

#AcceleratingElectrification

BEAMA Member campaign toolkit.

September 2024: V1

BEAMA #AcceleratingElectrification campaign member toolkit

Introduction

At the heart of BEAMA's 3 year strategy is the aim to accelerate UK electrification and create a consistent and vibrant business investment platform for our membership as we move through the period of energy transition over the coming decade.

Whilst successive Governments have delivered the right rhetoric for the transition – the shift to electrification was first laid out around 15 years ago – there has been a level of inconsistency in downstream investment and support for network to emitter technologies. This includes a marked lack of 'warming up' for installers and consumers (particularly in the built environment), evidential market slow down in the smart meter roll out and electric vehicle charging infrastructure, and a stalling level of network investment through the RIIO regulatory mechanism.

Our #AcceleratingElectrification initiative provides a solid base for BEAMA and our members to raise the voice for electrification and drive home the message that the journey has barely begin in terms of policy, regulation, marketing and workable incentives. Much more needs to be done.

The success of BEAMA's ongoing #AcceleratingElectrification campaign will be determined by the engagement and understanding of it, and therefore the involvement of members is essential. We have prepared this key messaging document detailing how members can amplify the campaign and enable it to reach a broader and more influential audience. Being part of this campaign won't just benefit BEAMA's engagement with stakeholders such as Government, politicians and Ofgem, it also demonstrates your business' involvement in contributing to a debate that is valuable for your growth.

Campaign objective

The #AcceleratingElectrification campaign objective is to create the right environment for BEAMA members to expand their businesses and invest in the UK through a greater market for net zero delivery. Ultimately, it will support your business growth and enable the sale of more electrical products into the UK market.

In September 2024 we will publish the first edition of our quarterly Market Pulse report which offers not only real market data to track progress towards electrification against a basket of indicators, but also measures business optimism and mid-long term investment outlook alongside a range of additional member inputs.

BEAMA #AcceleratingElectrification campaign member toolkit

Our campaign success will very much depend on by building media, industry and policymaker support for a range of linked policies which foster sustainable growth and investment within the UK electrical supply chain, including:

- Confidence and certainty – Building upon the launch of GB Energy and the Clean Power 2030 Mission, boosting investor confidence further by unveiling more detailed decarbonisation roadmaps for the UK energy, transport, industrial and housing sectors. The UK is in a global race for net zero supply chain capacity, so must make itself the most attractive place possible.
- Infrastructure investment – Expanding the market for BEAMA members' products, by making the case for the UK to channel additional public and private investment into the UK's electrical infrastructure, expanding network capacity and accelerating the development and connection of low carbon technologies.
- People and Skills – The UK is in a global race to unlock the net zero supply chain opportunity. We must make the UK the most attractive place in the world for a career in engineering, innovation and high tech manufacturing.

This campaign will run for the remainder of the year following through to January 2025 and is designed to help us leverage greater exposure and voice against the key market changes, and policy developments we hope for from the new Labour Government. It's about raising the profile of our sector as a key contributor to the UK's Net Zero Energy transition. Throughout the year detailed positioning from BEAMA may adjust as we learn more of the Governments' intentions on key policy agendas, but we can use this campaign and the common themes to amplify our evolving position and crucially provide data and evidence to support our views.

Campaign narrative

Growing the UK's electrical products supply chain is a prerequisite to delivering the Government's low carbon economic growth strategy, providing the essential components for decarbonising the nation's energy, heat and transport infrastructure.

BEAMA's #AcceleratingElectrification campaign spotlights the multi-trillion-pound economic opportunity of growing the electrical products supply chain, transform the UK into the low carbon workshop of the world.

The campaign will communicate BEAMA's key policy priorities:

- Confidence and certainty – The new UK Government has made a strong start setting more ambitious decarbonisation targets, however it needs to develop more detailed decarbonisation roadmaps for the energy, heat and transport sectors to attract international investment in the net zero supply chain.
- Infrastructure investment – The UK needs to urgently increase both public and private investment in low carbon infrastructure to deliver upon its economic, social and environmental objectives, while boosting the UK market for BEAMA members' products.
- People and skills – The UK is in a global race to unlock the net zero supply chain opportunity. We must make the UK the most attractive place in the world for a career in engineering, innovation and high tech manufacturing.



What are we aiming to achieve?

