



SEEC Programme

Further advice for funding applications

Updated 20 January 2021

This document is to provide further clarity around the terms used to describe the SEEC Programme funding and application process. This is in addition to the guidance questions provided in the application form.

“For this first round, there will be a focus on funding pilots that can be implemented to deliver benefits to households ahead of winter 2021.”

This means the funding focus will be on pilots that can be implemented so that some or all of the households or groups they work with, can begin to experience the benefits by June 2021, or soon after.

“Applicants must be targeted – focused on helping households in energy hardship.”

Applicants are asked to include information in their application about how they will determine who is eligible for the help they will be providing, and how they will ensure their pilot or initiative helps those in energy hardship. The government is currently working on an official definition and indicators of ‘energy hardship’. For the purposes of the SEEC Programme, we ask applicants to determine their own definition or indicators of ‘energy hardship’. An applicant’s definition may be as broad or specific as they consider is appropriate for their pilot or initiative.

“Initiatives must be trusted – able to provide credible, independent, electricity-specific advice and support services, ideally personalised to the household.”

In this context, ‘independent’ relates to the advice provided to the household, in the home, at hui, over the phone or by other means. This criterion does not mean the pilot or initiative must be independent from other organisations, suppliers or funders. For example, an initiative may involve providing household energy efficiency advice that includes recommending installing LED lighting. To be considered ‘independent’, the energy efficiency advice provided must be impartial, but branded LEDs may be provided to households.

“Initiatives must be measurable – able to measure and monitor initiatives to show results.”

All eligible initiatives must be designed to achieve an outcome – no matter how big or small. This may be some kind of change, such as a household switching to more efficient lighting or an electricity plan better suited to their needs, or a specific result such as reduced household power bills.

This criterion is about being able to demonstrate the pilot or initiative is achieving positive outcomes, and that key implementation milestones will be met. The information will also help build an understanding about the kinds of initiatives that can be most effective in supporting people experiencing energy hardship achieve warmer, more energy-efficient homes and lower their energy bills.