renewable energy solutions to local needs with the help of local partners. In Colombia, a One-Stop-Shop platform recently launched *Educar Consumidores*, provides accessible online information and services related to renewable energy, with tailored information adapted to both rural (largely off-grid) and urban populations. Designing to reflect local realities helps to support inclusivity and foster an important sense of ownership among the target communities.

4.3.2 ORGANISATIONAL SUCCESS FACTORS

Just as the energy transition is driven by multiple mechanisms – namely, technology innovation, market dynamics, policy arrangements and sociocultural influences – there is a role for multiple stakeholders in driving this change. Different delivery agents, ranging from consumer and other civil society organisations; to businesses, both profit- and purpose- driven; to government institutions, each bring specific and complementary tools to the table. Because of the scale of change involved in the energy transition, and the depth of the social and behavioural shifts required, triggering consumer mobilisation in this cause requires a unique set of skills. Some key skills and characteristics, critical to success and internal to an organisation, are discussed in this section. We explore the extent to which consumer organisations display these organisational success factors.

Trust: Trust remains the primary and critical enabler for driving consumer action in the energy transition, particularly when it comes to shifting behaviours and fostering long-term engagement⁴². Consumer organisations generally enjoy high trust due to their non-profit motives, provision of impartial expert advice and history of advocacy for the public interest, adding legitimacy to their voice on behalf of consumers⁴³. For example, BEUC's campaign on "Consumer rights in the green transition" has been influential in shaping EU-level policy and engaging consumers across member states⁴⁴.

Maturity: An organisation's track record—the cumulative history of its achievements and reliability over time—can be key to its impact. A familiar brand builds trust among stakeholders positions the organisation as a credible voice in policy discussions, while experience enables organisations to leverage past successes to support future initiatives. For instance, long-established consumer groups such as Consumer Reports in the United States (1936), Consumentenbond in the Netherlands (1953), and Which? in the UK (1957), and many more, have led numerous national campaigns shaping consumer behaviour and influencing energy policies over the years. Which?

⁴² Dwyer, J. & Bidwell, D. (2019). Chains of trust: Energy justice, public engagement, and the first offshore wind farm in the United States, *Energy Research & Social Science*, Volume 47, 2019, Pages 166-176, ISSN 2214-6296, <https://doi.org/10.1016/j.erss.2018.08.019>.

⁴³ Council of European Energy Regulators (CEER), & The European Consumer Organisation (BEUC). (2024). *CEER-BEUC 2030 vision for energy consumers: Let's ASPIRE!* https://www.ceer.eu/wp-content/uploads/2024/04/CEER_BEUC_2030_VisionForEnergyConsumers_LetsASPIRE.pdf.

⁴⁴ BEUC's contributions influenced the adoption of the Empowering Consumers for the Green Transition Directive, which aims to protect consumers against greenwashing, inform them about product durability and repairability, and ban unfair business practices. BEUC. (2023). *Annual report 2023*. <https://annualreport.beuc.eu/>.

scored its first win on behalf of energy consumers in the 1960s, securing rules to make electric blankets safer, and continues to support accountability in the energy sector today, with programmes like its *Eco Provider* testing and awards. Consumentenbond's long history advocating for consumer rights manifested most recently in its 2025 campaign on variable energy contract pricing, wherein it led an investigation into widespread consumer overcharging and call for compensation.

Readiness: Organisations that are familiar with and established in the operational context and are ready to continuously adapt as well as to replicate effective solutions, are uniquely positioned to drive impact. Recently, Consumer New Zealand was able to react to live political discussions on the topic of energy hardship and affordability, pointing to their strong consumer research and data and contributing to strengthening energy consumer protection regulations. In 2025, Consumentenbond in the Netherlands launched a powerful campaign addressing variable energy contract pricing. They swiftly identified that many consumers had been overcharged for energy between 2017 and 2025, prompting an investigation into compensation mechanisms. This rapid response underscores their ability to address emerging consumer issues promptly and hold energy suppliers accountable, ensuring greater fairness for consumers.

Reach: The ability to engage large numbers of people is a fundamental strength of consumer organisations. Consumentenbond's ability to spread energy efficiency messages, such as its '*Flip the Switch*' campaign⁴⁵, across the Netherlands serves as a prime example of how organisations with broad reach can affect widespread change on a national scale. Similarly, Which? in the UK has over 420,000 subscribers to its sustainability newsletter alone, and its online home energy efficiency advice received over 2.1million page views in 2024. It regularly engages this wide consumer audience in its national campaigns on topics such as energy switching and smart meter rollouts⁴⁶. Consumer organisations may be able to retain their relationship with campaign participants as subscribers or members, enabling them to offer them future opportunities to engage or to take other actions based on their range of advice tools. In this way, the impact of one campaign can be amplified by building a ready and engaged community of potential clean energy actors.

Political awareness: Understanding the political landscape and having the capability to navigate it effectively is crucial for advancing policy change. The Network in Pakistan has demonstrated an exceptional ability to quickly address policy gaps, and was recently instrumental in the passage of the 26th Constitutional Amendment giving consumers a fundamental 'right to a clean and healthy environment'. IDEC's ongoing work with Brazil's government on energy reform illustrates how organisations with political acumen can advocate for cleaner, more sustainable energy solutions, influencing critical policy decisions. The Consumer Advocacy and Empowerment Foundation (CADEF) in Nigeria exemplifies this through its regular engagement with local and national energy policymakers, regulators and other market players to drive the adoption of renewable energy solutions.

Overall, while governments and businesses generally offer significant financial capacity and infrastructure, civil society organisations and consumer advocates in particular – through high consumer trust, adaptability and unwavering consumer-centric purpose — may be uniquely

⁴⁵ [Zet ook de knop om](#)

⁴⁶ [Bringing sustainability home - Which?](#). Accessed 1.04.2025.

positioned with the organisational success factors to catalyse meaningful consumer action in support of the clean energy transition.

4.3.3 ENABLING CONDITIONS FOR IMPACT

In addition to thoughtful, innovative initiative design, the ability of organisations to drive change is likely to be influenced a combination of external factors. These elements, while beyond the direct control of any one organisation, could significantly shape their operational landscape and potential for success⁴⁷.

