

# Mis-selling of Energy Efficiency Measures and Renewables

## Consumer Awareness Campaign



SOCIAL MEDIA TOOLKIT

Week 1: 14- 20 August 2023

## Campaign Overview

Scammers continue to target those looking to reduce their bills and make their homes more energy efficient by providing misleading information about the efficiency of different measures, the availability of grants and funding and the safety of consumers' existing energy efficiency measures.

The key aim of this year's energy campaign will be to empower consumers and to raise awareness of the mis-selling of energy efficiency or energy saving products, particularly in advance of rising energy bills during the autumn/winter months.

## Campaign Objectives: Week 1

- To ensure that consumers know how to have a safe journey to an energy efficient home and know where to find trusted and impartial information about energy efficiency measures
- To empower consumers to recognise and avoid misleading information in online adverts and cold calls
- To ensure that consumers are aware of their rights
- To provide links to sources of trusted, impartial, information, particularly aimed at those struggling with rising bills and the cost of living

## Links and Resources

A selection of social media images and printable leaflets can be downloaded via the TSS website at [www.tsscot.co.uk/energy-campaign-resources](http://www.tsscot.co.uk/energy-campaign-resources)

Partners should feel free to use social media messaging and images throughout the campaign as suits their organisation. Please use #TurnDownEnergyScams on all posts.

## Social Media Messaging

### Monday 14 August (launch)

Today we're launching the #TurnDownEnergyScams campaign to combat a rise in energy scams linked to the cost of living crisis and to raise awareness of how to find trusted, impartial information about energy efficiency products

Read more: [link to press release]

Have a safe journey to an energy efficient home:

- Impartial assessment
- Research
- Find an approved trader
- Check finances
- Check planning permission

Read more: [link to leaflet]

Energyadvice.scot provides free, practical advice and information on energy-related matters

Advisors can provide advice and information on enquiries relating to suppliers and their complaints processes, and can provide support to those struggling with energy bills.

Get in touch on 0808 196 8660 or find out more at energyadvice.scot

#TurnDownEnergyScams



### Tuesday 15 August (impartial assessment)

Thinking of making your home more energy efficient? Have an impartial assessment carried out first.

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

Get free, impartial advice from Home Energy Scotland #TurnDownEnergyScams

Never let a cold caller pressure you into buying energy efficiency measures for your home. The products they're selling might not actually offer you any benefit – always get an impartial assessment done to find out which measures are best for you.

Seek impartial advice from Home Energy Scotland: [www.homeenergyscotland.org](http://www.homeenergyscotland.org)  
#TurnDownEnergyScams

Cold calls offering free grants for energy saving measures are usually misleading.

Don't feel pressured to make a decision over the phone – always check trusted sources and get an impartial assessment done before agreeing to any work. #TurnDownEnergyScams



## Wednesday 16 August (research)

Do plenty of research into traders before dealing with them.

Check as many different review sites as possible and check whether they are members of an approved trader scheme or professional trade organisation. #TurnDownEnergyScams

If you're cold called and offered a special deal on energy efficiency measures, don't feel pressured into making a decision on the spot.

Take as much time as you need to make a decision and do plenty of research.  
#TurnDownEnergyScams

Adverts on social media often advertise brilliant deals or grants for energy efficiency products that don't really exist

Don't trust online adverts or cold callers – get legitimate and trusted advice from Home Energy Scotland at [www.homeenergyscotland.org](http://www.homeenergyscotland.org) and #TurnDownEnergyScams



## Thursday 17 August (find traders/installers)

Looking to install energy efficiency measures?

Find Microgeneration Certification Scheme (MCS) certified installers in your area via the Renewables Installer Finder at <https://rif.est.org.uk/>

Don't deal with cold callers #TurnDownEnergyScams

Not sure how to avoid rogue traders when installing energy efficiency measures?

Many local authorities run approved trader schemes, listing local businesses who have been vetted by Trading Standards

Find out more: <https://www.tsscot.co.uk/consumer-advice/approved-trader-schemes>

If you're thinking of making your home more energy efficient, find trusted, impartial information from the sources listed below #TurnDownEnergyScams

[Image with list of trusted sources]



## Friday 18 August (finances/planning permission)

Before having energy efficiency measures installed, check if any grants or funding schemes are available in your area via [www.homeenergyscotland.org](http://www.homeenergyscotland.org)

Don't take a cold caller's word for it that you are eligible to receive government grants/funding #TurnDownEnergyScams

If you've received a grant or loan to help with the installation of the energy measures:

- make sure you know any upfront fees and the total length and cost of the agreement
- find out whether the finance is tied to your home or energy use

Find out more: <https://www.tsscot.co.uk/priority-areas/energy-marketing-scams/>

Before having energy efficiency measures installed, check that financial protection is offered in case anything goes wrong. This could be product warranties, insurance backed guarantees or another form of financial protection.

Don't sign any paperwork until you have read and understood the terms and conditions.  
#TurnDownEnergyScams

Before having energy efficiency measures installed, check:

- If any pre-permissions or notifications are required (such as planning permission or building control)
- If you will need to carry out maintenance or servicing going forward

Find out more: <https://www.tsscot.co.uk/priority-areas/energy-marketing-scams/>



## Saturday 19 & Sunday 20 August (Consumer Rights)

If you agree to buy energy efficiency products from cold caller, make sure that you take a note of their company name and contact details in case something goes wrong.

Find out more about your consumer rights at <https://consumeradvice.scot/knowledge-centre/>

If you regret a decision you made to purchase goods or services over £42 from a cold caller, remember that you legally have 14-day cancellation rights.

Find out more about your consumer rights at <https://consumeradvice.scot/knowledge-centre/>

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