

# connect

YOUR MAGAZINE. YOUR STORIES. ISSUE 101 / JULY 2020

## Future leader

Connect speaks to Victoria Akotha

### IN THIS ISSUE

#### THE BIG INTERVIEW

Matt Sykes

#### FEATURES

Smart+

LinkedIn Learning follow-up

Another 'J0' for Hinkley Point C

Sizewell C community pledges

Connect photography competition

Everyone's Welcome D&I video

#### SPOTLIGHT

Victoria Akotha and the BAME Network





# News round-up

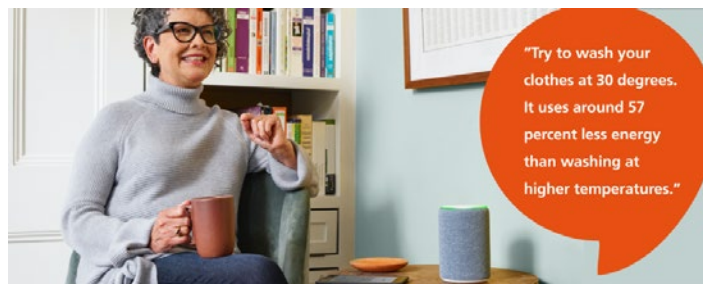
## EDF businesses combine strengths

Imtech and Capula, both EDF companies in the UK, have joined forces to provide a turnkey project for our Generation business at Hinkley Point B power station in Somerset. The project, which started last month, will ensure the site complies with the Dangerous Substances and Explosive Atmospheres Regulations 2002. The Imtech team will carry out surveys, method statements and risk assessments, followed by on-site project management. Capula will provide specialist control systems.



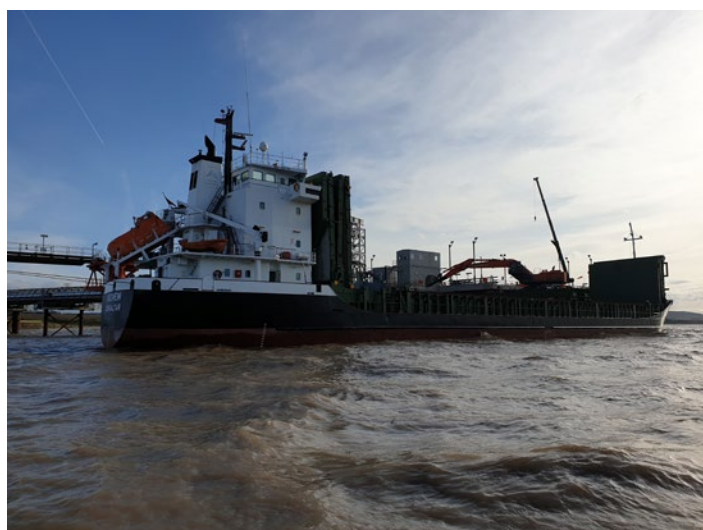
## FIT payments a lifeline for customers

During the Covid-19 crisis, the Green Hub team has seen an increase in calls from customers about their Feed-In Tariff (FIT) payments. For those not currently working or trading, these payments are a much-needed source of income. Whenever a FIT customer generates low-carbon energy for the grid – either through solar panels or wind turbines – we pay them for what they've generated. We're pleased to say that the pandemic hasn't affected our service levels and we've paid out a staggering £3.9m via the scheme since 1 May.



## Alexa, how can I be more energy efficient?

With an estimated 40% of our customers having an Amazon Echo, it makes sense to use this channel to help them save money, protect our planet and have a smarter home. Teams in our innovation hub, Blue Lab, have developed a new Amazon Echo flash briefing skill which provides daily energy-saving advice – from tips on smarter home heating to suggestions on making your fridge more efficient. See how much you could save by downloading the [flash briefing](#) on your Amazon Echo device.



## Hinkley Point C jetty delivers the goods

Aggregate deliveries for Hinkley Point C's 500m-long temporary jetty have hit 250,000 tonnes. The materials milestone means almost 10,000 lorries have been taken off the road in the nine months since the jetty became operational, helping to lower the project's carbon footprint and reduce traffic.



## Join the More Together party!

This month we've been celebrating a year since we launched More Together, our exclusive employee tariff. In the past year, over 5,000 of you have signed up and have enjoyed low-cost, low-carbon nuclear energy with some great savings on your energy bills. You've also enjoyed a little bit 'more' too, with the quarterly extras, such as Amazon and Love2Shop gift cards – and there's even more to come.