Political openness: Openness to political debate and space for civic participation plays a key role in determining the feasibility of advocacy efforts. A repressive political climate will hinder the ability of civil society organisations (CSOs) to generate direct influence if they face governmental hostility, media bias, and limited civic space⁴⁸. Conversely, a favourable political context, characterised by openness and receptivity to debate, should facilitate progressive policy change including in relation to the clean energy transition. CERC in India has mobilised consumers to push for affordable energy through a school children programme. Both organisations demonstrate how a vibrant civic space enables effective consumer mobilisation and policy impact.

Policy alignment: The future clean energy system, characterised by smaller-scale and distributed technologies, by its nature offers space for a more participatory and people-centred energy system⁴⁹. Where governments have set goals in relation to decarbonisation and the development of renewable energy and energy efficiency, there is also likely to be greater receptivity for advocacy on the rights and role of consumers within the transition. The work of IDEC mobilising energy consumers against fossil fuels in Brazil simultaneously reflects and plays a role in driving the strong leadership on people-centred energy transitions demonstrated by the Brazilian government within its role as host of G20 in 2024 and of COP30 in 2025.

Cultural and geographical context: Local conditions, including infrastructure, cultural norms, and socio-economic factors, profoundly influence the choice of appropriate strategies and the ease with which they achieve their goals. Location also matters. Rural areas may present unique challenges and opportunities compared to urban settings, necessitating tailored approaches to advocacy and programme implementation. Research indicates that urban and rural consumers exhibit different needs and behaviours, influenced by factors such as infrastructure availability, cultural practices, and access to information. The use of context-specific strategies to effectively engage and advocate for their constituencies⁵⁰ is exemplified by IDEC in taking its campaign to

⁴⁷ Bridge, G., Bouzarovski, S., Bradshaw, M., and Eyre, N. (2013). *Geographies of energy transition: Space, place and the low-carbon economy*, Energy Policy, Volume 53, 2013, Pages 331-340, ISSN 0301-4215, <https://doi.org/10.1016/j.enpol.2012.10.066>.

⁴⁸ Meyer, M., Moder, C., Neumayr, M., et al. (2020). Civil society and its institutional context in CEE. *Voluntas*, 31(4), 811–827. <https://doi.org/10.1007/s11266-019-00106-7>.

⁴⁹ Consumers International. (2023). *Consumer protection and empowerment for a clean energy future*. consumersinternational.org/media/468537/clean-energy-future-report-final.pdf

⁵⁰ ResearchGate. (2016). Consumer empowerment profile in rural and urban areas. *ResearchGate*. https://www.researchgate.net/publication/305195699_Consumer_Empowerment_Profile_in_Rural_and_Urban_Area.

Amazonian communities as well as by Educar Consumidores in Chile, when tailoring the information in their one-stop-shop platform for both urban and rural communities.

These preliminary observations are based on a rapid review of the literature and reflection on the case studies explored in this analysis. It merits a deeper investigation in a separate study.

5. STRATEGIC CONSIDERATIONS FOR FUNDING ORGANISATIONS

Funding organisations play a key role in enabling the work of a wide range of energy ecosystem actors, including consumer organisations. Stable and adequate funding remains an ongoing challenge for many consumer organisations, and this often limits their ability to achieve their full potential impact. For instance, CERC in India struggled to maintain its hugely popular programme for schools, after support from the Adani Foundation ended. Similarly, The Network in Pakistan encountered challenges in keeping up the momentum they had built, after USAID funding ended. Our global survey further supports this, with most consumer organisations responding that funding represents an obstacle to sustaining consumer energy mobilisation campaigns⁵¹. By proactively providing adequate funding to promising projects, funders can maintain and to scale-up impact, unlocking the potential to drive a step-change in consumer support of the energy transition.

Sustained engagement

Behaviour change and systemic change takes time, making continuous engagement over a longer period crucial. The success of the German government's long-running *80 Millionen* campaign exemplifies this, in its ability to maintain regular contact with the public through news, videos, and energy-saving tips. Its permanent and regularly updated web portal ensures that the clean energy message remains visible and relevant over time. However, project funding timelines rarely enable sustained engagement over long-enough periods to overcome the value-action gap and to lock-in durable behaviour change. Data on this is also scarce, as discussed in section 4.2 above, as reporting timelines do not always enable the long-term tracking of actual systemic outcomes.

Scaling up

When considering whether a particular potential giving opportunity merits significant scaling-up, funders should scan for initiatives that display the success factors for initiative design described in section 4.3.1 above, led by the right type of delivery agent or combination of agents in partnership, with relevant characteristics as discussed in section 4.3.2. Further markers of scalability also include the presence of scalable project infrastructure elements like digital platforms, toolkits, and training materials. Funders should also consider whether the project has an opportunity to leverage positive surrounding political and social conditions, as described in section 4.3.3.





Boosting potential for impact at scale

⁵¹ Consumers International, *The Impact Initiative: Amplifying Consumer Voice through Energy Initiatives Survey*, 2025.

Beyond financial support, funders can take the opportunity to add further value to projects, by identifying gaps in initiative design, and offering strategic guidance or ring-fenced funding for critical aspects such as planning, partnership development and practical impact measurement. This can help ensure that promising initiatives are set-up for success and reinforce their potential achieve deeper and more sustainable outcomes at scale.

Table 1 below brings together the three domains of success in driving impact that have been discussed in this report: initiative design, organisational characteristics and enabling conditions, along with the critical matter of impact measurement which underpins our understanding of all these elements. Together, they provide a checklist for funders to assess giving opportunities as well as sign-posting opportunities to boost project potential beyond core funding.

