



British public gives warm reception to digital messages



Client Situation

The Department of Energy and Climate Change (DECC) was created in October 2008 to bring together energy policy with climate change mitigation policy. One mission of DECC is to support consumers by providing citizens with information that allows them to save money and save the environment by improving energy efficiency in their homes and daily lives.

DECC is committed to being an open and transparent government department, and aims to ensure that data is as accessible as possible. DECC continues to look for ways in which to develop a greater range of published data to help provide greater transparency.

Solution

DECC leverages GovDelivery Digital Communication Management to deliver important updates on legislation, energy markets and emerging technologies. The agency communicates official information through multiple channels and has integrated its email communication with its social media presence on YouTube, Flickr, and Twitter to increase its reach and impact.

DECC creates and delivers its stakeholder newsletter and eAlerts through GovDelivery to more than 23,000 subscribers. Sending newsletters through email ensures the public gets the latest news and information, saves budget on printing, paper and postage, and positively impacts the environment.

Results

The Department of Energy and Climate Change began offering email alerts through the GovDelivery system in April 2010. The department has since established a group of nearly 23,000 subscribing citizens and has sent nearly 750,000 personalised messages. Subscribers are able to choose from over 50 unique subscription topics including the DECC blog, Emerging Technologies updates and the Green Deal Newsletter. The most popular subscription topics have more than 10,000 subscribers each: press releases, legislations, and the DECC Stakeholder Newsletter.

DECC has dramatically increased its reach by cross-promoting related website content and subscription topics to its subscribers through the GovDelivery Network. The unique Web 2.0 Network allows the public to sign up for updates from multiple sources the first time they register as a subscriber. DECC has partnered with the Department for Business Innovation & Skills, Met Office, Health and Safety Executive, Parliament and the U.S. Environmental Protection Agency. Through these partnerships, citizens who are interested in the content that a DECC partner has to offer are automatically introduced to DECC subscription topics, allowing the department to leverage its partners' established audiences in turn growing its subscriber base.

GovDelivery Digital Communication Management offers government departments unique tools to further leverage their email alerts and subscription management efforts. One such example is DECC's use of GovDelivery Information Sharing Widgets during the United Nations COP15 Copenhagen Conference. The conference was a high profile and critical event for the UK government and took place between Monday 07 December and Saturday 19 December 2009. Anticipating high levels of traffic to the corporate website at DECC.gov.uk, DECC wanted a simple tool to keep citizens updated as news and events unfolded. DECC worked with GovDelivery to create a dynamic widget of Twitter updates from the Copenhagen Summit which fed through the latest tweets to its website. During the summit, the Copenhagen widget was viewed over 85,000 times by more than 13,400 unique visitors.