



National Consumer Week 2021

6 December - 12 December

This year's campaign

National Consumer Week (NCW) is an annual campaign which aims to raise awareness of issues that consumers are having across the country, and the protections and resources available to help people when they need it. The theme of this year's campaign is misleading environmental and energy efficiency claims.

We'll be encouraging people to "be wise to being green". It's important that we take steps to be more environmentally friendly, like making our homes more energy efficient and installing energy technologies like solar panels. It can save money in the long run, and it's good for the environment. It's also an important part of how we can meet our UK climate change target, and with an increasing emphasis on decarbonising the economy and meeting net zero targets, is something we'll all have to think about over the coming years.

But it's also important that people feel confident when they're making these decisions. That's why we're raising awareness of how people can protect themselves from misleading energy efficiency and environmental claims, such as "green scams" and rogue traders. With our advice and support consumers can arm themselves with the knowledge and confidence they need to make the best decisions.

What are some of the main issues?



Scams related to home energy improvements e.g. fraudulent traders or scammers pretending to offer government grants



Mis-selling of energy improvement services or goods, including pressure selling of goods and services that might not be appropriate for the consumer



Greenwashing or companies making misleading claims made by companies on a wider cross-market basis

Our top 3 messages to consumers

1. It's important for us to make eco-friendly decisions as we work towards net zero, and that includes things like making our homes more energy efficient. But it's also important that you can take these steps in a safe and secure way. By

following our advice you can equip yourself with the knowledge and confidence you need to make the best decisions.

2. There are some misleading claims out there, so here are some things you need to look out for when making these decisions:
 - Scams
 - Pressure selling and mis-selling
 - Greenwashing
3. Sometimes things still go wrong, and if they do we're here to help. Get in touch with the consumer service or visit our advice pages for more support.

A full messaging document, including top tips for consumers, is available at www.citizensadvice.org.uk/ncw21.

Resources

Citizens Advice will be providing resources, including leaflets, posters and a social media pack with template content. There will also be a variety of resources from our partners including tips, graphics, and videos you can share online.

The campaign hashtags will be **#NCW21** and **#GreenAndWise**.

Resources and more information can be found at
www.citizensadvice.org.uk/ncw21

How you can get involved

There are lots of ways your organisation can get involved in National Consumer Week, no matter how much time you have. Below are some ideas, set out with the Citizens Advice service and local partners in mind - although other organisations are welcome to join in and use the resources.

If you have an hour:

- Post about the campaign on your social media channels using some of our suggested posts included in our social media pack
- Feature the campaign on the front page of your website
- Update your social media graphics (Facebook cover image, Twitter background etc) to campaign images
- If you have regular contact with other local groups who might be interested in the campaign, like your local authority, trading standards, or other charities, let them know it's happening and signpost them to our website to see how they can take part

If you have a day:

- Schedule regular posts on your social media channels using the hashtag #GreenAndWise - you can find instructions for how to do this in our social media pack
- Send a press release to the local media
- Write to other organisations such as libraries, community centres, and housing associations and invite them to promote the campaign - you can find a partner briefing and mini campaign pack on our website

If you have a week:

- Create your own social media content to promote the campaign - you can follow the topics suggested in our social media pack but create your own posts
- Contact your local radio stations in advance to pitch for an interview about the campaign. Case studies and personal stories will really help highlight the problems people can have, for example when making energy efficiency improvements to their homes, and why it's important they have the knowledge they need to make confident decisions
- Contact local MPs, SeneddMembers and Councillors and ask them to highlight the campaign and our key messages to their constituents, for example through their social media channels
- Run a live Q&A discussion on Twitter or Facebook
- Host a Zoom workshop with people in your community to help inform them of why it's important to take steps to make our lives more energy efficient, and practical steps they can take to make sure they do so confidently. You can find a template presentation on our website

Get in touch

Anything you can do to help raise awareness of the campaign in your area is greatly appreciated. We've offered a few ideas but we're keen to hear which activities work well so that we can share best practice with others.

Whatever you do for National Consumer Week, please let us know about it:

- If you are tweeting, remember to use the hashtag #GreenAndWise
- You can email us pictures and updates directly to campaigns@citizensadvice.org.uk
- If you are part of the Citizens Advice service you can let us know about your activities by sending [a Local Action Reporting Form through CabLink](#)

If you have any questions about this briefing or National Consumer Week please contact us at campaigns@citizensadvice.org.uk