TABLE 1: FUNDERS CHECKLIST FOR SCALEABILITY

| SUCCESS DOMAIN | WHAT TO SUPPORT | OPPORTUNITIES TO BOOST IMPACT |
|---|---|---|
| INITIATIVE DESIGN SUCCESS FACTORS  | <ul style="list-style-type: none"> ✓ Clear theory of change ✓ Clear, honest, reliable messaging ✓ Trusted messengers ✓ Direct call to action ✓ Targeted & place-based strategies | <ul style="list-style-type: none"> ✓ Sign-post to simple templates and guidance ✓ Support development of scalable infrastructure like digital platforms, toolkits, and training materials ✓ Adapt funding timeframes to realistic timelines for achieving durable impact |
| ORGANISATIONAL SUCCESS FACTORS  | <ul style="list-style-type: none"> ✓ Trusted ✓ Mature ✓ Ready to respond ✓ Broad reach ✓ Politically aware | <ul style="list-style-type: none"> ✓ Facilitate connections with credible, trusted local partners (e.g., consumer groups, NGOs, schools, local experts, influencers) ✓ Encourage delivery agents to respond and adapt to shifting political, market, or community conditions |
| ENABLING CONDITIONS  | <ul style="list-style-type: none"> ✓ Political openness ✓ Policy alignment ✓ Cultural and geographical alignment | <ul style="list-style-type: none"> ✓ Time funding to align with key policy moments or energy-related crises (e.g., energy price spikes) ✓ Build bridges to key ecosystem actors (e.g. policy makers, regulators) |
| IMPACT MEASUREMENT  | <ul style="list-style-type: none"> ✓ Impact measurement plans designed up-front ✓ Attempt to measure outcomes as well as outputs ✓ Realistic timelines for outcomes | <ul style="list-style-type: none"> ✓ Encourage delivery agents to measure outcomes as well as outputs ✓ Recognise the value of both qualitative and quantitative evidence of outcomes ✓ Ring-fence funding for impact measurement and evaluation processes |

6. LOOKING AHEAD

6.1 FUTURE TRENDS AND INNOVATION IN CONSUMER MOBILISATION

As the transition to clean energy accelerates, strategies for consumer mobilisation are also adapting to meet emerging challenges and harness new opportunities. A key trend is the increasing use of digital tools, platforms and AI to create personalised engagement experiences and visualisation tools. A prime example is the app developed by Consumidores en Acción (FACUA) in Spain, providing a mobile one-stop-shop for Spanish consumers seeking energy information. Similarly, Consumentenbond's online platform, *Making Your Home More Sustainable*, features an online hub for variable energy contract reporting, allowing consumers to track and compare energy contracts. By turning abstract concepts like energy-saving into actionable insights, these tools bridge the gap between consumer awareness and action, making sustainability more accessible.

Looking ahead, we expect to see more campaigns increasingly exploring interactive tools like digital storytelling and dynamic participation models to capture the attention of target audiences. Emerging examples include [The Climate Reality Project](#), founded by former U.S. Vice President Al Gore, which uses digital storytelling to share personal narratives and global stories about climate change. Similarly, the [GenLess](#) campaign in New Zealand uses multimedia content such as videos and social media, to showcase the real-life efforts to 'do more with less', with the goal of inspiring a social movement that reaches beyond each single action. ICAN Australia's [Yarnin' Energy Program](#) engages consumers through the *Get emPOWERed!* competition, offering rewards like free energy-saving kits and energy bill credits, creating fun, engaging ways for consumers to participate.

Even as digital tools advance, the gradual decentralisation of clean energy decision-making means that more localised, personal approaches will need to be utilised. This is being seen in local campaigns that empower grassroots leaders to engage in-person such as in Indonesia, where the Lembaga Advokasi Konsumen Rentan has introduced solar energy solutions in rural areas, combining public installations with local awareness-raising efforts. Similarly, in Tanzania, the Consumer Advocacy and Research Organisation is working to reduce energy access barriers for women through education, advocacy, and capacity-building. The ability to tap into local knowledge and networks, offering more context-specific solutions, appears to resonate with communities.

6.2 SUGGESTIONS FOR FUTURE RESEARCH OR ACTION

There is relatively little work exploring the critical role of consumer trust in various delivery agents—such as civil society organisations, social enterprises, influencers, or public institutions—and how this trust influences campaign effectiveness. Filling this gap with a deeper understanding of strategies to build and maintain trust in rapidly evolving environments would be beneficial. This could include work to develop archetypes of the various delivery agents along with insights into their unique capacities to lead energy consumer mobilisation campaigns, their limitations, and the specific support they require. This would certainly aid funding organisations in tailoring their support strategies to the distinct needs and strengths of each delivery agent type.

This analysis has touched on the influence of external factors such political openness and cultural context on the potential for change through consumer mobilisation. A more in-depth

investigation into how these, and other external elements, such as socio-political contexts and the maturity of energy systems and markets, facilitate or constrain the outcomes of consumer initiatives would enhance our understanding of the conditions most conducive to success and the means of identifying them. Such insights would be particularly valuable for organisations and funders operating across different regional contexts.

Another important area for future investigation is gathering evidence and conducting analysis on which types of initiatives are most strategic to fund—whether behavioural change campaigns, collective action efforts, or systemic change ones. There is a gap in the scholarship about the contexts in which each of these approaches delivers the greatest impact, and a focused investigation may be able to inform a more effective allocation or phasing of resources.

Finally, this analysis has identified a significant gap in use of robust impact measurement methodologies within consumer mobilisation campaigns, particularly in establishing the causal relationship between initiatives and long-term behavioural change. Future work could focus on identifying or developing straightforward, adaptable, and cost-effective tools and templates to enhance efficiency and build capacity of delivery agents in their impact evaluation.

7. CONCLUSION

Energy consumers hold vast, yet largely untapped potential to drive the clean energy transition forward. But in the context of rising energy costs and the broader cost of living crisis, engaging energy consumers in clean energy is not just beneficial, it is essential to ensure a just and inclusive transition and share of the benefits of clean energy with all communities.

Exploring the wide range of strategies for mobilising energy consumers in support of the clean energy transition, as well as the role of different actors and the enabling conditions that support impact, this report brings together valuable insights into the domains of success and success factors that support efforts to mobilise consumers for the collective goal of accelerating the clean energy transition. These findings will assist delivery agents in the continuous improvement of their clean energy initiatives, as well as guiding funders in their decisions on whether to support specific potential giving opportunities.

