



the ENERGY ACTION project

PRESS RELEASE

Cold@Home

A journalistic investigation of fuel poverty

Across Europe and North America, fuel poverty is on the rise: as many as 100 million people are estimated to be unable to afford to keep their homes adequately warm during winter months.

EnAct (The Energy Action Project), in association with multiple partners, presents **Cold@ Home**, a multimedia project that investigates the underlying causes of fuel poverty, its impacts on people and society, and the measures being taken by diverse actors to address it.

The project launched on 15 February 2016 with a web documentary from Ukraine, where people are facing their first winter after the government put in place a sevenfold increase on natural gas prices overnight (1 April 2015). For 12 weeks (until 7 May), diverse multimedia elements will explore specific aspects of fuel poverty (see attached editorial calendar).

Cold@Home's underlying message is that fuel poverty is not about being poor. In most cases, the combination of low quality housing and high energy prices drives people into financial hardship, ultimately compromising their health and well-being.

The project integrates diverse media to highlight different types of content:

Features range from personal stories (e.g. web documentaries and feature articles) to interactive elements and expert interviews via podcast.

Inside is the project's core element. This daily blog has a parallel streams: **The Basics** covers one sub-topic in a short entry (~400 words); readers who wish can link to **Indepth**, where energy experts offer deeper insights, in plain language.

The **Energy Diary** is a social media element through which EnAct allows people to give glimpses of their own daily struggles. This aims to give people a voice and help reduce the stigma associated with fuel poverty also providing insights for those working on solutions.

In keeping with EnAct's mission, *Reporting that seeks to empower*, **Cold@Home** has a section called **Act Now**, which includes tips on how people living in fuel poverty can take small steps to improve their situation or where they can go for help. It will also suggest how others can help those in need.

Cold@Home will evolve as it unfolds: EnAct will welcome questions from its audiences, accept ideas for new stories or angles, and engage with additional experts as needed.

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Background information

EnAct is an online platform investigating the causes and impacts of energy poverty worldwide, as well as solutions to address it. Jointly developed by seasoned journalists and energy experts, EnAct capitalizes on the power of multimedia to engage, inform, influence and empower.

Contacts

EnAct

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Cold@Home is available through two domains/web addresses:

- www.en-act.org/coldathome
- www.coldathome.today

To follow EnAct's full activities:

- www.facebook.com/TheEnergyActionProject
 - Twitter: @EnActNow
 - Instagram: @everyday_energy
 - www.en-act.org
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Week	Date	Theme	Feature element
1	15.02.2016	What is fuel poverty?	Ukraine web documentary
2	22.02.2016	What are the impacts?	Cost of cold homes interactive
3	29.02.2016	Where does fuel poverty exist?	Interactive map & country reports
4	07.03.2016	What causes of fuel poverty?	Nexus of factors
5	14.03.2016	How do we know who needs help?	The challenge of delivering help
6	21.03.2016	How does availability of resources affect fuel poverty?	TBD
7	28.03.2016	Technology solutions to fuel poverty	TBD
8	04.04.2016	Policy solutions to fuel poverty	Examples of innovative policy
9	11.04.2016	Who can help and how?	Range of actors, including consumers
10	18.04.2016	The benefits of housing upgrades	Interactive: The house as a system
11	25.04.2016	What keeps people from taking action?	Podcast: Psychological and social barriers
12	02.05.2016	Finding the money to take action	TBD