



Supporting MEUC in 2021

Supporting MEUC are companies able to provide energy and water supply, services, technology and management solutions to our 'Major Energy User' members.

We deliver high-value customer relationships, provide profile-raising exposure at our events, meetings and via our dedicated website.



“ Thank you for organising such a brilliant event. It was fantastic for me to get into the event and network alongside some of the other large energy users as well as get an update on the state of renewable generation options as well as understand the challenges and opportunities which are available across the utilities landscape. ”

Keith Lockhart
Category Manager – Utilities, Heathrow Airport Ltd





The voice of utility users

MEUC was set up in the latter part of the 1980s to bring together like-minded professionals at a time privatisation was taking hold in the UK's energy market with a view to making sure that 'Major Energy Users' were informed of policy developments and purchasing opportunities as the market matured.

More than 30 years on and having stood the test of time, it continues to provide vital information to energy users and with its community approach to networking and issue resolution, uses its long-lived expertise to drive forward that all-important voice.

Rising to the challenges faced due to the COVID-19 pandemic, MEUC has embraced digital options in the short-term to ensure we continue to embrace member input, engage with stakeholders and deliver tangible benefits to corporate in-house energy teams across the UK.

Putting on over 40 webinars since March 2020 we have quickly adapted to the rapid changes taking place and the move to a home office environment most of our members are now in.

Where we are able to undertake physical events next year, they will be conference and networking based but without exhibition.

The following pages highlight our key purpose, strategic delivery and objectives and how you can drive advantage from the supporting opportunities and engagement with us for your company.



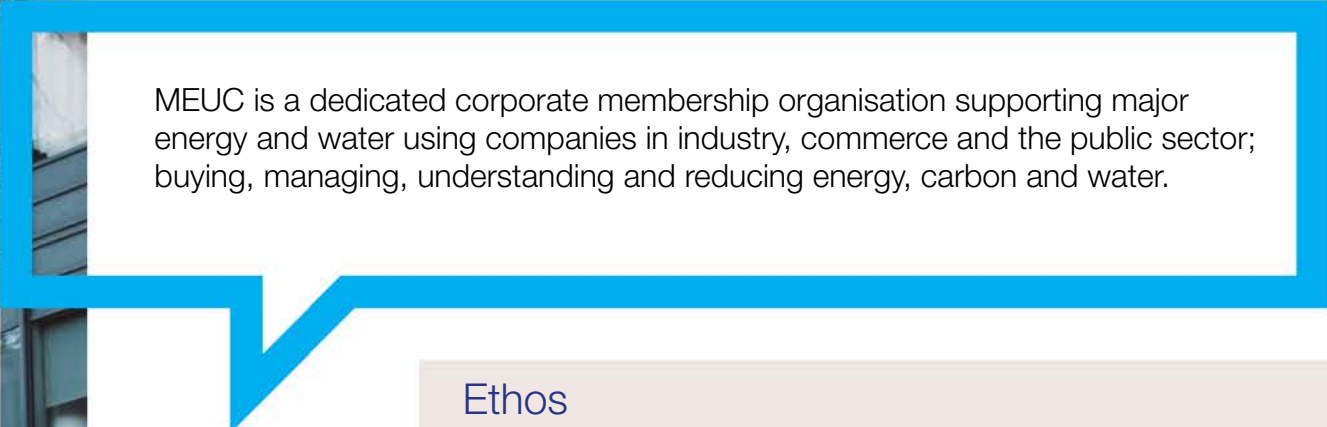
Peter Roper
Chairman



“ The world of energy procurement is a complex one, membership of the MEUC has proved invaluable. Knowledge and guidance received from both the team and fellow members has given me a deeper understanding of the markets and the confidence to discuss strategies with the rest of the business. ”

Graham Harrison
Purchasing Manager, Heron Foods





MEUC is a dedicated corporate membership organisation supporting major energy and water using companies in industry, commerce and the public sector; buying, managing, understanding and reducing energy, carbon and water.

Ethos

The organisation supports an effective, transparent and professional approach to delivering support services for end users in member companies.

Effective: helping its members to achieve and maintain significant energy and water cost and consumption savings.

Transparent: providing clear, concise and understandable analysis and comment on UK energy and water –

markets, legislation, regulation, policy, compliance and planning; to make informed decisions.

Professional: bringing together members and invited stakeholders to highlight, discuss, share best practice and positively influence Government departments, regulators and energy agencies in shaping the UK's current and future energy, environmental and water scenarios

Vision

The organisation will continue to be the voice of utility users, which it has been for over 30 years through a fee-based membership platform, currently representing over 25 per cent of all I&C and public sector energy consumption in the UK.

The organisation will:

- provide a hub of expertise to support member companies with

buying, managing, understanding and reducing energy, carbon and water.

- identify barriers to member companies and use the organisations framework to lobby policymakers.