Among the range of important actors that must play a role in the clean energy transition, consumer organisations stand out as critical agents for consumers, uniquely positioned to communicate the local relevance and community value of clean energy, and to unlock their support to drive a step-change in the pace of the transition to clean energy.

8. CASE STUDIES OF CONSUMER MOBILISATION INITIATIVES

8.1 INTRODUCTION TO THE CASE STUDIES

Within the collection of initiatives explored through this study, we selected six examples to showcase the wide array of approaches needed to effectively mobilise consumers across regions. Each of the initiatives featured in the following collection of case studies, indicates strong potential for scaling up, based on the three domains of success discussed in section 4 above. The basis for this assessment is summarised in the 'scalability assessment' table incorporated in each case study.

While this report focuses on consumer organisations' role in supporting the energy transition, the variety of cases reveals different strengths and limits of various delivery organisations. The selection includes four consumer-led initiatives (CERC, IDEC, Consumentenbond, The Network for Consumer Protection), alongside philanthropic (IKEA and Rockefeller Foundation's Distributed Renewable Energy Platform) and government-led projects (Germany's BMWK). This mix illustrates varied strategies and tools, reinforcing insights from section 4.3.2 on how diverse actors contribute to the clean energy transition.

The case studies have also been selected to showcase the three primary consumer mobilisation pathways presented in section 2.1: behavioural change; collective action; and affecting systemic change, with two case studies featured for each initiative type.

Behavioural change: In India, the *Greenmosphere for Life Project* trains schoolchildren as "Conservation Ambassadors," promoting energy-saving habits in their communities. Germany's national campaign, 80 Million Together for Energy Transition, led by BMWK, promotes energy-saving and renewables through digital tools.

Collective action: In the Netherlands, Consumentenbond's *Making Your Home More Sustainable* campaign guides households toward energy-efficient renovations. Acting globally, the *Distributed Renewable Energy Platform* combines philanthropic capital and market-based solutions to expand clean energy access for underserved communities.

Affecting systemic change: Consumer organisations hold a unique place in their ability to mobilise consumers in pursuit of systemic or policy change, primarily due to their independence and authority to represent the public interest. We highlight two case studies to illustrate this impact. In Brazil, IDEC's *Campaign Against Thermal Power Plants* mobilises citizens to advocate for cleaner energy policies through public demonstrations. In Pakistan, the Consumer Redress initiative advances solar adoption and consumer rights through education, mobilisation, and advocacy.

Together, this collection highlights the diverse perspectives, delivery agents, channels, resources, and contexts shaping energy consumer mobilisation. Despite varied geographies and models, all campaigns share a common goal: putting consumers at the heart of the clean energy transition.

CASE STUDY 1: GREENMOSPHERE FOR LIFE PROJECT

ORGANISATION:

Consumer Education & Research Centre (CERC)

ORGANISATION TYPE:

Consumer Rights Organisation

INITIATIVE TYPE: Behaviour Change

COUNTRY: India

TIMELINE: 3-year initiative (2022-2025)



INITIATIVE OVERVIEW: The project uses school-based programmes to instil energy-saving habits in children. Through interactive learning and community outreach, it builds a network of young “Conservation Ambassadors” who influence their families and communities, sparking household dialogue and cross-generational behaviour change.



TARGET AUDIENCE: Schoolchildren aged 11 to 13, with secondary impact on families and neighbours through community engagement activities.



TOOLS AND CALL TO ACTION: Energy education through hands-on school workshops. Children lead home energy audits, track usage and join school competitions.



IMPACT & METRICS: The project has reduced household energy use and boosted awareness. Impact is measured through household energy data, participation rates and community feedback, including testimonials from [students](#) and [teachers](#). Estimated reach (as at 2025) is 27,000+ students reached directly, influencing over 100,000 family and community members through ripple effects.



CHALLENGES: The project shows strong scaling potential but is limited by funding and by logistical challenges in coordination with schools. Recent expansion from 30 to 50 schools required significant resources and partner training.

SCALABILITY ASSESSMENT

| SUCCESS DOMAIN | ASSESSMENT |
|---------------------|--|
| INITIATIVE DESIGN | <ul style="list-style-type: none"> ✓ Clear and actionable message on energy efficiency ✓ Deep school and community engagement and high demand for continuation |
| ORGANISATIONAL | <ul style="list-style-type: none"> ✓ Long-standing organisation with an experienced team ✓ Trusted by educators and parents ✓ Proven ability to deliver and expand across states |
| ENABLING CONDITIONS | <ul style="list-style-type: none"> ✓ Strong alignment with India's national energy and energy efficiency goals and with youth education priorities ✓ Strong media, educational autonomy, and space for NGO activity in India |
| IMPACT MEASUREMENT | <ul style="list-style-type: none"> ✓ Impact measured through energy data, participation rates, and community feedback and testimonials. |

NEXT STEPS:

With funding, CERC would like to expand the existing programme tools to more schools and regions in India, train more students, and secure long-term funding to meet increasing demand from schools.

CASE STUDY 2: 80 MILLION TOGETHER FOR THE ENERGY TRANSITION



ORGANISATION:

Federal Ministry for Economic Affairs
and Climate Action (BMWK)

ORGANISATION TYPE: Government Ministry

INITIATIVE TYPE: Behaviour Change

COUNTRY: Germany

TIMELINE: Ongoing since June 2022



INITIATIVE OVERVIEW: The 80 million Together for the Energy Transition campaign is a national initiative to reduce Germany's reliance on fossil fuels and improve energy efficiency. It engages the public, businesses, and institutions, promoting energy-saving behaviours through practical tips and collaborations with industry stakeholders, aiming for a sustainable, energy-efficient future.



TARGET AUDIENCE: General public, businesses, SMEs, and government entities, promoting energy-saving practices in homes, businesses, and public buildings.



TOOLS AND CALL TO ACTION: Interactive website providing energy-saving tips; Explanatory videos that make energy efficiency accessible; Energy-saving guides for households and businesses; Partnerships with associations and businesses. The initiative promotes energy-saving tech, efficient buildings, and lasting behavior change across sectors.