In lead up to the election we did a lot of work to collate all our positions on key policy agendas that we know are influencing investment in our sector. The links below provide access to downloadable documents containing a full briefing on all related policy and how they relate to each department. It is this work that will form the basis for any discussion and briefing with new ministers and has already been sent to individual departments to inform their briefings to the new ministerial team. This should be a useful recourse for our members in ensuring consistent messaging around key policy agendas you may be engaging on through other organisations as well as BEAMA or individually. The full briefing will be consistently updated throughout the year should any positioning from BEAMA change or new agendas be added.

Full briefing: comprehensive analysis of all key policy agendas covered by BEAMA and departmental responsibilities:

<https://www.beama.org.uk/resourceLibrary/beama-briefing-pack-for-incoming-government.html>

Summary briefing: as sent cross Whitehall prior to the election, capturing the top priorities for our sector

<https://www.beama.org.uk/resourceLibrary/beama-policy-recommendations-for-the-next-uk-government.html>



An initiative to support you.

➤ Campaign messaging [\[link\]](#)

We will achieve this objective by seamlessly integrating BEAMA's media and political messaging through the overarching #AcceleratingElectrification.

➤ Campaign timeline [\[link\]](#)

➤ How your business can participate [\[link\]](#)

To maximise the reach and success of BEAMA's #AcceleratingElectrification campaign

➤ Campaign tools

- [Member Case Study Template](#)
- [#AcceleratingElectrification Logo's and Banner](#)
- [BEAMA Press Release](#)
- [Boiler plate for your own company PR](#)
- [Social Media post's along with social cards and #hashtags to utilise on your social media to show your support to the campaign](#)

Find out more

The success of BEAMA's ongoing #AcceleratingElectrification campaign will be determined by the engagement and understanding of it, and therefore the involvement of members is essential. To download the tool kit click [here](#)



Campaign Messaging

We will achieve this objective by seamlessly integrating BEAMA's media and political messaging through the overarching #AcceleratingElectrification.

Narrative	#AcceleratingElectrification is essential to achieving the UK's economic, social and environmental objectives		
Themes	Driving sustainable economic Growth	The UK is back in the race to Net Zero	Empowering consumers with real time energy data
Detail	<p>The electrical supply chain is a UK growth success story with enormous untapped potential.</p> <p>A strong UK electrical supply chain will reduce the costs of UK decarbonisation, driving down household energy bills while securing sustained economic growth.</p>	<p>The UK Government has restored certainty to the UK's Net Zero ambitions, making the UK a more attractive destination for global low carbon investment</p> <p>However, more must be done to chart out detailed roadmaps for decarbonising different sectors of the UK economy.</p>	<p>A smarter energy system is a prerequisite to lower household bills and decarbonisation.</p> <p>To reinvigorate the smart meter rollout, the UK should focus upon delivering positive outputs for consumers and communities, rather than arbitrary targets or specifications.</p>
Proofpoints (BEAMA Quarterly market pulse)	<ul style="list-style-type: none"> A £1 trillion global market opportunity – as other countries 0.5% of UK GDP 90 thousand high skilled jobs £5bn exports - 0.59% of total UK exports While BEAMA members report a Q1 2024 drop in investment, new Government has boosted investor confidence. 	<ul style="list-style-type: none"> Annual UK heat pump sales only 10% of those required to deliver Net Zero EV charger installations have not kept pace with the needs of UK drivers. 	<ul style="list-style-type: none"> We are 11 years away from the smart meter completion date but only 40% of UK consumers have access to a working smart meter The new Government has an opportunity to review and update the UK's smart rollout approach

*proof points will originate from evidence gathered through the new BEAMA Quarterly Market Pulse which is a unique report gathering economic data from across our sector including the BEAMA trends survey to provide a tracker for progress against UK targets and growth in our industry. This is aimed to enable an evidence driven campaign, giving BEAMA and our members leverage on the debate surrounding growth in our sector. [ADD LINK to MARKET PULSE](#)

These themes were spotlighted by BEAMA members as immediate priorities. We anticipate that BEAMA's #AcceleratingElectrification campaign will continue to evolve with time, able to prioritise additional sectors and policy themes.

