

Department of Energy & Climate Change

Digital Subscription Management



The Department of Energy and Climate Change (DECC) (<http://www.decc.gov.uk>) was created to bring together energy policy with climate change mitigation policy. DECC leverages GovDelivery digital subscription 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 to increase its reach and impact.

Solution Benefits

Agency Benefits

Automation

Streamline the process of communicating new information to the public.

- Use GovDelivery to **automatically** deliver message alerts to subscribers when content updates occur.
- Provides a method for constantly **re-engaging** subscribers and pulling them back to the DECC website.
- Provides **greater communication reach** at much lower cost.
- Coordinates and promotes **multiple communication channels** (including DECC website, Facebook®, Twitter®, YouTube®).

Subscriber Benefits

Personalisation

Give subscribers what they want, how and when they want it.

- Subscribers have access to more information that is **delivered directly to them**. (No need to search out information.)
- Engage subscribers by sending relevant, timely messages.
- Allow subscribers to choose how they would like to receive their updates.

DECC Email Notification System – How it Works

Agency: Automation Saves Time & Increases Efficiency

Subscriber Signup Process: Personalisation Improves Subscriber Satisfaction

1. Subscriber follows the email subscription link and red envelope logo located on the homepage and throughout the DECC website.

Enhanced Subscriber Service & Communication

DECC's Use of Collaboration Network

DECC has dramatically increased its reach by collaborating with other agencies on the GovDelivery platform. The Collaboration Network allows subscribers to sign up for updates from multiple sources the first time they register as a subscriber.

DEPARTMENT OF ENERGY & CLIMATE CHANGE

You may also be interested in information from these agencies.
Subscribe by checking the boxes; unsubscribe by unchecking the boxes.
NOTE: By clicking save, you are sending your email address to these partners.

BIS | Department for Business Innovation & Skills

- BIS Email Alerts
- Newsletters
- Social media
- What We Do

www.parliament

- Houses of Parliament ⓘ
- House of Commons ⓘ
- House of Lords ⓘ

U.S. ENVIRONMENTAL PROTECTION AGENCY

Email Subscriptions

- Blogs, Newsletters, and other Public Participation
- EPA & MultiAgency Cleanup Programs
- General Information
- Headquarters News Releases
- Healthy School Resources
- HealthySEAT School Assessment Software
- Office of Research and Development
- Radiation Protection Program Information
- Radiation Protection Program Topics
- Radiation Protection Waste Management Programs
- Regional News Releases

Save Cancel

DECC has partnered with the [Department for Business Innovation & Skills](#), [Parliament](#) and the [U.S. Environmental Protection Agency](#).

eNewsletter:

From: Department of Energy and Climate Change [decc@service.govdelivery.com] Sent: Mon 9/21/2009 12:51 PM
To: Renee Houser
Cc:
Subject: Department of Energy and Climate Change e-newsletter - UK Low Carbon Transition Plan announcement

DEPARTMENT OF ENERGY & CLIMATE CHANGE

July 09 issue:

- UK Low Carbon Transition Plan
- The Road to Copenhagen
- 2050 Climate Projections
- New Ministerial portfolios
- Organisation update
- Latest consultations
- Next steps on delivering DECC's objectives

Welcome to the new e-newsletter from The Department of Energy and Climate Change, bringing you updates on our work

UK Low Carbon Transition Plan

"Here is our 'UK Low Carbon Transition Plan' which I have published this morning. It sets out how we make the permanent shift to a low-carbon economy – this transition will be one of the defining issues of the 21st century.

It sets out a route-map for the UK's transition from here to 2020. With the discipline of carbon budgets, legally binding limits on emissions, we plan to drive change in every area: the way we generate energy, the way we heat our homes and workplaces and the way we travel. We are intervening to ensure the UK meets its international emission reduction targets, secures our energy supplies for the future, maximises the economic opportunities for jobs, skills and investment as well as ensuring our policies protect the most vulnerable in society.

[The UK Low Carbon Transition Plan](#)

DECC creates and delivers its stakeholder newsletter through GovDelivery to more than 1,700 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.

Updated April 2010