THE 9TH CHARGE AWARDS

The best energy brands in the world will be awarded in October 2024.

The awards measure and evaluate energy brands with a process that builds on academic and professional branding knowledge

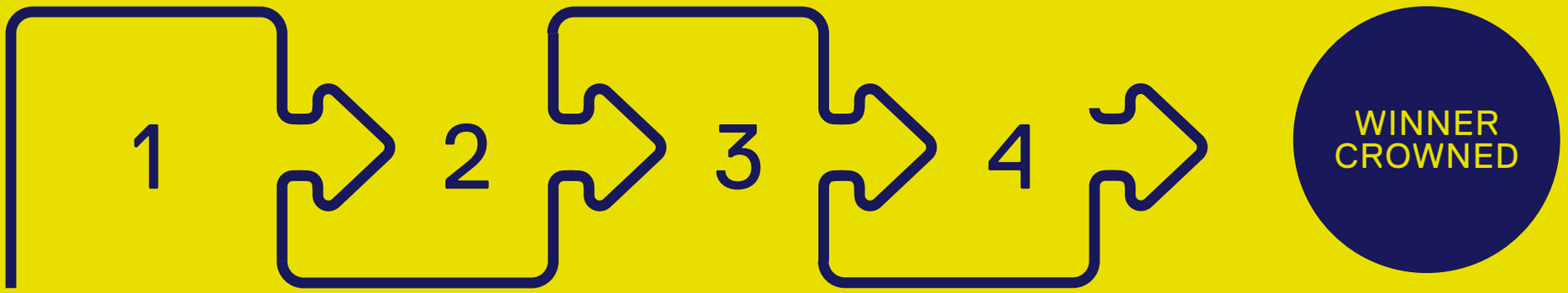
WWW.CHARGE.EVENTS

THE PROCESS

The CHARGE Awards celebrate excellence in branding in the energy sector. The aim of the awards is to advance 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.

THE AWARDS CEREMONY

The Awards ceremony will take place at CHARGE in Portugal, in October 2024.



1. SUGGESTIONS

The first step of the process is to gather suggestions from the global CHARGE Community and the expert panel.

2. SCREENING

The panel meets to discuss the suggestions and create the shortlist.

3. THE SHORTLIST

We reach out to the brands that made it to the shortlist.

4. THE FINALISTS

After reviewing and rating the submissions, we will announce the finalists in each category. There will be 3-5 finalists in each category, based on quality of submissions.

CHARGE
ENERGY BRANDING

AWARDS CATEGORIES

THE WORLD'S BEST ESTABLISHED BRAND

This award recognizes companies that have delivered stand-out brand initiatives through 2023-2024 and deserve to be recognized by their peers as brand and marketing trailblazers.

Most importantly for this category, finalists will be able to demonstrate that their brands have delivered a real, tangible impact for their businesses, either as educators or in capitalizing on new growth opportunities. Nominees will be able to showcase that their brand strategies have been translated into actionable and impactful campaigns over the past twelve months, either internally or externally.

NOTE: Entrants for this award are limited to IPPs, Utilities, Retailers, EnTechs, TSOs, DSOs and even community renewable project leaders. Established brands can be traced back before the liberalisation of markets and have over 5,000 employees.

THE WORLD'S BEST CHALLENGER BRAND

This award is for disruptive market entrants leveraging new technologies and/or ideas to transform the status quo. This category looks for true energy innovators who have leveraged cutting-edge solutions to empower their customers. What's more, we're hunting for companies that are developing the innovations needed to deliver and scale up the energy transition.

NOTE: Companies considered for this award include those younger than five years old. Entrants for this award are limited to IPPs, Utilities, Retailers, EnTechs, TSOs, DSOs or community renewable project leaders.

THE WORLD'S BEST GREEN BRAND

Finalists for this award will be companies who have achieved or made significant strides towards achieving their sustainability goals. They will have delivered impactful initiatives or campaigns that will be influential through the sustainable energy transition. The winning company may have created new systems, products or solutions to help customers through the sustainable energy transition or have successfully partnered with another company to deliver a value-adding green project worthy of international recognition by their peers. This category will highlight the value of branding as a critical tool in communicating innovation and the value of green technology or products.

In this category we want to shine a light on the brands that are accelerating the energy transition by breaking societal resistance to change, developing green retail products, introducing incentive programs or making major infrastructure investments around electrification of transport, heat, industry, and so much more.

NOTE: Entrants for this category must be from companies responding to the generation, distribution or sale of energy to businesses and/or residential consumers.

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ORGANISATION OF THE YEAR

This award shines a spotlight on the great work of supporting organizations and advocacy groups across the energy industry. We're especially interested in showcasing how these organizations have leveraged their influence and reputations to effect invaluable positive change, policy direction or with their members and industries over the past year.

In this category, we are particularly looking to reward campaigns, projects or efforts by supporting organizations that have helped to build support for grid investment, influenced policy change or delivered impactful public awareness campaigns that will be influential as we progress to the next stage of the global energy transition.