Campaign Timeline

September

- 10 September - Submitting budget representation
- 11 September – Select Committee Chairs announced
- 16 September - Campaign launch to media (TBC)
- 22 – 25 September: Labour Party conferences
- 29 September - 2 October: Conservative Party conferences

October

- 5 October - Great British Energy Bill voted on in Commons
- 30 October – Autumn Budget

November

- 2 November – New Conservative leader announced
- 11 - 22 November: COP 29 2024
- 26 November - BEAMA Parliamentary roundtable/reception
- 27 November - BEAMA annual event



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Campaign Timeline

Ongoing

- Social Media Campaign
- Political stakeholder engagement - Please continue to reach out to your local MPs with approved messaging
- Members to share any events you are attending/sponsoring/speaking at
- Members to share any corporate initiatives/milestones that can be incorporated into the campaign
- Biweekly #Acceleratingelectrification campaign sub group meetings
- Submit case study material for Instinctif Partners
- This could include feature articles from your company on:
 - the future of the UK energy market and your associated sector
 - specific contribution to UK Net Zero delivery and electrification, potential to grow and investment
 - Innovation and R&D/product launches specifically related to accelerating electrification in the UK
 - Corporate milestones/ partnerships
 - There is wide scope of opportunity but throughout the campaign we want to showcase our members and put some real context behind the campaign. Any impactful stats, imagery, video material that we can repurpose would be greatly appreciated. We will continually ask members for this, but it would be great to have some case studies or features for the campaign launch.

How your business can participate

To maximise the reach and success of BEAMA's #AcceleratingElectrification campaign, we will be supporting each of the Association's 200+ members to fully participate within the campaign through several key stages:

1. Inform

- a. No one understands your business environment and challenges better than you. The #AcceleratingElectrification campaign needs your knowledge, insights and data to succeed.
- b. Through BEAMA's market pulse surveys, members will have an opportunity to share their experience to inform the #AcceleratingElectrification campaign, helping us to use data as a means of focusing on policies and solutions to overcome barriers to really make a difference to your business.
- c. The campaign will be overseen by the BEAMA Board and Strategy Committee, providing further opportunities for association members to input.

2. Magnify

- a. BEAMA's members are its greatest strength. By reposting and amplifying Association social content, BEAMA's 200+ members can multiply the #AcceleratingElectrification campaign's audience and reach, maximising its influence upon target stakeholders.
- b. We will support this by sharing social media kits, including all necessary communication materials, and briefings ahead of BEAMA set-piece events or announcements.

3. Elevate

- a. We have prepared template #AcceleratingElectrification letters for BEAMA members to share with their constituency MPs, forging stronger relationships with their local political stakeholders who will then be mobilised to support the Association's national policy objectives.
- b. Where individual members can offer an additional expert perspective on a priority issue, BEAMA will work with individual or small groups of member companies to be spokespeople for the industry. These will be incorporated into targeted media and thought leadership articles.

Thank you so much for your support and participation in BEAMA's
#AcceleratingElectrification campaign.

Case Study Template

Seek your input to shape and define BEAMA's #AcceleratingElectrification Campaign

Campaign objective

The #AcceleratingElectrification campaign objective is to create the right environment for BEAMA members to expand their businesses and invest in the UK through a greater market for net zero delivery. Ultimately, it will support your business growth and enable the sale of more electrical products into the UK market.

We will achieve this by building media, industry and policymaker support for a range of linked policies which foster sustainable growth and investment within the UK electrical supply chain,

Member spotlight series

Do you have any case studies we can feature as part of this campaign that makes the case for #AcceleratingElectrification? If you do please use the following template and if you need any further information please contact charlie.may@beama.org.uk. Please note details can also be discussed in confidence with a view to how best to share your information.

Information we are looking for:

Data - measured performance data and client benefit

Capacity building - success leading to job creation

Examples of difficulties which could have been overcome through regulation or policy

Barriers to case study replication at scale

Please use this following case study template to contribute and be apart of this campaign.

Each case study should include three slides, each with different formatting styles:

- Title Slide
- Main Body & Image Slide
- Continued Text, Member Information & Logo Slide

Character Limit Guides:

- Title: Max 8 Words
- Short Summary: 120 -150 Words
- Main Body & Image Slide: 400 – 600 Words
- Member Quote: Max 150 Words
- Continued Text (Slide 3): 300- 400 Words
- Member Information: 100 – 150 Words

[Download the Case Study Template here](#)

Title here

Short Summary here:

Picture here.



Use this section to introduce your case study.

In this section feature a quote relevant to your case study.

