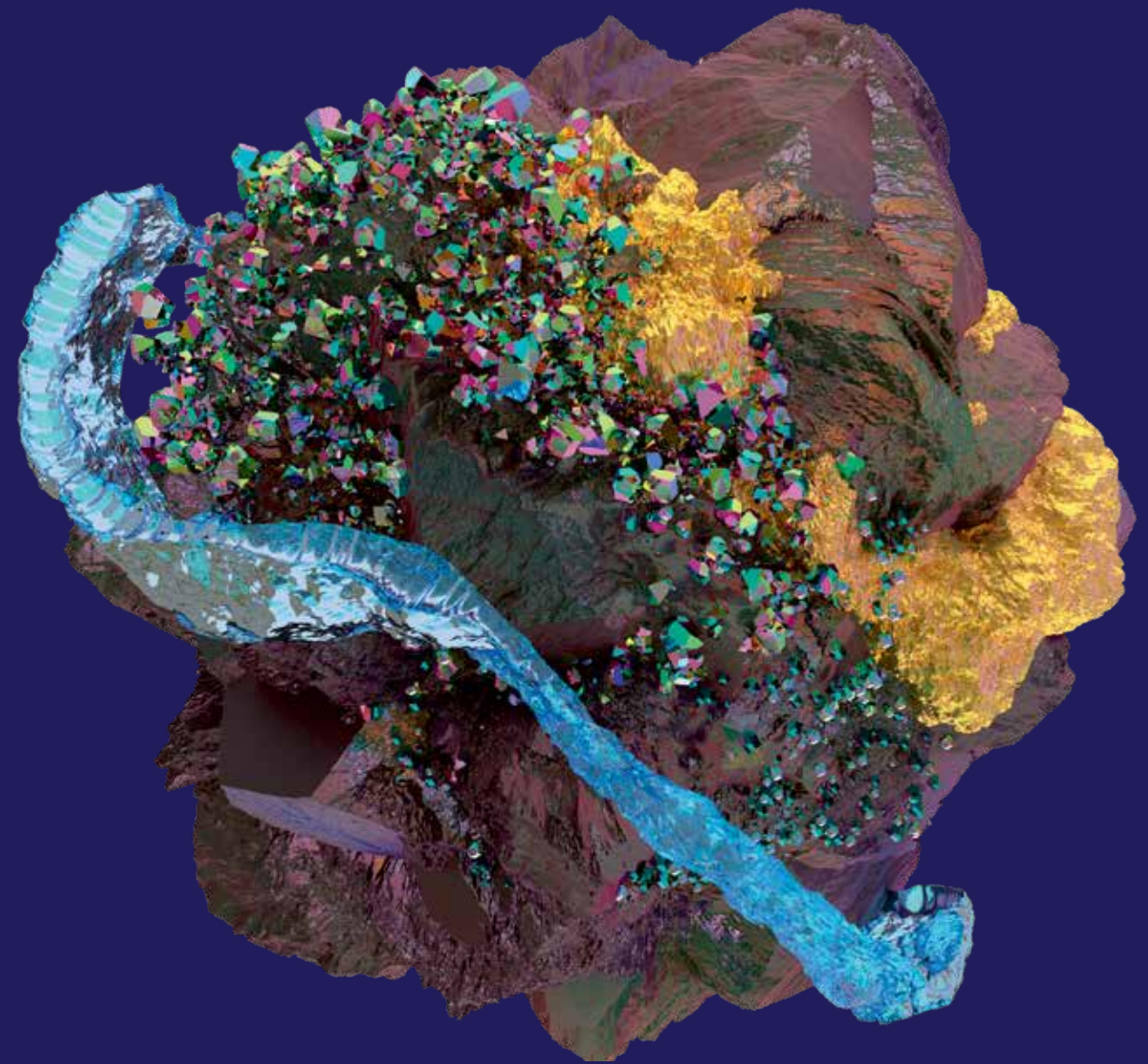


# THE 5TH CHARGE AWARDS

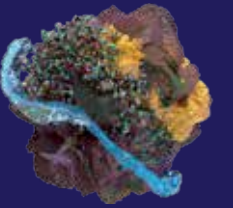
THE BEST ENERGY BRANDS IN  
THE WORLD WILL BE AWARDED  
IN SEPTEMBER 2020.

THE AWARDS MEASURE AND  
EVALUATE ENERGY BRANDS WITH A  
PROCESS THAT BUILD ON ACADEMIC  
AND PROFESSIONAL KNOWLEDGE  
ON BRANDING.



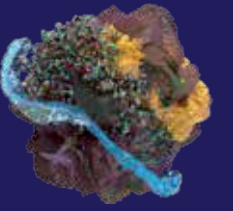
# THE PROCESS

The CHARGE Awards celebrate excellence in branding in the energy sector. The aim of the awards is to bring further the discussion on brand strategy by acknowledging and showcasing outstanding work. Participation is free and is based on suggestions from the global energy community and a screening by a global panel of experts.





# AWARDS CATEGORIES ARE AS FOLLOWS



## 1. ESTABLISHED BRANDS

Energy companies that can be traced back to before the liberalisation of markets. Companies in this category can be brands operating in markets that have not been liberalised, brands that have been operating before liberalisation or were created following liberalisation.

## 2. CHALLENGER BRANDS

Energy brands that have entered the market since market reforms. These brands have it in common that most their customers have been gained through their marketing activities. This category does not exclude brands that are owned by big players.

## 3. GREEN BRANDS

Energy brands that use green or sustainability positioning as their main point of differentiation.

## 4. TRANSMISSION BRANDS

Transmission system operators that have done an outstanding branding work.