IMPACT & METRICS: The campaign has led to significant reductions in energy use, including: 40% reduction in cooling energy use in federal government buildings, 15% reduction in heating and 100% elimination of facade lighting.



CHALLENGES: Engaging a diverse population with varying levels of understanding and interest in energy efficiency can be challenging, requiring tailored messaging for different audience segments.

SCALABILITY ASSESSMENT

| SUCCESS DOMAIN | ASSESSMENT |
|---------------------|---|
| INITIATIVE DESIGN | <ul style="list-style-type: none"> ✓ Strong theory of change ✓ Clear messages tailored for different audiences ✓ Established partnerships with businesses, associations, and public institutions |
| ORGANISATIONAL | <ul style="list-style-type: none"> ✓ Government-led initiative with vast resources, political backing, and policy influence ✓ Leads by example in reducing energy use across public institutions |
| ENABLING CONDITIONS | <ul style="list-style-type: none"> ✓ Natural alignment with Germany's energy transition and climate goals ✓ Robust civic space with free media and active public participation |
| IMPACT MEASUREMENT | <ul style="list-style-type: none"> ✓ Quantitative outcome metrics measured ✓ Metrics capturing consumer outcomes needed |

NEXT STEPS:

The campaign will expand, with BMWK's Energieeffizienz Hotline providing funding guidance and the website offering energy-saving tips, renewable options, and transition career resources.

CASE STUDY 3: MAKING YOUR HOME MORE SUSTAINABLE

ORGANISATION:
Consumentenbond

ORGANISATION TYPE:
Consumer Rights Organisation

INITIATIVE TYPE: Consumer Collective Action

COUNTRY: The Netherlands

TIMELINE: Ongoing



INITIATIVE OVERVIEW: The Verduurzamen van je woning initiative empowers Dutch households to adopt sustainable practices through customized advice and collective purchasing options. It offers a one-stop platform for reducing energy costs, lowering emissions, and improving home comfort.



TARGET AUDIENCE: Dutch households aiming to enhance home energy efficiency, especially those who are ready to act but struggle with complex markets for clean energy technologies.



TOOLS AND CALL TO ACTION: The campaign provides an accessible, centralised online platform offering home energy scans, personalized upgrade advice, group deals on solar and insulation, and access to trusted local installers. Consumers are invited to start by completing the online scan, review customised upgrade options, and join pre-negotiated group deals to purchase clean energy technologies at more affordable prices.



IMPACT & METRICS: The initiative has supported thousands of home upgrades, promoting clean energy and affordability. Impact is tracked via service usage, upgrades, and satisfaction—though implementation data is limited. Estimated Reach: Since 2023, around 60,000 consumers have completed a home scan.



CHALLENGES: Challenges include political uncertainty and market conditions that make consumers hesitant to act. Awareness remains a barrier, as many are unaware that Consumentenbond offers these services.

SCALABILITY ASSESSMENT

| SUCCESS DOMAIN | ASSESSMENT |
|---------------------|--|
| INITIATIVE DESIGN | <ul style="list-style-type: none"> ✓ Clear, honest and actionable message ✓ Trusted networks with local installers and partners |
| ORGANISATIONAL | <ul style="list-style-type: none"> ✓ Strong trust as an independent CSO providing unbiased information ✓ Experienced team with track record in consumer education since 1953 |
| ENABLING CONDITIONS | <ul style="list-style-type: none"> ✓ Strong alignment with national sustainability goals ✓ Open and active, with strong media coverage of sustainability ✓ Growing demand from the community ✓ Recent policy shifts have created uncertainty |
| IMPACT MEASUREMENT | <ul style="list-style-type: none"> ✓ Impact is tracked through energy-saving estimates, number of service users and completed upgrades, and customer satisfaction. |

NEXT STEPS:

Consumentenbond aims to integrate services for a seamless customer journey, expand into home batteries and energy advice, and adopt a theme-based communication strategy to increase household activation.

CASE STUDY 4:

DISTRIBUTED RENEWABLE ENERGY PLATFORM

ORGANISATION:

IKEA Foundation and The Rockefeller Foundation


ORGANISATION TYPE:

Collective Consumer Action


INITIATIVE TYPE: Business Foundation

COUNTRY: Global

TIMELINE: Ongoing since 2021

 **INITIATIVE OVERVIEW:** Launched in June 2021, this \$1 billion Distributed Renewable Energy Platform aims to provide distributed renewable energy (DRE) solutions like mini-grids and off-grid solar to 800 million people lacking electricity. The goal is to reduce 1 billion tons of greenhouse gas emissions and provide clean energy to 1 billion people, driving post-pandemic economic recovery and helping emerging economies transition to renewable energy.

 **TARGET AUDIENCE:** Communities without reliable electricity in emerging economies. It also targets governments and development organisations working on energy transition.

 **TOOLS AND CALL TO ACTION:** A global platform channels capital into renewables, partnering with stakeholders (governments, NGOs and businesses) to scale decentralized systems like mini-grids and off-grid solar.

 **IMPACT & METRICS:** The initiative aims to:

- reduce 1 billion tons of CO2 emissions;
- provide clean energy to 1 billion people;
- support economic recovery in regions affected by COVID-19.

Success will be measured by the number of people gaining energy access, emissions reductions, and funds deployed to renewable projects.

SCALABILITY ASSESSMENT

| SUCCESS DOMAIN | ASSESSMENT |
|---------------------|---|
| INITIATIVE DESIGN | <ul style="list-style-type: none"> ✓ Clear theory of change from local action to globally relevant outcomes ✓ Strong partnerships and financial backing |
| ORGANISATIONAL | <ul style="list-style-type: none"> ✓ Demonstrated success with growing demand and proven service delivery ✓ Led by globally recognised philanthropic leaders with strong delivery capacity |
| ENABLING CONDITIONS | <ul style="list-style-type: none"> ✓ Strong fit with global energy access and climate targets (e.g. Paris Agreement) ✓ Has targeted active support from civil society across key target regions |
| IMPACT MEASUREMENT | <ul style="list-style-type: none"> ✓ Sets out strong quantitative impact targets ✓ Opportunity to explore more qualitative impact stories |

NEXT STEPS:

The platform expects to continue to scale, channel investment into projects, and partner with governments and organisations to expand renewable energy access globally.