Insert large main case study image.



Insert main body of text for case study.

Continue and Finish Case Study Here.

Picture here.



High Res Logo Here



**Member Business
Summary / Logos &
Climate Credentials here.**

Campaign Logo's and Banner

Below are several version of the #AcceleratingElectrification Logo's along with the campaign banner that you can use on your website, social media and email signatures.



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[Download the #AcceleratingElectrification logo's here](#)



[Download the #AcceleratingElectrification banner here](#)

BEAMA Press Release



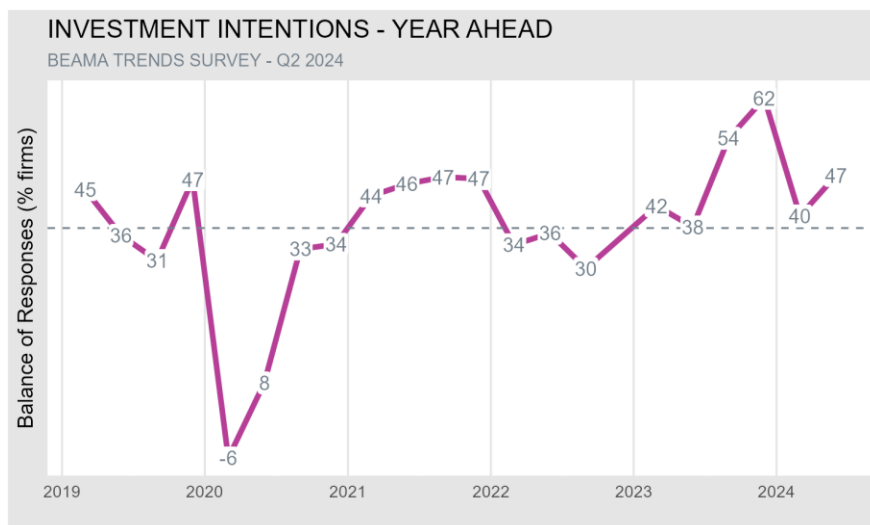
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EMBARGOED UNTIL 00.01 - 16 SEPTEMBER 2024

UK Government must increase expenditure on the supply chain or risk losing out on global Net Zero economic opportunity, finds new BEAMA report

- *Despite downturn in supply chain investment intentions, there are promising signs of growth demonstrating clear economic opportunity in UK manufacturing.*
- *Manufacturers are running close to current capacity levels, with 91% of BEAMA members without reserved capacity for demand fluctuations. This means decisions need to be taken now to increase capacity for 2030 infrastructure delivery and beyond.*
- *Today, BEAMA launches its #AcceleratingElectrification campaign, backed by 200+ members, aimed at fostering sustainable growth and investment within the UK electrical supply chain.*
- *BEAMA members call for greater visibility of transmission and distribution network expenditure beyond 2030.*

LONDON, Monday 16th September: BEAMA, the trade body for energy infrastructure and systems, representing a sector currently worth £14 billion, has today launched its first *Market Pulse* quarterly report to kickstart its #AcceleratingElectrification campaign. The new analysis reveals that while the supply chain is poised to deliver the significant increase in demand for low carbon heating and electric vehicles, investment intentions are still significantly lower than 12 months ago and fall short of the UK's electrification needs.



The slower uptake of Net Zero technologies, knocked by repeated policy delays and U-turns, has resulted in the UK attractiveness for investment being called into question. Despite this, the UK's Net Zero supply chain is optimistic and poised to deliver as evidenced by significant UK manufacturing investments by BEAMA members earlier this year.

#AcceleratingElectrification is an industry wide campaign, backed by BEAMA's 200+ members, which seeks to foster sustainable growth and investment within the UK electrical supply chain. Growing the UK's electrical supply chain is a prerequisite to delivering Labour's Clean Power by

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2030 target, providing the essential components for decarbonising the nation's energy, heat and transport infrastructure. Strong and ambitious Government targets are welcome, but a more detailed roadmap and decisive action is required today to deliver the supply chain requirements of tomorrow.

UK faces critical timing mismatch in reaching decarbonisation efforts

While politicians focus on immediate policy requirements and the networks operate within five-year price controls, supply chains require five–seven-year horizons to plan manufacturing capacity and supply a competitive global market for low carbon technologies. When a new factory can take seven years to build, or a skills shortage impedes capacity to deploy products, clear policy and regulatory signals that translate into manufacturing orders are needed to address this gap and stimulate this critical £14bn sector.