Our Aug21 tariff is our cheapest yet, so now's the time to sign up or switch and get even more for your money. Tell your friends and family about us too – refer a friend, and if they take out a new EDF tariff, then you both receive a £75 Amazon gift card. Together we can help Britain achieve net zero. What's not to like? Head to [moretogether.co.uk](https://moretogether.co.uk) to sign up and [my.edfenergy.com/referral](https://my.edfenergy.com/referral) to make a referral.



## Pivot Power gearing up in Kent

Last year Connect reported on EDF Renewables' acquisition of Pivot Power, a start-up which specialises in large-scale battery storage and power infrastructure for electric vehicle charging. Eight months later and we're delighted to announce that work is underway at Pivot Power's 50MW battery storage site in Kemsley, Kent. The site is the first of two projects due to be commissioned in early 2021 and is part of a nationwide portfolio of 40 sites, which will provide up to 2GW of flexible capacity to integrate more renewable energy and support the UK's charge towards net zero.

## Jobs a goodun for Bilfinger and Hinkley Point C

Industrial services provider, Bilfinger, has won two new contracts worth £350m to deliver the design, procurement, supplier management, fabrication and construction of high quality pipework and specialist equipment at Hinkley Point C. The contracts will create 350 British manufacturing and engineering jobs in Humberside, Warrington, Bristol and Somerset. This welcome news comes at a time when unemployment is rising due to the Covid-19 pandemic.



## EDF and Zenobe announce battery trading deal

EDF has partnered with Zenobe Energy, the UK's leading owner and operator of battery storage, to trade and optimise 59MW of its grid-scale battery portfolio. This deal demonstrates the strength of both our trading team's expertise and our commercial scale as an organisation. We're a key player in the distributed energy asset management sector in Europe and this deal enables us to grow our UK portfolio.







**"We have some great people doing fantastic things for our company, and country, and it has been humbling to be leading a business that is so essential during the Covid-19 crisis."**

# Generator. Decommissioner. Transformer

## Connect learns about the challenges ahead for new Generation MD, Matt Sykes

### How are you settling into your new role?

It's been an immensely challenging start to what was always going to be a pivotal year for the Generation business. Firstly let me say what a privilege it is to lead the business. I've been working in the electricity supply industry since 1979 when I began as an apprentice. We have some great people doing fantastic things for our company, and country, and it has been humbling to be leading a business that is so essential during this period of crisis.

In my first months as MD I had planned to spend a lot of time on site visits and, though I

managed to get to Hunterston and Dungeness before lockdown happened, I've subsequently spent hundreds of hours on the phone and in front of a computer, like many of us. We have a phrase in Generation called 'communicate until it hurts' and this has resonated in the role as MD. I've been speaking with teams at our sites, Generation leadership teams, functional support teams, and the Young Professionals and Women's networks. The MD role involves a lot of board meetings and more external engagement – such as with the regulator, suppliers, National Grid and the Government.

### How has Generation responded to the coronavirus pandemic?

The pandemic has, and continues to have, a significant impact on our people and the way we're working. It has also had tragic consequences and it was very sad to hear of the untimely passing of Andy Elkins on 14 April due to Covid-19. Andy worked in the maintenance team at Hinkley Point B and will be sorely missed by all that knew him. Beyond the personal loss and upheaval our people have experienced there's been a business impact, including delivering or moving planned outages. Overall we've risen to

the challenge of continuing to generate from those stations where we are operating and it was incredible in April to see three reactors being returned to service in three weeks at what was arguably the height of the crisis. Then, in May, we responded swiftly to National Grid's request to help balance the system by reducing power at Sizewell B.

### What are your strategic priorities for 2020 and beyond?

Late last year the senior leadership team refreshed the strategy for Generation. There are three enduring priorities that will guide us in the coming years:

- **Generate:** maximise safe, reliable and flexible generation from our 10 operating nuclear and thermal power stations. Secure a strong market performance from our gas storage facility.
- **Decommission:** safely and efficiently defuel the 7 Advanced Gas-cooled Reactors (AGR), continue safe decommissioning of Cottam.
- **Transform:** adapt our business to maximise the existing and future value of our unique capabilities.

This year is especially important as we look to deliver some major milestones - seek agreement with our regulator, the Office for Nuclear Regulation (ONR), on

the next steps for Hunterston B and Hinkley Point B; clarify the terms with Government for our role in defuelling; and bring Dungeness B safely back online. None of these are easy and require collaboration with those outside the business and managing legacy issues.

Where we have more direct control over our activities, our 2020 performance has been sound and gives me confidence we are doing the fundamentals well.

