

Misleading Energy Marketing Consumer Awareness Campaign

15-22 November 2021



Social Media Toolkit

Campaign Overview

Following the COP26 summit in November 2021, homeowners are likely to become more aware of steps they can take to make their homes more energy efficient.

However, rogue traders and companies may also take the opportunity to scam consumers by mis-selling energy efficiency products and posting misleading adverts on social media.

As such, the aim of this year's campaign will be to raise awareness of how people can protect themselves from misleading energy efficiency and environmental claims, such as "green scams" and rogue traders.

The following social media messaging has been developed for Scottish partners and points Scottish consumers towards the relevant sources of information on energy efficiency products and grants/funding.

Links and Resources

All images in this toolkit (sized for Twitter/Facebook) [can be downloaded here](#). Images sized for Instagram [can be downloaded here](#).

A series of short videos have been produced for social media featuring consumer advice from TSS and Home Energy Scotland. [All video content can viewed here](#).

Other resources:

- [Energy Scams Podcast](#) (featuring TSS, Home Energy Scotland and Age Scotland - recorded in 2020)

Social Media Messaging

Monday 15 November - Campaign Launch

Following COP26 we want to make sure that you know how to spot misleading energy and environmental claims and scams and that you know where to turn for trusted, impartial advice #GreenAndWise

There has been a 20% increase in scam calls related to green deal funding, energy grants or insulation in Scotland this year.

If you want to make your home more energy efficient, don't deal with cold callers - get impartial advice from @HomeEnergyScot

Be #GreenAndWise

If you get a cold call or see an online advert offering cheap energy saving measures for your home, seek impartial advice before agreeing to have any work done.

Many claims made about grants and money-saving benefits are misleading.

Avoid scams - be #GreenAndWise



Tuesday 16 November - Misleading Advertising

Adverts on social media often advertise brilliant deals or grants for energy efficiency products such as double glazing, boilers or heating or funding/grants which don't really exist

What these adverts SAY can be very different to what they actually MEAN

Be #GreenAndWise

Consumers across Scotland have been left in debt from high energy bills due to green energy scams.

Don't believe online adverts offering grants to install energy saving measures in your home – always check impartial sources before making any decisions

Be #GreenAndWise

Most online adverts offering free energy saving measures for your home are misleading.

If you want to make your home more energy efficient, contact @HomeEnergyScot for free and impartial advice

Be #GreenAndWise



what they Say

FREE NEW BOILERS FOR HOMEOWNERS IN SCOTLAND

LOCKDOWN BOUNCEBACK PROGRAM

Scottish homeowners are saving THOUSANDS with the Boiler Scheme

Click below and fill in your details to see if you qualify for FREE boiler funding

Government Grants: Free Boiler Scheme Limited Time Only! APPLY NOW

what they Mean

GET A CHEAP BOILER AND SPEND 10 YEARS PAYING TOO MUCH FOR IT

MADE-UP 'PROGRAM' WILL END UP COSTING MORE

We'll ask you to take out a home care package with weekly payments of £8 over 10 years. Your 'Free' boiler will really cost you over £4,000

Give us your details so that we can sign you up for a credit agreement or loan

Not linked to any Government scheme Make a Rushed Decision! WE DO YOUR DETAILS



what they Say

Scottish Window Fund

Does your home have old or damaged windows?

£2,000 FUNDING AVAILABLE PER HOUSEHOLD

Windows over 5 years old? You could be eligible for £2,000 of Window Funding to help upgrade your old windows to new A+ energy efficient windows. This funding is only available this month - fill out the form TODAY for more details and to see if you qualify.

Name

Email address

Phone No.

Postcode

CHECK IF YOU QUALIFY

what they Mean

Scottish Window Scan

£2,000 'FUNDING' DOESN'T EXIST & NOT LINKED TO GOVT SCHEME

We'll tell you that your windows need replaced, even though they probably don't

We'll quote you an inflated price for new windows, then take £2,000 off as a 'discount'

We'll also tell you that our new windows will save you money on your energy bills - they probably won't. What's more, they'll be poorly installed by uncertified and unregistered fitters. Apply TODAY for years of hassle!

Your details will be added to a database which other companies can use to contact you

WITH MORE BOGUS ENERGY 'DEALS'

Wednesday 17 November - Cold Callers

Cold callers may try to sell you energy saving measures that won't actually provide any benefit to your home.

If you are thinking about making your home more energy efficient, have an impartial assessment carried out.

Be #GreenAndWise

Have you been told by a cold caller that you're eligible for a grant for insulation, solar panels or other energy saving measures?

Don't take their word for it - contact @HomeEnergyScot for free, impartial advice about grants and funding for energy efficiency measures

#GreenAndWise

Never allow cold callers to pressure you into purchasing energy efficiency measures for your home.

The products they're offering might not actually offer you any benefit – always get an impartial assessment done to find out which measures are best for you.

Be #GreenAndWise



Thursday 18 November - Insulation Scams

Have you had a cold call offering to carry out a free survey of your loft insulation or saying your insulation needs to be replaced in line with Government advice?