BEAMA members are spread across the whole of the UK's electrification value chain and there is a clear divergence where electricity networks investment has seen a clearer picture for investment. However, this is still considered too short term and there needs to be greater visibility of transmission and distribution network expenditure beyond 2030.

Yselkla Farmer, BEAMA CEO, said: “The UK is clearly back in the global race for Net Zero delivery, and with a series of imminent policies that will accelerate electrification across power, heating and transport there are reasons for optimism. However, a gap continues to grow between the projected energy sector investment needed to meet our targets and the current rate of deployment.

Optimism and confidence are far from where they need to be, and without urgent clarity, UK manufacturing of these vital technologies will struggle to meet future demand. The choice is clear, risk becoming reliant on supply chains outside of the UK or capitalise on the huge potential to grow this economic opportunity and build on the current £5bn of exports we currently maintain.”

BEAMA's surveys show that the industry intends to invest, but that the extent of this is not yet transformational, or aligned with projected demand, capacity is not being maximised and optimism remains cautious. Concerted measures to accelerate electrification still have time to make significant improvements before 2030, but only if we understand the current trajectory and act quickly to improve it.

Key findings of the report indicate the UK is missing its decarbonisation targets and lacking the clear frameworks and detailed roadmaps to increase the pace at scale:

- **Modest increase in investment intentions** across the sector does not reflect electrification needs for the UK. Far greater certainty of demand is required, either from government-led investment at infrastructure level or from builders and consumers for end-use products.
- **Supply chain capacity utilisation** edged lower below five-year average, while some parts of the supply chain for electricity networks report operating at full capacity. 91% of members do not reserve capacity for demand fluctuations which means decisions need to be taken now to increase capacity for 2030 infrastructure delivery and beyond.
- **Manufacturing unit costs** hit a four-year low with energy, shipping and labour costs having a greater impact than materials, underscoring that now is a prime moment to invest in UK manufacturing.

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- **50% of BEAMA members report an intention to hire more employees**, but challenges in filling vacancies remain because of ongoing engineering and STEM skills shortages.
- **UK needs to increase heat pump uptake up by 16 times¹** current delivery rates to hit 2030 targets. We can fill the spark gap through electricity price rebalancing and opening the market to the full range of electric heating products as well as heat pumps.
- **UK is 11 years away from having a complete smart metering system²** to support a smart flexible energy system in the UK. This will not enable us to meet our Net Zero targets. Manufacturers are leaving the UK market due to slowdown in smart meter deployment.
- **Innovators operating in heat electrification are struggling to commercialise at scale** due to slow progress with policy support and uncertainty over the construction sector outlook. Narrow focus on certain heat technologies is impacting the ability to scale up (progress towards the heat pump lead forecast is only at 10%) and therefore risking an inability to address the 20% non-heat pump homes identified by Government – this represents 6m units and immediate action is required.

Capitalising on £1tr global market opportunity

Whilst there have been significant delays, there is a £1 trillion global opportunity³ to position the UK as the global Net Zero workshop. *Market Pulse* data reveals that business optimism has bounced back to above the five-year average in 2024. In the last month alone, BEAMA members have committed to investing in the UK, with Schneider Electric [investing £42m](#) in a new manufacturing site, bringing 200 green jobs to North Yorkshire and Wilson Power Solutions has been acquiring sites in the UK for further factory expansion.

Kelly Becker, president at Schneider Electric, UK & Ireland, Belgium & Netherlands said:

“This milestone investment in our new Scarborough factory demonstrates Schneider Electric's unwavering commitment to the UK market and support for the nation's decarbonisation journey through the development of innovative solutions and the creation of local, green jobs. As we continue to expand our presence, we look forward to collaborating with BEAMA and the UK government to place accelerating electrification at the forefront of UK policy.”

Erika Wilson CEO of Wilson Power Solutions Ltd commented: “The UK is a world-leading Net Zero hub of innovation and a great place to do business. We have seen consistent uplift in demand from our customers and so have recently increased our footprint in the UK by acquiring another site for further factory expansion. However, compared to other markets, the future is unclear. We are still lacking the certainty and clear market drivers for electrification which will incentivise manufacturers to engage and commit to this market. Alongside our BEAMA supply chain partners, we are committed to working closely with the new Labour Government to develop a plan that gives clarity to the supply chain to be confident to invest in their facilities and people to support the path to New Zero.”