### How are we preparing for the decommissioning stage of several of our power stations?

I think we should view defuelling as a new and exciting part of our business and an activity that will keep many people busy over the next decade. Decommissioning our coal stations in Nottinghamshire is also a big responsibility, which the teams are embracing.

In the nuclear business, being what we call 'ready to defuel' has been a growing part of Generation this year. Preparing to defuel the AGRs requires one of the most significant changes to our business we'll have experienced. Preparations are well underway at Hunterston B and Hinkley Point B – the first stations expected to begin defuelling in the next couple of years. We're also developing detailed plans at Hartlepool and Heysham 1.



Matt with teams at Dungeness earlier this year

Just as important is the work to prepare the central support functions to support defuelling and we've established a 'readiness to defuel' programme and made great progress in the first half of the year. Much remains to be done to ensure we're ready to defuel from a technical standpoint and we're putting the resources in place to deliver our responsibilities.

### What's Generation exploring as part of its transformation agenda?

The scope of change is broad. We're talking about facing into organisational change, cost reductions, determining which strategic skills and capabilities we'll need in future, as well as a change in our mindset and how we work. This last point is necessary as the future requires more flexibility. The end customer (the organisation paying the bill!) will be different, depending on what services we're providing and where our assets are on their lifecycle.

Our transformation isn't a six month 'project'. It's a sustained programme of business change over a number of years. However, in some areas, we

need to act now to ensure our future success. One of these areas is cost and leaders in the central support functions are working on a request to lower both our central costs and overall investment levels by 20% in 2021.

This transformation will position Generation and EDF, for the long term, as a highly skilled business ready to deliver on Britain's ambition to tackle climate change with low-carbon electricity. Nuclear is core to EDF's refreshed UK purpose to 'Help Britain achieve net zero'.

### How is Generation helping Britain achieve net zero?

Quite simply, we're producing around 20% of the UK's power and most of it is low carbon and relatively low cost. The UK's greenhouse gas statistics would certainly look a lot worse without this contribution. Of course, we're moving the AGR fleet into decommissioning during the coming years so the relative share will steadily decrease. However we're purposefully ensuring our 'know-how' will be reshaped to support nuclear plants under construction and development.

**GENERATION STRATEGIC VISION**

Our enduring priorities

- Generate**  
Deliver operational excellence to maximise safe, reliable generation from our existing nuclear and thermal assets
- Decommission**  
Safely and efficiently defuel the AGRs and decommission the coal stations
- Transform**  
Transform our business to maximise the existing and future value of our unique capabilities

# Smart just got smarter

Connect discovers what smart meter customers can soon look forward to thanks to the Smart+ project.

The Covid-19 pandemic has brought into sharp focus the importance of energy efficiency for our customers. Many households and businesses have had their income reduced in recent months and have been looking for ways to save money. At EDF we're helping them on their mission thanks to Smart+ (customer name, Energy Hub), a project that aims to bring extra data-enabled services to our customers to help them reduce their carbon footprint and spend less on their energy bills.

## WHAT'S IN IT FOR OUR CUSTOMERS?

- Energy Insights summary – simple, easily digestible insights for customers (e.g. periods of highest use) which bring to life the way they use their energy and provide relevant energy-saving tips
- Trends – the ability to track spend and consumption through an improved data visualisation tool
- Home breakdown – a view of how customers' consumption is split across different categories in the home (e.g. heating and hot water)

We want these extra tools to benefit the mass of our customer base which is why we're building them into our MyAccount platform where the majority of our customers manage their energy. It's a great starting point that will open up a new kind of conversation and engagement with customers.

