

Hi there!

Sorry about the group email but we're at a crunch time for getting a decent, ethical energy system.

I write to ask you to support Enova Energy.

### **Would you print the attached 2-pager?**

We're lucky to have [Enova](#), a remarkable community-owned energy retailer.

**It's everything you could wish for. It's the ethical energy company of our dreams.**

But it has two enemies:

1. **Giant retailers**, with cartel power, have forced up the price of wholesale gas. This makes life tough for an ethical start-up like Enova.
2. **Inertia**. Lots of people *want* to switch to an ethical company but..... don't get round to it. This is such a shame because switching to Enova just takes an easy phone call to 02 56221700.

### **It's crunch time for Enova and for our regional energy system**

If you like the idea that we take control of energy, while putting money back into communities, now is your chance to make it happen. If we fail now we will regret it.

### **This moment is so important, I'm making a commitment to phone 8 people.**

If they have not switched to Enova, I'm going to ask if they'd like information.

How many of you would be willing to start this conversation with 8 people?

The attached doc gives the info in easy dot points.

But here's an even shorter version:

- \*A good deal for your home - competitive prices
- \*Great feed-in rates for rooftop solar...16 cents per kWh
- \*A company that helps us take back control of energy - via decentralised energy
- \*A social enterprise that directs half their profits to benefit communities
- \*Helping low-income people access solar energy
- \*Helping people reduce consumption

### **Would you be willing to print out this 2-pager?**

Enova is truly amazing. It would be such a shame to see inertia take it under. It's our hope.

### **Here's the 2-pager for your kitchen table, and (I hope) your conversations.**

PS If you take some kind of action as a result of this email, could you let me know?

I'm interested to know if it does any good!