CASE STUDY 5: CAMPAIGN AGAINST THERMAL POWER PLANTS

ORGANISATION:
Brazilian Institute of Consumer Protection (IDEC)

ORGANISATION TYPE:
Consumer Rights Organisation

INITIATIVE TYPE: Systemic Change

COUNTRY: Brazil

TIMELINE: Ongoing since 2023

INITIATIVE OVERVIEW: Why You Need to Help Stop the New “Jabuti” Thermal Plants mobilized public pressure to block fossil fuel legislation through petitions, digital outreach, and protests—empowering consumers to demand cleaner energy.

TARGET AUDIENCE: Primarily urban consumers, particularly in São Paulo, as well as policymakers, regulators, and civil society actors engaged in climate justice.

TOOLS AND CALL TO ACTION: The initiative blends digital outreach with on-the-ground activism, using social media, protests, workshops, and press campaigns to mobilise support. Petitions, policy briefings, and a supporter database drive ongoing advocacy. Consumers are urged to sign petitions, join actions, and push for energy reform.

IMPACT & METRICS: As of February 2025, the campaign reached over 3.2 million people online, with 690,000+ engagements and 323,000+ YouTube views. Nearly 14,000 signed the petition, and 500+ joined a major demonstration in São Paulo. The initiative also engaged 11 government officials in a June 2024 policy workshop—marking strong public and political impact.

POLICY AND LEGISLATIVE IMPACT: While the campaign has yet to trigger formal policy changes, advocacy efforts remain active and ongoing. IDEC produced a policy brief on the impacts of these projects, which was shared with parliamentarians and executive representatives.

CHALLENGES: IDEC faces challenges simplifying complex policies, sustaining engagement, and countering fossil fuel lobbying in a bureaucratic energy system.

SCALABILITY CHECKLIST

| SUCCESS DOMAIN | ASSESSMENT |
|-----------------------------|--|
| POLITICAL CONTEXT ALIGNMENT | <ul style="list-style-type: none"> ✓ Clear, honest messaging ✓ Deep ties with civil society groups, other advocacy organisations and media ✓ Place-based approaches adapted for rural and urban communities |
| ORGANISATIONAL | <ul style="list-style-type: none"> ✓ 37 years of proven history of successful, high-impact campaigns ✓ Robust mix of legal expertise, advocacy, and communication expertise ✓ Strategically attracted media attention and political engagement |
| ENABLING CONDITIONS | <ul style="list-style-type: none"> ✓ Strong alignment with Brazil’s leadership on just and inclusive transition ✓ Open civic space providing opportunity for petitions, protests and legal action ✓ Actively influencing legislative debates on energy policy |
| IMPACT MEASUREMENT | <ul style="list-style-type: none"> ✓ Quantitative metrics including social media views, comments, number of signatories of the petition and people participating in demonstrations. |

NEXT STEPS:

With more funding, IDEC aims to scale digital outreach, boost public pressure, and develop educational content—potentially engaging 1 million+ people. Action is urgent, as contracts loom and political debate intensifies.

CASE STUDY 6: CONSUMER REDRESS IN THE ENERGY SECTOR

ORGANISATION:

The Network of Consumer Protection in Pakistan


ORGANISATION TYPE:


Consumer Rights Organisation

INITIATIVE TYPE: Systemic Change


COUNTRY: Pakistan


TIMELINE: Ongoing

 **INITIATIVE OVERVIEW:** The Consumer Redress in the Energy Sector initiative, briefly supported by USAID, educated the public on tariffs, promoted energy-efficient products, and advocated for fair renewable energy policies—aiming to ease high electricity costs and improve access to clean energy.


 **TARGET AUDIENCE:** Consumers, especially households impacted by rising energy costs, and policymakers involved in energy decisions.

 **TOOLS AND CALL TO ACTION:** The campaign leverages press articles, flyers, workshops, social media, and coalition partnerships to shape public discourse and policy. Consumers are called to learn their rights, adopt solar energy, and push for accountability through education and civic action.

 **IMPACT & METRICS:** The campaign educated thousands, helped block a solar buyback cut, and pushed for clearer billing. Impact is measured by participation, media reach, and policy wins.

 **ESTIMATED REACH:** Around 1,000 consumers were directly engaged, with broader national visibility.

 **POLICY AND LEGISLATIVE IMPACT:** The initiative supported the reversal of proposed net metering cuts, improved transparency in billing, and contributed to the recognition of the right to a clean environment under constitutional law.

 **CHALLENGES:** While public interest in solar is strong, the complexity of energy policy and limited transparency continue to restrict meaningful consumer participation. The end of initial USAID funding has created financial strain, but the initiative persists.







SCALABILITY ASSESSMENT

| SUCCESS DOMAIN | ASSESSMENT |
|---------------------|---|
| INITIATIVE DESIGN | ✓ Established links with civil society coalitions and grassroots networks that support energy sector reforms |
| ORGANISATIONAL | ✓ Small but dedicated team, with prior experience in outreach efforts ✓ Skilled at using media levers to increase political influence |
| ENABLING CONDITIONS | ✓ Strong alignment with Pakistan's renewable energy goals and the push for citizen empowerment in the energy sector ✓ Active civil society, with supportive environmental and consumer rights frameworks |
| IMPACT MEASUREMENT | ✓ Success measured through quantitatively through participation in educational modules, media engagement, and through specific policy outcomes. |

NEXT STEPS:

The Network will continue advocacy, form local groups, and monitor policies despite limited funding, ensuring consumers stay engaged in Pakistan's energy transition.