NOTE: This category is open to NGOs, associations, advocates, non-profits, and trade bodies that have delivered impactful campaigns and initiatives over the past twelve months

B2B ENERGY INNOVATOR OF THE YEAR

This unique category is open to brands right across the energy value chain. Finalists will have taken a unique leadership role in shaping the energy transition, customer experiences and/or grid digitalization over the past twelve months. Companies that make the final shortlist will be able to show how projects, technologies, and campaigns they have delivered have been impactful, innovative, and have showcased radical new solutions or opportunities for the energy industry. B2B companies are often overlooked for recognition, but finalists in this award will have the platform to show to the global energy community how they have made a real difference.

We are particularly keen to see new products, solutions and brand campaigns that have shown new ways to think differently and do differently about the future of energy. Successful finalists will be able to show how they have taken leadership roles in shaping the narrative and brand identity of the energy transition.

NOTE: This award is not open for IPPs, Utilities, Retailers, TSOs or DSOs. Instead, this award is exclusive to B2B solution/service providers further down the energy value chain

RISING STARS IN ENERGY BRANDING

This category recognises the extraordinary achievements of 10 young individuals aged 35 years and younger in the energy branding space. Young people are vital agents of change and future leaders, so we celebrate their strategic and analytical thinking, encourage how they work in a team and support their creative ideas.

We are particularly keen to see finalists with strong leadership qualities, who are shaping the current narrative.

NOTE: This award is open to under 35s (entrants must be born after 15/10/1989) in communication and branding positions.

2022 WINNERS QUOTES

B2B INNOVATOR OF THE YEAR

KIWIGRID

> We are proud to have won the CHARGE Energy Award in the category “B2B Innovator of the year”. For us, this award means that our brand and product strategy is perceived positively in the energy market, that our sector coupling IoT energy platform and products cover the right use cases, create real customer value and that our brand communication stands out from the crowd.
>
> Kristin Schumann, Product Marketing Manager, Kiwigrid

ENERGY ADVOCATE OF THE YEAR

EEI Edison Electric INSTITUTE

> I believe that when you win an award, you are not only recognized for what you have done, but you’re being encouraged and challenged to do more, and have greater impact. From an EEI perspective, we are certainly honored and will endeavor to continue to create and deliver value to our members and the industry at-large.
>
> Lawrence Jones, VP of International Programs, Edison Electric Institute

WORLD’S BEST GREEN BRAND

ATLAS

> We are honored to be recognized with the World’s Best Green Brand Award. This distinction is a token of our team’s commitment and will to power a more sustainable future. At Atlas, we strive to be at the forefront of our industry while being a force for good and accelerating the clean energy transition responsibly. Thanks to Charge Energy Branding for the recognition and inspiring communicators and brands to foster a greener mindset.
>
> Diana Castellanos, Marketing and Communications Manager, Atlas Renewable Energy

WORLD’S BEST CHALLENGER BRAND

ostrom

> For Ostrom, winning the World’s Best Challenger Brand at Charge Awards 2022 is further validation of our approach that the future of energy is not as a commodity, but as a service and an ecosystem that needs to deliver transparency, digitalization and convenience to its customers.
>
> Karl Villanueva, Co-Founder & CMO/CPO, Ostrom

WORLD’S BEST HYDROGEN BRAND

octopushydrogen

> Transitioning to NetZero has to be societies number one priority. Consumers and businesses need to find solutions to make that happen. Choosing partners that they can trust and believe in to deliver these solutions is vital.
> So building a brand that represents our core values has always been a focus for us.
> It is fantastic to win the World’s Best Hydrogen Brand award from Charge who are a global leader in energy sector branding.
>
> William Rowe, Founder & CEO, Octopus Hydrogen

CHARGE AWARDS WINNERS

METHODOLOGY

The methodology used to select the world´s best energy brands was developed by combining multiple methods that have been used to determine brand value and brand equity.

The CHARGE Awards are energy sector specific, which means that they take into account constructs relevant in guiding consumer purchase decisions in the energy space. Elements from Larsen's branding constructs (2014) were used to identify energy brand equity constructs. The Larsen constructs were originally developed in a multinational study on consumer perception in the energy market and are to date the most comprehensive academic research on consumers´ perceptions towards brand in the energy space.

The following four metrics are the best indicators of your market positioning and future success:

DIFFERENTIATION

Measures how well the brand differentiates itself from its competitors. Questions relating to uniqueness, brand promise, product offer and the brand's name and logo.

SEGMENTATION

Measures how well the brand divides its customers into segments and how well it appeals to each segment. Questions that identify segmenting trends such as age and price sensitivity.

PERCEPTION

Measures customer experience. Questions related to elements such as trust towards the brand, perceived experience and reliability, and the level of brand responsibility perceived by customers.

SUSTAINABILITY

Measures how the brand is considered to impact the environment and society. Strength of brand associations that relate to sustainability, the environment and corporate social responsibility.

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