The road ahead

BEAMA has formed the Electricity Products Supply Chain Council, a body made up of all key industry organisations, focused on improving investment and delivery conditions for boosting the Net Zero economy. The Council is eager to spark action and deliver the essential building blocks to secure the UK's future decarbonisation. BEAMA calls on government to ensure this *Source: HPA/ OFGEM (FES forecast)*

Source: DESNZ

Source: McKinsey [Powering Up Britain: Net Zero Growth Plan - GOV.UK \(www.gov.uk\)](#)

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has ministerial leadership to spearhead regular dialogues between the supply chain, infrastructure providers and the construction industry.

- Key Council priorities will be:
 - Investment in electricity networks** – continue and expand collaboration to improve visibility of future work to improve investment conditions.
 - Active monitoring of deliverability** – reviewing market trends and product supply issues and proposing interventions to resolve these.
 - Assessing supply chains for electrification technologies** – analysing deliverability of buildings decarbonisation targets and opportunities for UK industry.

ENDS

Notes to Editor

Market Pulse data

The quarterly *Market Pulse* report tracks progress on the delivery of the UK's 2030 and 2050 target, seeking to bridge the gap between projected supply chain delivery and actual figures spotlighting the UK's journey to drive investment into the manufacturing supply chain. BEAMA has been analysing trends in the UK market closely for over 2 decades and conducts quarterly trends surveys with BEAMA members (approx. 200 companies).

About BEAMA

BEAMA is the leading UK trade association for manufacturers and providers of energy infrastructure and systems. BEAMA represents a sector currently worth £14 billion, employing 90,000, with exports worth £5 billion. BEAMA exists to support its members in ensuring that the UK has a strong electrotechnical industry which is recognised as an essential part of modern society and brings invaluable economic, social and environmental benefits. It represents directly some 200 companies in the UK electrotechnical and allied manufacturing industries advising its members on relevant technology and market developments, particularly relating to the areas of product safety and sustainability.

Media contacts

Annabelle Duke, Instinctif Partners, Annabelle.duke@instinctif.com

¹ Source: HPA/ OFGEM (FES forecast)

² Source: DESNZ

³ Source: McKinsey [Powering Up Britain: Net Zero Growth Plan - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/powering-up-britain-net-zero-growth-plan)

Boilerplate for use in press releases

To further amplify our #AcceleratingElectrification messaging, we have developed the below boilerplate which can be included in the 'notes to editor' section of your upcoming press releases where you are announcing initiatives/milestones that are aligned to our campaign objectives.



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[insert member company] are proud supporters of BEAMA's #AcceleratingElectrification campaign which seeks to foster sustainable growth and investment within the UK electrical supply chain. Growing the UK's electrical supply chain is a prerequisite to delivering the Government's low carbon economic growth strategy, providing the essential components for decarbonising the nation's energy, heat and transport infrastructure. To find out more, please click here (BEAMA webpage) or email: beama@instinctif.com

Social Media Posts, Images and Hashtags

Personalise these posts, images and hashtags on your social media to support BEAMA's #AcceleratingElectrification.

Social media is a powerful tool. We have created content which you can use on your personal or corporate social media.

Feel free to edit these or create your own post, but please use our campaign hashtags and link to @BEAMA (LinkedIn) so we can share and engage.

Hashtag:

➤ #AcceleratingElectrification

Social Media Content for W/C 16th September

Today, @BEAMA has launched its #AcceleratingElectrification campaign which spotlights the multi-trillion-pound economic opportunity to grow the electrical products supply chain and transform the UK into the low carbon workshop of the world.

As a BEAMA member, we are pleased to see the launch of this campaign and fully support the initiative. Find out more about the campaign here <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction #SupplyChain

@(company name) is pleased to support the launch of @BEAMA's #AcceleratingElectrification campaign; an essential initiative which will be key to achieving the UK's economic, social and environmental objectives.

Discover more about the #AcceleratingCampaign here <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction #SupplyChain

The new UK Government has made a strong start by setting more ambitious decarbonisation targets, however, we still require more detailed decarbonisation roadmaps for the energy, heat and transport sectors, in order to attract international investment into the Net Zero supply chain.