Don't take their word for it - get an impartial assessment carried out before having any work done

Be #GreenAndWise

There have been recent reports of cold callers who claim to be from Home Energy Scotland and offer to carry out free surveys of roof insulation.

Home Energy Scotland don't cold call people - they only phone customers who have given them permission to do so.

#GreenAndWise

Be #ScamAware if a cold caller says that your existing insulation needs to be replaced with spray foam insulation.

If you have regular loft insulation above the ceiling, @EnergySvgTrust advise that you don't need additional spray foam - if not needed it could rot roof timbers.



Friday 19 November - Online Surveys

If you see an advert on social media offering grants or amazing deals on energy efficiency products, don't enter your details - they could be added to a database and you'll get endless nuisance calls

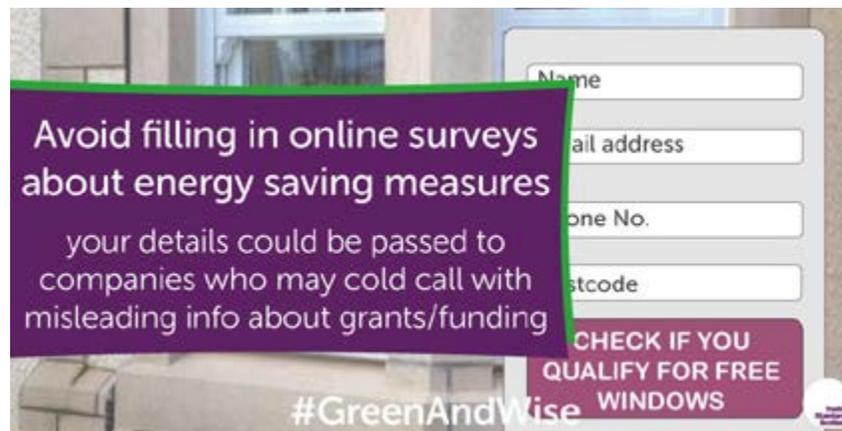
Be #GreenAndWise - get advice from an impartial source like @HomeEnergyScot

Social media ads for companies installing energy efficiency measures are often designed to gather your data so that scammers can cold call you.

Research companies independently before giving them any contact details or filling out online questionnaires - be #GreenAndWise

Consumers who have responded to social media ads for energy efficiency products have been cold called and visited by companies who pressured them into signing expensive contracts for products they didn't want or need

Always get 3 quotes before agreeing to have any work done



Saturday 20 November - Boilers / Solar Panels

There have been reports of scammers visiting Scottish consumers and telling them that they're eligible for a free boiler replacement by the government.

Avoid energy marketing scams by knowing what to look out for and where to turn for advice:
<https://www.tsscot.co.uk/priority-areas/energy-marketing-scams/>

Some homeowners have been cold called and given misleading information about solar inverters, being told that repairs/upgrades/new warranties are needed when they are not.

Get the facts about inverters at: <https://energysavingtrust.org.uk/renewable-energy/electricity/solar-panels>

A cold caller recently offered to fit wire to a consumer's solar panels for £2k 'to keep wild birds away'

The wire was in contravention of wildlife protection legislation & had to be removed

Don't deal with cold callers - be #GreenAndWise and get advice from @HomeEnergyScot



Sunday 21 November - Sources of Advice/Information

If you want to make your home more energy efficient, get an independent assessment carried out first.

Cold callers may try to sell you energy saving measures that you don't actually need and which won't provide any benefit.

Get free, impartial advice from @HomeEnergyScot

Confused about which grants and loans are available for energy efficiency measures in your home?

Don't believe online adverts or cold callers – get legitimate and trusted advice from Home Energy Scotland

Be #GreenAndWise

Fed up of nuisance calls offering deals on solar panels, heating systems, insulation or other energy efficiency products?

Don't deal with cold callers - report them to @advisedotscot and help us cut the power to misleading energy marketers.

Be #GreenAndWise



Further Information

In Scotland, consumers can be directed to the following sources of information/advice:

- **Home Energy Scotland**
www.homeenergyscotland.org
0808 808 2282

(free and impartial advice on energy efficiency measures and the various types of funding available to Scottish homeowners)

- **Advice Direct Scotland**
www.consumeradvice.scot
0808 164 6000

(for consumer advice and to report energy scams)



Find trusted information on energy efficiency measures:

Home Energy Scotland
www.homeenergyscotland.org

Simple Energy Advice
www.simpleenergyadvice.org.uk

Trustmark
www.trustmark.org.uk

Renewable Energy Consumer Code
www.recc.org.uk

Microgeneration Certification Scheme
www.microgenerationcertification.org

Advice Direct Scotland
www.energyadvice.scot

Citizens Advice Scotland
www.citizensadvice.org.uk/scotland

OFGEM
www.ofgem.org.uk

Financial Ombudsman
www.financial-ombudsman.org.uk