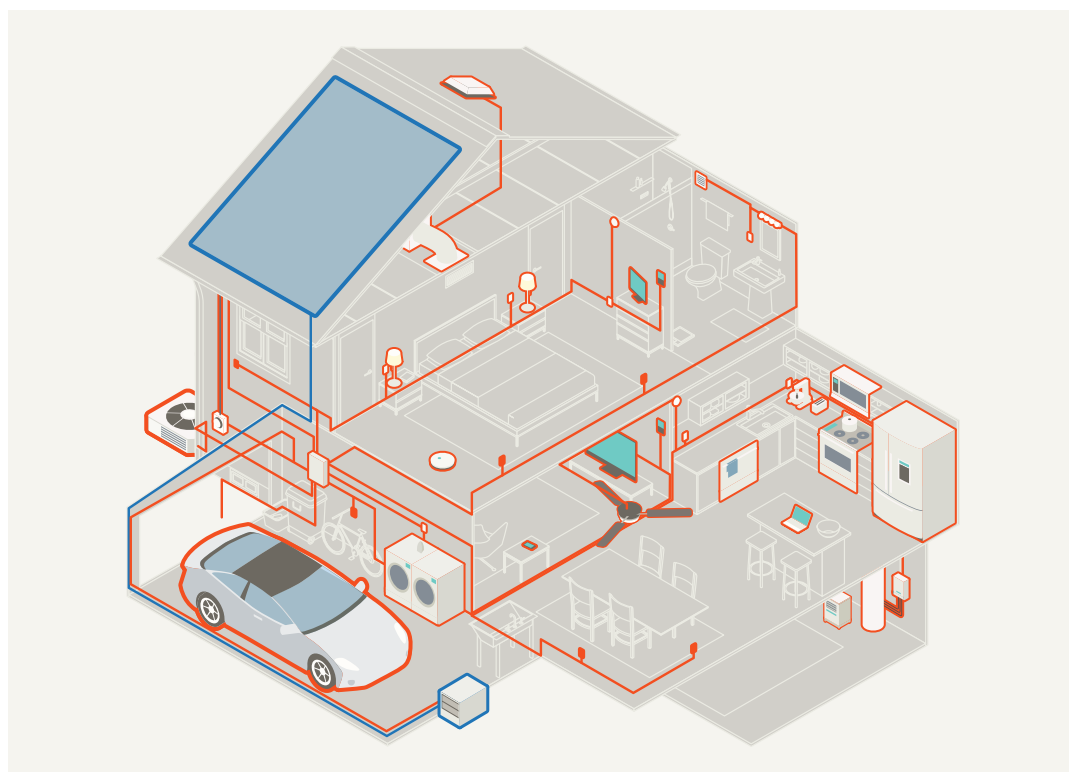
### What did those on the trial think?

"It is so good to see exactly what energy is being used on what appliance which will enable me to look at any changes I can make."

"I could see exactly where my energy usage was going, down to the last penny."

"I can see really easily how much I am spending in different areas. I've now turned off two unused fridge freezers in the garage!"

"I can now see where my biggest spend is so I can think about ways to decrease that spend."



**"These are challenging and uncertain times for our customers and in this context it has never been more important to provide the tools and support they need to manage their energy spend."**

Director of Sales and Marketing,  
Rich Hughes

Blue Lab carried out a Smart+ trial in 2019 with close to 1,000 residential customers, and many of these gave some great insights on the value of these extra services. The success of the trial persuaded those involved that Smart+ should be introduced to the bulk of our residential customer portfolio. So a team came together from Customers, led by Senior Propositions Manager, Ian Holland, to make it happen.

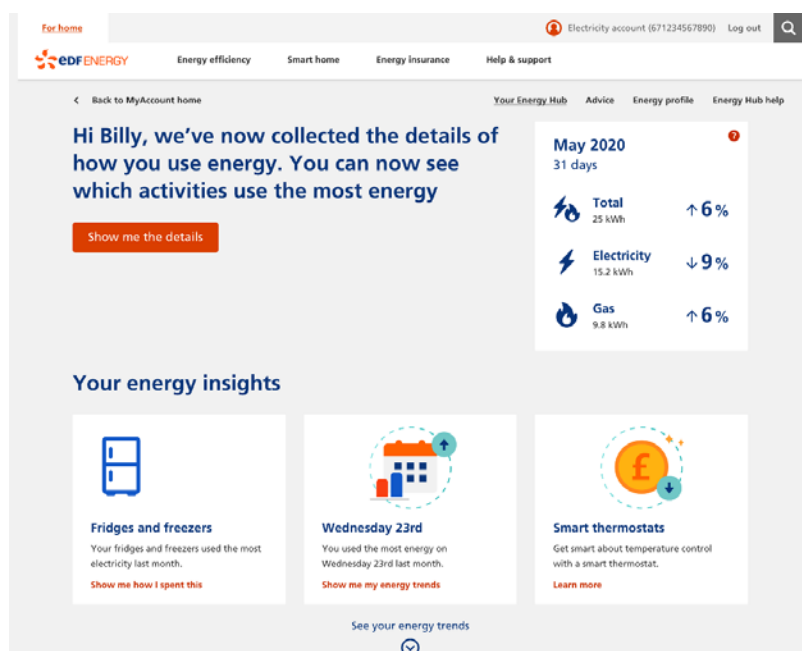
"We've achieved great success in our smart meter rollout to date," says Ian. "We're close to two million meters installed, which saves customers time on meter readings and gives them access to live consumption information through the in-home display. However, we think there's scope to transform the

experience through additional tools and insights that can help our customers understand more and save time, money and carbon."