## 5. DISTRIBUTION BRANDS

Distribution system operators that have shown outstanding branding work.

## 6. PRODUCT & INNOVATION BRANDS

Consumer products that are related to energy. These can be brands that provide tangible products or even software brands.

## 7. ENERGY ORGANISATIONS

Putting the spotlight on brands that further and spread public knowledge on energy and create enthusiasm for the energy sector. We are looking for the best brands in energy among associations, non-profits, academia and institutions.

## 8. B2B

The B2B category is for energy brands that generate energy and supply it to businesses who require energy on a large scale for their operations. The focus of their branding, communication and image building is thus towards other businesses rather than individuals.

## 9. HYDROGEN BRANDS

Brands that provide hydrogen or provide solutions related to hydrogen.

## 10. GAS BRANDS

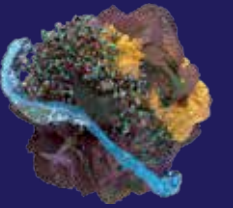
Brands that focus on the production, distribution or supplying gas.



Finalists 2018



# WINNERS QUOTES



## ESTABLISHED BRAND



### Contact Energy:

“The Contact Energy team in New Zealand is super-proud to be recognized at Charge 2019 as The World’s Best Established Energy Brand. We focus on putting our energy where it matters for our customers, our communities and our people - and it’s fantastic to be acknowledged for that.”

## GREEN BRANDS



### EWS

“We are very happy about this award, which really appreciates our engagement at international level. It encourages us to continue working together with our customers and members for a citizen-friendly, climate-neutral and nuclear free energy supply”

## CHALLENGER BRAND



### Powershop:

“We’re thrilled to see that the Powershop brand has been selected as the World’s Best Challenger Brand at the CHARGE Energy Branding Awards for the second year running. This win recognises all the incredible work delivering outstanding Powershop branded experiences around the globe. It validates our collective efforts at Flux and the wider Powershop family in creating and maintaining an innovative brand that customers love.”

## TRANSMISSION BRAND



### Elering:

“The award is recognition for Elering for its work as a TSO and developer of the energy sector more broadly. Adding significance to the honour is the fact that Elering was taking part for the first time and immediately garnered success in its category, something not all previous winners can say.”

## DISTRIBUTION BRAND



### Fluvius:

We’re very proud to have won the Charge award for best distribution brand. We consider it a wonderful reward for an intensive and bold rebranding process that has put our customers and stakeholders in the centre. We still have quite a few challenges to tackle in order to strengthen our customer-centric focus. But this award has energised every single one of our colleagues. We are ready to be bold and brave!

## PRODUCTS & INNOVATION BRAND



### Power Ledger:

“At Power Ledger, we pride ourselves on thinking outside the box, building an operating system for new energy markets. Our company has gone through a number of positive transformations since starting in 2016 and are honored to be named Product & Innovation brand of the year at the 2019 Charge Awards as a leader in energy.”

## B2B BRAND



### Haven Power:

“We’re delighted to have won the Charge award for best B2B brand, proving that putting purpose at the centre of brand can drive success, provided you’re bold, consistent, responsive and persevering. It’s been a real team effort and reflects how far Haven Power has come in the last few years. This is just the beginning and we hope this award is the first of many!”

## ORGANISATION BRAND

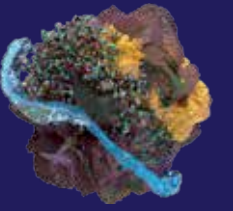


### Enel Foundation:

“We are proud to have been selected by the jury as the best energy brand in a category linked to those organizations that share knowledge and stimulate scientific debate about the ongoing energy transition.”

# AWARDS PANEL

**CHARGE**  
AWARDS  
2020



ANJA ALEMDAR

Swedenergy

COLIN MANGHAM

Biomimicry LA

KEVIN O'DONOVAN

A bit of this and that

STEPHAN KRIEGER

BDEW

MARTIN STADLER

Brand Consultant

PADDY YOUNG

Enlit

KACY KARLEN

Captains of Industry

IAN KAPLAN

BrandActive

BRITTANY GOLOB

Transform Magazine

PATRICK HARTMANN

University of the Basque Country

ALEXANDER RICHTER

ThinkGeoEnergy

ALESSANDRA BESANA

oracle

JOHNNY YAMAGUCHI

Dentsu

RANA BRIGHTMAN

Siegel+Gale

JAMES NGOMELI

Brands and Beyond

STEPHEN HAW

Baringa Partners

AKIF PAPAS

CGI Norway

ROBERTO ZANGRANDI

EDSO for Smart Grids

JEREMIE HOGAN

Opex Labs

BRANDON BUTLER

Roeslein Alternative Energy

CHRIS OBERLE

Escalent

RUNE KIRT

KIRT x THOMSEN

JULIEN GUERRAND

ISCOM Paris

LAWRENCE JONES

Edison Electric Institute

PRAMOD PALIWAL

PD Petroleum University

RAVIN MIRCHANDANI

ADOR DIGATRON PVT LTD

KARSTEN WIEDEMANN

Energate

SIMON RICHARDS

Richards Dee

FRANCISCO PUENTE

Escansa

THOR HJARTARSON

METSCO

TOM EMIL OLSEN

KIND Norway

THOM KENNON

Free Radicals

JACOB BENBUNAN

Saffron Brand Consultants

ANDREW SABADOS

Cornerstone Energy Solutions, LLC

TRONN SKJERSTAD

Skjerstad

HALEY ZERWAS

XYO1

JANINE FINNELL

Leaders in Energy

KOENRAAD VAN HASSELT

TenneT

MARGARET HARTWELL

Innovation and Creativity Coach