As a member of @BEAMA we are pleased to be supporting the #AcceleratingElectrification campaign. To find out more visit <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction #SupplyChain

Social Media Posts, Images and Hashtags

Personalise these posts, images and hashtags on your social media to support BEAMA's #AcceleratingElectrification..

Social Media Content for W/C 23rd September

The new UK Government are setting strong decarbonisation targets but need to set out a suitable roadmap for the energy sector to meet them.

@[company name] is a proud member of @BEAMA and are supporting their #AcceleratingElectrification campaign to drive for action. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

@BEAMA's #AcceleratingElectrification campaign spotlights the multi-trillion-pound economic opportunity of growing the electrical products supply chain, in order to transform the UK into the low carbon workshop of the world.

As members of @BEAMA we are supporting this drive towards electrification. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

@BEAMA's #AcceleratingElectrification campaign is a call to the new Government to promote the UK as the electrification capital of the world.

Setting out strong decarbonisation plans will help attract international investment in the supply chain to boost the UK towards our Net Zero targets. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

Social Media Content for W/C 30th September

The UK is in a global race to unlock the Net Zero supply chain.

In order to boost the workforce in engineering, innovation, and high-level manufacturing, we need to make the UK a premier location for a career.

We are proud members of @BEAMA, who have launched #AcceleratingElectrification, calling for robust steps to be made by the government to make this happen. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

We are proud to be supporting @BEAMA's, #AcceleratingElectrification campaign, which is essential to achieving the UK's economic, social and environmental objectives to become the low-carbon workshop of the world. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

A strong manufacturing sector and supply chain in the energy industry are key to our country reaching decarbonisation targets. We can make this happen by #AcceleratingElectrification. <https://bit.ly/4ei14c2>

#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV # Construction
#SupplyChain

Social Media Posts, Images and Hashtags

Personalise these posts, images and hashtags on your social media to support BEAMA's #AcceleratingElectrification..

Feel free to edit these or create your own post, but please use our campaign hashtags and link to @BEAMA (LinkedIN) so we can share and engage.

Hashtag:

➤ #AcceleratingElectrification

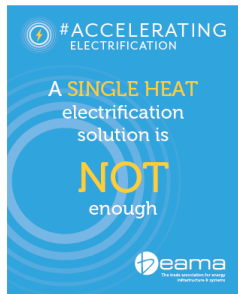
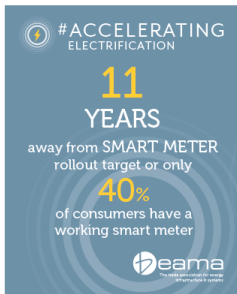
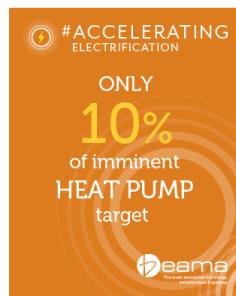
Social Media Content for W/C 7 th October
<p>@BEAMA's #AcceleratingElectrification campaign spotlights the multi-trillion-pound economic opportunity to grow the electrical products supply chain.</p> <p>We are supporting the call for the government to set out roadmaps for our sector to help attract investment and push us forwards, collectively toward decarbonisation.</p> <p>https://bit.ly/4ei14c2</p> <p>#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV #Construction #SupplyChain</p>
<p>#AcceleratingElectrification is the path to meeting Net Zero targets as a country.</p> <p>We are proud members of @BEAMA and are backing their campaign to grow the energy supply chain to meet the demands that electrification will place on our industry.</p> <p>https://bit.ly/4ei14c2</p> <p>#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV #Construction #SupplyChain</p>
<p>There needs to be confidence and certainty in the UK energy supply chain.</p> <p>As members of @BEAMA, we are supporting the #AcceleratingElectrification campaign to place a spotlight on this multi-trillion-pound economic opportunity. https://bit.ly/4ei14c2</p> <p>#Electrification, #Energy #AcceleratingElectrification #NetZero #Heat, #EV #Construction #SupplyChain</p>

Further social media post will be sent to all members on a monthly basis with the Key themes that BEAMA will be posting.

Campaign Social Media Assets

Below are a variety of #AcceleratingElectrification social media assets that you can post along with our suggested content or feel free to create your own post your own but please use our campaign hashtags and link to @BEAMA (LinkedIn) so we can share and engage.

Hashtag: #AcceleratingElectrification



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