

Nomination: 6807

Octopus Energy

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Octopus Energy
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Octopus Energy
<b>Category</b> A01 - A31 Employer of the Year > A15 - Employer of the Year - Energy
<b>Employer of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> From seed to global multi billion green energy company in under 6 years  Octopus Energy launched in 2016, on a mission to deliver better, cheaper and greener energy to people of all walks of life across the world. Led by our non-negotiable values of customer centricity, transparency and respect, we've built a company that is better for the world, that champions rewarding careers, social justice and environmental responsibility. Highlights in our stellar growth journey include:  - Becoming the THIRD largest UK provider with 5.2m customers  - Supporting 4600+ jobs globally across expanding operations in 15 countries - including USA, Japan, New Zealand and Germany  - Growing global licensing partnerships including EON and, EDF - with 30m contracted accounts supported to date on our technology platform - putting us on track to reach 120m by 2027  - Valued at \$5bn - rivalling market leader Centrica - following deal with AI Gore's Generation Investment Management (Dec '21)  - Recognised as the ONLY Which? recommended energy provider for an unmatched six years in a row  - Delivered industry-leading £250m customer crisis response to navigate all our customers through toughest times known to them with end-to-end care and compassion  - Unleashing constant stream of green technologies, customer offerings and initiatives to decarbonise energy faster  See Slides1-2

**b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required**

We're immensely proud to stand out as a Best Employer in our industry and beyond, winning accolades in 2022 such as Glassdoor Best Place to Work, Fast Company ' Best Workplace for Innovators' and #1 Best Company to Work in Utilities - thanks to our many employee-relations achievements. Here are just a few outstanding examples:

Growing an agile and loyal team to meet customer demand:

- 3000 new hires in past 24 months
- Guaranteed employment for ALL Avro Energy and Bulb employees following Ofgem's Supplier of Last Resort Process
- Lowest attrition; just 10% for Ops and 8% for the rest of the business vs. 30% of large energy suppliers

Developing diversity-enhanced recruitment and onboarding processes:

- Discovery Days and blind interviews to remove bias-ridden CVs and focus on how people respond positively to challenges
- 'Disability Confident Employer' accreditation
- Annual apprenticeships for underrepresented voices

Investing in our employees' health, wellbeing and resilience, and giving them the training, space and freedom to meet our shared mission and goals:

- New 'OctoThrive' Programme to enhance health, wellbeing and resilience
- Flexible roles to suit individual needs
- Enabling everyone to shape their own careers
- Making HR and Culture everyone's responsibility

Upskilling teams to support increasing numbers of vulnerable customers:

- 'Affordability' and 'Vulnerability Awareness' training for ALL operations teams
- Accredited Suicide First Aid training offered - at least 3 or 4 people in each team now fully trained
- 150 'Home Energy Experts' trained to provide energy saving advice and practical support to customers with heat dependency and mobility issues

See Slides 3-10

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

Our game-changing technology, model and culture is unique in our industry, enabling us to innovate, scale up and engage our employees at unmatched levels. as the following points demonstrate:

- Best employer: Highest employee ratings, lowest attrition and industry awards demonstrate our employees' happiness and loyalty
- Agile scale-up: Our technology platform, Kraken, enables seamless, agile team growth. Our organically-growing teams look after 65,000 customers, acting as separate £50m business units. Teams then split to welcome new hires, new customers and open up new leadership opportunities with no loss of knowledge or customer trust - maintaining our highest levels of customer satisfaction and employee engagement - all at scale
- Diversity-led recruitment: Coming out of the pandemic we responded to employee and candidate feedback, including removing 'must haves' and 'need to haves' from job adverts, phasing out bias-ridden CVs and embedding challenge-led tasks and blind interviews to engage a talent pool as diverse as our customer base. Today, we've achieved a 75% CV-free process and outstanding 80-95 NPS for candidate experience!
- Empowering healthy, autonomous teams: We've uniquely retained our 'start-up' vibe, embracing a flat hierarchical management structure which enables our agile and empowered teams to react to fast moving markets and changing customer needs with creativity and innovation. Meanwhile our well-received 'OctoThrive' programme is truly supporting employee health and resilience.
- Supporting vulnerable customers with specialist crisis skills: Our life-changing upskilling programme is helping us to navigate our vulnerable and hardest hit customers through the cost-of-living crisis with exemplary empathy and end-to-end care.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

We could not have achieved what we have today without the support of our brilliant fast-growing team. And we are proud to be investing heavily in their health, wellbeing and loyalty with their feedback, ratings, reviews and above all their commitment to our customers testament to the calibre of our approach.

This is part of our plan to help build the UK's 'Silicon Valley of Energy' - creating and protecting thousands of new high-quality jobs every year in the future of energy.

Our supporting document provides testimonials, images, data evidence, press coverage to fully demonstrate the claims we've made in our entry

Slides overview:

1. Purpose, mission and values - as voiced by Greg Jackson our CEO and founder and Al Gore, one of our investors
2. Past performance showing our stellar growth trajectory from seed to global green energy company
3. Agile team growth goals and results
4. Team growth tactics - how we've scaled up our loyal OctoFamily of shareholder employees
5. Innovative diversity enhancements to truly embrace all employee voices
6. Enabling a high performance culture - how we empower, engage and celebrate our employees
7. Spotlight on our vulnerability upskilling programme - developing internal skills to support positive customer outcomes
- 8- 11. 'OctoThrive' Programme - impact and uptake of our 3-strand employee wellbeing and resilience programme
12. Full list of employee-voted rankings, ratings and awards - which reinforce the impact of our strategy in providing the best experiences and opportunities
13. More highly-positive employee feedback - what our people say about why we are a Best Place to Work.

**Webpage Link**

<https://octopus.energy/careers/> (<https://octopus.energy/careers/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://octopus.energy/press/meet-the-team/> (<https://octopus.energy/press/meet-the-team/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://octopus.energy/blog/most-awarded-energy-supplier/> (<https://octopus.energy/blog/most-awarded-energy-supplier/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 4**

<https://octopus.energy/blog/al-gore-generation-investment/> (<https://octopus.energy/blog/al-gore-generation-investment/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.mygreenpod.com/articles/working-in-the-silicon-valley-of-energy/> (<https://www.mygreenpod.com/articles/working-in-the-silicon-valley-of-energy/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.which.co.uk/reviews/energy-companies/article/energy-company-reviews/octopus-energy-aESDM2a8ISWP> (<https://www.which.co.uk/reviews/energy-companies/article/energy-company-reviews/octopus-energy-aESDM2a8ISWP>)

**Would you like to add an additional webpage link?**

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**Web Page Link 7**

<https://octopus.energy/blog/what-makes-good-business-leaders/> (<https://octopus.energy/blog/what-makes-good-business-leaders/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 8**

<https://www.verdict.co.uk/octopus-energy-ceo/> (<https://www.verdict.co.uk/octopus-energy-ceo/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 9**

<https://www.bbc.com/news/business-56130187> (<https://www.bbc.com/news/business-56130187>)

**Would you like to add an additional webpage link?**

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**Web Page Link 10**

<https://www.bbc.com/news/uk-england-leicestershire-60981941> (<https://www.bbc.com/news/uk-england-leicestershire-60981941>)

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/16515/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjUxNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9ySupporting%20Document%20-%20Stevies%20for%20Great%20Employers%20-%20Best%20Employer%20of%20the%20Year%20-%20Octopus%20Energy.pdf>)

**Would you like to add an additional supporting document?**

No

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