

Tata Power: Switch off energy, switch on sustainability

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A three-month pledge campaign called ‘Switch off to Switch on’ has been launched by Tata Power Club Enerji to help conserve energy and curb wastage. Begun on World Environment Day (June 5), the campaign has involved children as ambassadors of energy conservation. It lets everyone pledge and share their stories of switching from any part of the world.

The campaign is being hosted on www.tatapower.com/Green-Community (<https://www.tatapower.com/Green-Community/>), where people are being sensitised through advice and solutions for conserving energy to create a sustainable India. Within one week of launch, the campaign had garnered 600-plus pledges and was trending well on digital platforms. It is also being promoted by some of the Tata group companies as well as through radio spots and OOH, a company spokesperson informs CauseBecause.

The objective is to encourage small behavioural changes that can have a lasting impact. According to the company, the rationale of ‘switch off’ is to inculcate intelligent and thoughtful use of electrical equipment, thus ‘switching on’ the savings account for environment and energy. The Club Enerji initiative also intends to involve young people through participatory outreach campaigns such as a national school competition, where students will submit their entries in the form of blogs and videos on the topic of climate change. This will be both on ground via Club Enerji network of schools and through the company’s social media handles and website.

The campaign will leverage established brand properties such as Wattless Challenge and Doodle contests to engage with its target audience. An AV with the campaign ambassadors singing an anthem to inspire their families and communities to conserve electricity will be released as well. The campaign also aims to implement a ‘reverse parenting’ technique whereby children are engaging with their families and society to raise awareness on saving energy and sustainable living. With this objective, the campaign has launched its next leg of reverse-parenting video series #ChoteUstad.

The campaign directly addresses the 'reflex generation' (people who take part in 'micro-activism' in their daily routines to minimise environmental impact) and children who are the 'reflex generation' of tomorrow and are taking measures to create an ecofriendly community of the future. This section of the population expects businesses and individuals to show a greater level of responsibility when it comes to resource conservation and sustainability.

Starting with 12 schools in Mumbai in 2007, Club Enerji has now reached more than 533 schools nationwide, sensitising over 19.34 million participants and saving more than 25 million units of energy, as per the company's estimates. There are more than 1,526 Mini Clubs with 238,385 Energy Champions and 283,473 Energy Ambassadors, making it one of Tata Power's most successful community support initiatives.

The company shared some of the highlights of the campaign (till July 12) with CauseBecause:

- Total 2,700 pledges
- Green Community Webpage: Trending number 2 on Google Search (key words: green community)
- Campaign has created 243,165 impressions and reached 38,466 audiences across Facebook, Twitter, LinkedIn and Instagram

The Chote Ustaad video series can be viewed here: https://www.youtube.com/playlist?list=PL3soX_9oF8o7EauLM4doKZ_ByJRNHqA5 (https://www.youtube.com/playlist?list=PL3soX_9oF8o7EauLM4doKZ_ByJRNHqA5)

And here's the video link for the Climate Superheroes Pledge:

https://www.youtube.com/watch?v=wbn6llZdo_M (https://www.youtube.com/watch?v=wbn6llZdo_M)