8.2 COMPARATIVE OVERVIEW OF THE CASE STUDIES

| | INITIATIVE | TYPE | CALL TO ACTION | TARGET AUDIENCE | STAKEHOLDERS | TOOLS | TIMELINES | SCALING |
|---|---|------|--|---|--|--|---|--|
|  | GREENMOSPHERE FOR LIFE (CERC) | BC | Promote energy saving behaviour to school children | Schoolchildren, families, local communities | Schools, communities, Adani Foundation, media | School programs, energy audits, community competitions | 3-year project (2022–2025), aiming for national scalability | Scaling now is key to achieving national energysaving habits and long-term sustainability. |
|  | 80 MILLION TOGETHER FOR THE ENERGY TRANSITION (BMWK) | BC | Promote energy saving behaviour to school children | General public, businesses, SMEs, public institutions | Industry partners, local governments, SMEs, NGOs, energy organisations | Digital tools, guides, partnerships | Ongoing since June 2022, targeting 80 million people | BMWK has established resources. Scaling should focus on optimising tools and institutional partnerships. |
|  | MAKING YOUR HOME MORE SUSTAINABLE (CONSUMENTENBOND) | CA | Help homeowners improve energy efficiency via collective purchasing deals and advice | Dutch homeowners, local installers, energy businesses | Government, installers, businesses, consumer advocacy groups | Online platform, home scan tool, collective purchasing, advice on energy | Ongoing, adaptive to market changes, focuses on scalability via collective purchasing | Scaling should focus on increasing platform visibility and engagement across broader regions and markets. |
|  | DISTRIBUTED RENEWABLE ENERGY PLATFORM (IKEA AND ROCKEFELLER FOUNDATIONS) | CA | Invest in and implement renewable energy solutions, focusing on mini grids and off-grid solar | Communities without reliable electricity, emerging economies, development organisations | IKEA Foundation, Rockefeller Foundation, governments, businesses, NGOs | Focus on renewable energy, reducing emissions, improving livelihoods | Launched 2021, ongoing efforts to scale rapidly, targeting 1 billion people | With \$1 billion already invested, the initiative is positioned for significant impact. |
|  | CAMPAIGN AGAINST THERMAL POWER PLANTS (IDEC) | SC | End the legal obligation to contract thermal plants and promote cleaner energy systems | Urban consumers, policymakers, civil society | Government agencies, energy regulators, NGOs, media | Social media, workshops, petitions, advocacy campaigns | Long-term (5+ years), initially in São Paulo, plans for nationwide outreach | Scaling is crucial for broader consumer impact and policy changes across Brazil. |
|  | CONSUMER REDRESS IN THE ENERGY SECTOR (THE NETWORK) | SC | Advocate for fair energy policies, encourage solar adoption, raise awareness of energy tariffs | Consumers facing high energy prices, policymakers, general public | Government, media, civil society groups, solar companies | Press releases, workshops, social media outreach, public education campaigns | Ongoing, monitoring since USAID support ended, focusing on policy advocacy | Scaling will strengthen public and policy engagement, especially with increased funding for outreach and advocacy. |

BC = Behavioural Change; CA = Collective Action; SC = Systemic Change

9. ACKNOWLEDGEMENTS

This report was produced by Giulia Di Benedetto and Nina Campbell of Consumers International.

The research underpinning it was contributed to by a global, multi-stakeholder group, primarily consisting of NGOs consumer protection organisations.

Our special thanks go to the 25 organisations that participated in our Impact Initiative survey, helping us identify impactful energy consumer mobilisation initiatives on a global level:

AMBIO Sociedad Civil (Costa Rica); Brazilian Institute for Consumer Protection (IDEC); Consumer Advocacy and Empowerment Foundation (CADEF, Nigeria); Consumer Council of Zimbabwe; Consumer Education & Research Centre (CERC, India); Consumer Policy Research Centre (Australia); Consumer Protection Organisation (South Sudan); Consumers Association of Bangladesh (CAB); Consumers Protection Association (CPA, India); Educar Consumidores (Colombia); FAC-CI – FAC-COTE D’IVOIRE; FACUA (Spain); Federation of German Consumer Organisations (VZBV); Institute for Climate and Sustainable Cities (Philippines); Lembaga Advokasi Konsumen Rentan – Vulnerable Consumer Advocacy Institute (Indonesia); Tanzania Consumer Advocacy and Research; Thailand Consumers Council; The Network for Consumer Protection (Pakistan); Vía Orgánica AC (Mexico); VOICE – Voluntary Organisation in Interest of Consumer Education (India).

10. REFERENCES

- BEUC. (2023). *Annual report 2023*. <https://annualreport.beuc.eu/>.
- Bundesministerium für Wirtschaft und Klimaschutz. (2022, June). Topthema: Energy Efficiency First – The guiding principle of the energy transition. *Newsletter der Energiewende*. Retrieved from <https://www.bmwk-energiewende.de/EWD/Redaktion/EN/Newsletter/2022/06/Meldung/topthema.html>
- Consumers International. (n.d.). *The Consumer Protection and Empowerment Index*. Consumers International. Retrieved May 8, 2025, from <https://www.consumersinternational.org/what-we-do/the-global-index/>
- Consumers International. (2021). *Maximising consumer voices in digital finance*. Retrieved from <https://www.consumersinternational.org/media/552336/maximising-consumer-voices-in-digital-finance-report.pdf>
- Consumers International. (2023, December 5). *Segmentation of sustainable lifestyles report*. Retrieved from https://www.consumersinternational.org/media/513796/segmentation-of-sustainable-lifestyles-report_05_12_2023.pdf
- Consumers International. (2025). *The Impact Initiative: Amplifying consumer voice through energy initiatives – survey results*. Unpublished.
- Consumers International, & GlobeScan. (2023, December 8). *Global consumer archetypes to foster sustainable living*. Retrieved from <https://globescan.com/2023/12/08/global-consumer-archetypes-to-foster-sustainable-living/>
- Council of European Energy Regulators (CEER), & The European Consumer Organisation (BEUC). (2024). *CEER-BEUC 2030 vision for energy consumers: Let's ASPIRE!* https://www.ceer.eu/wp-content/uploads/2024/04/CEER_BEUC_2030_VisionForEnergyConsumers_LetsASPIRE.pdf
- Duflos, E., Andrews, P., & Valenzuela, M. (2022, March 15). *Consumer associations: A major player in responsible digital finance*. CGAP. Retrieved from <https://www.cgap.org/blog/consumer-associations-major-player-in-responsible-digital-finance>
- Dwyer, J. & Bidwell, D. (2019). Chains of trust: Energy justice, public engagement, and the first offshore wind farm in the United States, *Energy Research & Social Science*, Volume 47, 2019, Pages 166-176, ISSN 2214-6296, <https://doi.org/10.1016/j.erss.2018.08.019>.
- Ernest & Young. (2024) *Consumers want clean energy: How do we close the gap between interest and action? Energy Transition Consumer Insights. How engaging consumers can accelerate Australia's energy transition* | EY – Australia
- Evans, D., Welch, D., & Swaffield, J. (2017). Constructing and mobilizing 'the consumer': Responsibility, consumption and the politics of sustainability. *Environment and Planning A: Economy and Space*, 49(6), 1396–1412. <https://doi.org/10.1177/0308518X17694030>