- put the member company first in its internal and external activities

- increase the size of its' membership to broaden its representation.

Strategy

Provide timely information on a weekly, monthly and quarterly basis.

Run an 'advice on demand' helpline and email service and undertake annual member reviews to directly help with specific issues.

Schedule digital and physical events (where possible) - including: training and policy group meetings to support industry insight and information.

Maintain an open conversation with Government, Regulators and Civil Service Departments to inform and steer relevant policy.

Work with other stakeholders to drive standardisation and to offer and improve services to members and deliver monthly Benchmarking purchasing performance reports as a service.



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Opportunities include:

Events

Online Conferences, Workshop Webinars and Website Exhibition.

MEUC holds regular targeted, high-level, CPD certified content providing a great platform to keep members up to date with new services.

Energy Markets and Water Markets Policy Group Meetings.

Use your knowledge and experience to help influence and steer the industry through our twice yearly briefings to discuss current regulation, policy and market direction and understand consultation response viewpoints.

Westminster Policy Briefings.

Regular updates from our Honorary President Lord Teverson.

Half-day supporter webinars.

Sessions run in conjunction with our supporters to cover new services and opportunities from a best-practice perspective.

Information

Buying and Using Utilities.

Advertisement and topical editorial opportunities into our flagship quarterly journal, providing insight, opinion and valuable editorial. Distributed in physical as well as digital form to our wide distribution list.

MEUC Website.

Dedicated profile pages providing an opportunity for a media-rich experience, providing information, case studies, links, contact forms and our bespoke meeting request booking system.

Supporting MEUC branding

Validate your support with our 'supported by' email banner, logo and certification.

Training

Training Programmes

These content-rich programmes, with associated in-depth material provide a strong foundation for those new and not-so-new to the energy industry, providing an opportunity for MEUC supporters, sponsors and partners to encourage best practice.

Supporting Package -	Associate	Supporter	Sponsor	Partner
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Throughout 2021

MEUC 'Supported by'

Certificate, email banner and 'supported by' logo

✓ ✓ ✓ ✓

MEUC Website

Dedicated branded landing page and content

✓ ✓ ✓ ✓

- Logo and description

✓ ✓ ✓ ✓

- Media Rich Content, Case studies, mp4, pdf

✓ ✓ ✓ ✓

- Links to external resources

✓ ✓ ✓ ✓

- Contact form

- ✓ ✓ ✓ ✓

- Bespoke Meeting Booking System

- - ✓ ✓

Logo on MEUC Website Homepage rolling banner

- - ✓ ✓

Buying + Using Utilities (quarterly)

100 word listing, logo and contact details

- ✓ ✓ ✓

One-page editorial

- - ✓ ✓

One-page advert

- - - ✓

March 2021

Spring Policy Group Webinars and Partner Sessions

Attendance (excl Member Only/Partner Sessions)

✓ ✓ ✓ ✓

Listing/Logo in delegate pack

- ✓ ✓ ✓

Attendee List (consent only)

- - ✓ ✓

One-page advert in event delegate pack

- - ✓ ✓

Panel place in MEUC Webinar (topic tbd)

- - ✓ ✓

Presentation in MEUC Webinar (topic tbd)

- - - ✓

Dedicated Partner Session Webinar

- - - ✓

June 2021

Summer Policy Group Webinars

Attendance (excl Member Only)

✓ ✓ ✓ ✓

October 2021

MEUC ONLINE EXPO21

Attendance (excl Member Only/Partner Sessions)

✓ ✓ ✓ ✓

Listing/Logo in delegate pack

- ✓ ✓ ✓

Attendee List (consent only)

- ✓ ✓ ✓

One-page advert in event delegate pack

- - ✓ ✓

Panel place in MEUC Webinar (topic tbd)

- ✓ ✓ ✓

Presentation in MEUC Webinar (topic tbd)

- - - ✓

Dedicated Partner Session Webinar

- - - ✓

December 2021

Winter Policy Group Webinars

Attendance (excl Member Only)

✓ ✓ ✓ ✓

2021 Package

£discuss £discuss £discuss £discuss

Add-on opportunities

Dedicated Partner Session Webinar

£discuss

A4 (One-page) advert in B+UU (one issue)

£discuss

A4 (One-page) advert in B+UU (all 2021 issues)

£discuss

Panel place in MEUC Webinar (topic tbd)

£discuss

Logo on MEUC Website Homepage rolling banner

£discuss

Bespoke Partnership

£discuss

All prices exclude VAT

“ The MEUC emails us information, they are at the end of a phone call to give us advice on legislation and we find the whole membership scheme very valuable to our organisation. ”

Karen Riding
Reach PLC



Major Energy Users' Council (MEUC)

8 Fenchurch Place | London | EC3M 4AJ

info@meuc.co.uk | 0203 432 0333 | meuc.co.uk



**MAJOR
ENERGY
USERS'
COUNCIL**