Federal Ministry for Economic Affairs and Climate Action. (2022, June). *The heat transition: How Germany will become climate-neutral*. BMWK Energiewende. Retrieved from <https://www.bmwk-energiewende.de/EWD/Redaktion/EN/Newsletter/2022/06/Meldung/topthema.html>

GlobeScan. (2021). *Healthy & sustainable living: Global consumer insights exploring sustainable lifestyles and behaviour change*. Retrieved from <https://globescan.com/wp-content/uploads/2021/10/GlobeScan-HSL-Highlights-Report-2021.pdf>

Grünewald, P., & Bannister, C. (2020). Consumers' motives for energy consumption in the green energy transition. *Energy Policy*, 134, 110887. <https://doi.org/10.1016/j.enpol.2019.110887>

Instituto Brasileiro de Defesa do Consumidor (IDEC). (n.d.). *Por que você precisa ajudar a derrubar as novas térmicas "jabuti"*? Retrieved April 24, 2025, from <https://idec.org.br/termicas-jabuti>

International Energy Agency. (2015). *Capturing the multiple benefits of energy efficiency* (Chapter 10: Handbook for impact measurement). International Energy Agency. Retrieved from <https://www.iea.org/reports/multiple-benefits-of-energy-efficiency-2015>

International Energy Agency. (n.d.). *People-centred clean energy transitions*. <https://www.iea.org/programmes/people-centred-clean-energy-transitions>

International Energy Agency (IEA). (2020). *World energy investment 2020: Executive summary*. International Energy Agency. Retrieved May 8, 2025, from <https://www.iea.org/reports/world-energy-investment-2020>

International Energy Agency, International Renewable Energy Agency, United Nations Statistics Division, World Bank, & World Health Organization. (2023). *Tracking SDG 7: The energy progress report 2023*. Retrieved from <https://www.iea.org/reports/tracking-sdg7-the-energy-progress-report-2023>

IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change*. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: [10.1017/9781009157926](https://doi.org/10.1017/9781009157926)

Lockie, S. (2002). 'The invisible mouth': Mobilizing 'the consumer' in food production–consumption networks. *Sociologia Ruralis*, 42(4), 278–294. Retrieved from <https://doi.org/10.1111/1467-9523.00217>

Meyer, M., Moder, C., Neumayr, M., et al. (2020). Civil society and its institutional context in CEE. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 31(4), 811–827. Retrieved from <https://doi.org/10.1007/s11266-019-00106-7>

Motherway, B., Klimovich, K., Mooney, E., & Gelis, C. (2023, December 5). *Empowering people to act: How awareness and behaviour campaigns can enable citizens to save energy during and beyond today's energy crisis*. International Energy Agency. Retrieved from <https://www.iea.org/commentaries/empowering-people-to-act-how-awareness-and-behaviour-campaigns-can-enable-citizens-to-save-energy-during-and-beyond-today-s-energy-crisis>.

ResearchGate. (2016). Consumer empowerment profile in rural and urban areas. *ResearchGate*. Retrieved from: https://www.researchgate.net/publication/305195699_Consumer_Empowerment_Profile_in_Rural_and_Urban_Area

Stephan, U., Patterson, M., Kelly, C., & Mair, J. (2016). Organizations Driving Positive Social Change: A Review and an Integrative Framework of Change Processes. *Journal of Management*, 42(5). Retrieved from <https://doi.org/10.1177/0149206316633268>

Suntornsarn, S., Chudech, S., & Janmairool, P. (2022). The role of the theory of planned behavior in explaining the energy-saving behaviors of high school students with physical impairments. *Behavioral Sciences*, 12(9), 334. Retrieved from <https://doi.org/10.3390/bs12090334>

United Nations Conference on Trade and Development. (2015, December). *United Nations guidelines for consumer protection* (UNCTAD/DITC/CPLP/MISC/2016/1). United Nations. Retrieved from https://unctad.org/system/files/official-document/ditccplpmisc2016d1_en.pdf

UsersTCP. (2024, November 27). *CampaignXchange POLICY BRIEF 271124*. Retrieved from <https://userstcp.org/wp-content/uploads/2024/11/FINAL-CampaignXchange-POLICY-BRIEF-271124.pdf>

World Bank. (2023). *World Development Indicators: Global GDP* (current US\$). Retrieved from <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD>

World Energy Council. (2025). *World Energy Issues Monitor*. World Energy Council.

World Bank. (2023). *GDP* (current US\$). The World Bank. Retrieved from <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD>

World Economic Forum. (2020). *The global risks report 2020* (15th ed.). World Economic Forum. Retrieved May 8, 2025, from <https://www.weforum.org/reports/the-global-risks-report-2020>



Consumers International brings together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly.

Consumers International is a charity (No.1122155) and a not-for-profit company limited by guarantee (No. 04337865) registered in England and Wales.

consumersinternational.org

✉ impact@consint.org

🌐 [@consumers_int](https://www.consumersinternational.org/)

f [/groups/consumersinternational](https://www.facebook.com/groups/consumersinternational)

in [/consumers-international](https://www.linkedin.com/company/consumers-international)