This is a well-trodden path with a number of key competitors investing in this area in recent years. Though these services are still developing, the potential benefits to business and residential customers are significant.

### **Adding value for customers**

Ian believes there are real opportunities here to enhance our reputation and add value. He highlights a number of studies on the continent which have shown the value customers place on these new smart insights and tools and their potential impact on reducing customer churn. "The ability to predict and proactively manage customer expectations around consumption and billing can be a big driver of operational efficiency," he argues. "Then there's also the potential to offer customers targeted tariff and product solutions which align with their home and the



**"There's a big opportunity to use smart meter data to provide a more proactive experience, whether that's letting customers know they're at risk of overspending or just providing reassurance that their payments are on track."**

Senior Manager, Smart+, Ian Holland

way they use their energy. The opportunities for the customer are endless!"

### **Setting up the project**

The team mobilised in early March and it includes representation from across the business. "We have two main priorities for this first phase of work", says Project Manager, Jack Poole. "We want to deliver a great experience for our customers to drive engagement and deliver a scalable solution which will also enable ongoing development. We have a core team in place looking at the user experience with strong representation from the Customer Experience and Digital teams. They're working closely with BC&IT to define the end-to-end solution and enhance the overall experience for customers."

### **Next steps and future phases**

The team is focused on delivering the initial release into market in 2020 with a Q3 target, but they're already thinking about what comes next. "We see the next big priority area as being alerts and reassurance," says Ian. "There's a big opportunity to use smart meter data to provide a more proactive experience, whether that's letting customers know they're at risk of overspending or just providing reassurance that their payments are on track."

"There are also some key links with our other hero propositions which will need to be established. We need to support our customers with this transition to new technologies and their impacts on usage and spend, whether it's EVs, electric heating or Pay as you Go."

### **DID YOU KNOW?**

We've installed around 1.9 million smart meters so far, helping our customers to save money on their bills and reduce their carbon footprint. Fingers crossed we'll hit the two million mark in the autumn!





# Inclusion champion

This month, Spotlight looks at the Black and Asian Minority Ethnic (BAME) Network and hears from Customers' Victoria Akotha.

## Introducing the BAME Network

The network provides a forum to better understand issues affecting BAME employees in the workplace, such as career progression and recruitment. It also supports the business in understanding the ethnically diverse landscape it operates in. Its aim is to connect people through creating a sense of community and it holds regular meetings and events throughout the year to raise awareness and celebrate cultural diversity.

## Victoria's story

Victoria Akotha is the Communications and Regional Office Lead for EDF's BAME Committee. She champions diversity and inclusion, as seen through her work relaunching the BAME Network in 2019. She recently featured in the [EMpower 100 Ethnic Minority Future Leaders](#) list and in June she moderated a joint collaboration panel between EDF and Accenture - Managing Inclusion through Uncertain Times. Here's what

she had to say about the experience.

"Throughout the Covid-19 lockdown, studies warned that inclusion would take a hit and it would become increasingly important for large organisations to bring people together at a time of rapid change and unrest. The killing of George Floyd in the United States sparked a global response and there was a genuine desire within the BAME Network to talk about racial inequality. The panel



provided a great opportunity to do just that.

"Supported by the Customers BAME Committee, it included Head of Back Office and Asset Management, Christopher Dalley, and Head of D&I, Jane Francis, from our own ranks, as well as several senior Accenture professionals. Our keynote speaker was Paul Anderson-Walsh from the Centre for Inclusive Leadership and our newly appointed BAME Network Executive Sponsor, Paul Spence, hosted the event.

"Not wanting to shy away from the uncomfortable

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**"The killing of George Floyd in the United States sparked a global response and there was a genuine desire within the BAME Network to talk about racial inequality."**

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topics we often avoid in the workplace, our questions covered everything from the difference between prejudice and discrimination to bias in recruitment and career progression. Paul Anderson-Walsh highlighted that we need to reflect on our natural human state of prejudice to consciously prevent this from turning into discriminatory behaviour. He said we should take advantage of this unprecedented time when the extreme results of inequality are resonating with and uniting different groups on a very human level.

"Christopher gave personal advice on the benefits of putting yourself in uncomfortable business situations to develop adaptability while staying true to who you are. Jane emphasised the importance of data and the need to review engagement survey results through the lens of diversity. The panel also highlighted the need for organisations to go beyond all-encompassing labels like 'BAME' which can often mask the inequalities felt by different groups - especially the black community.

"The panel's positive tone created a safe place for a very uncomfortable conversation. The volume of questions and feedback from the audience really showed that there's much to be done in this space and as an organisation we can do more."

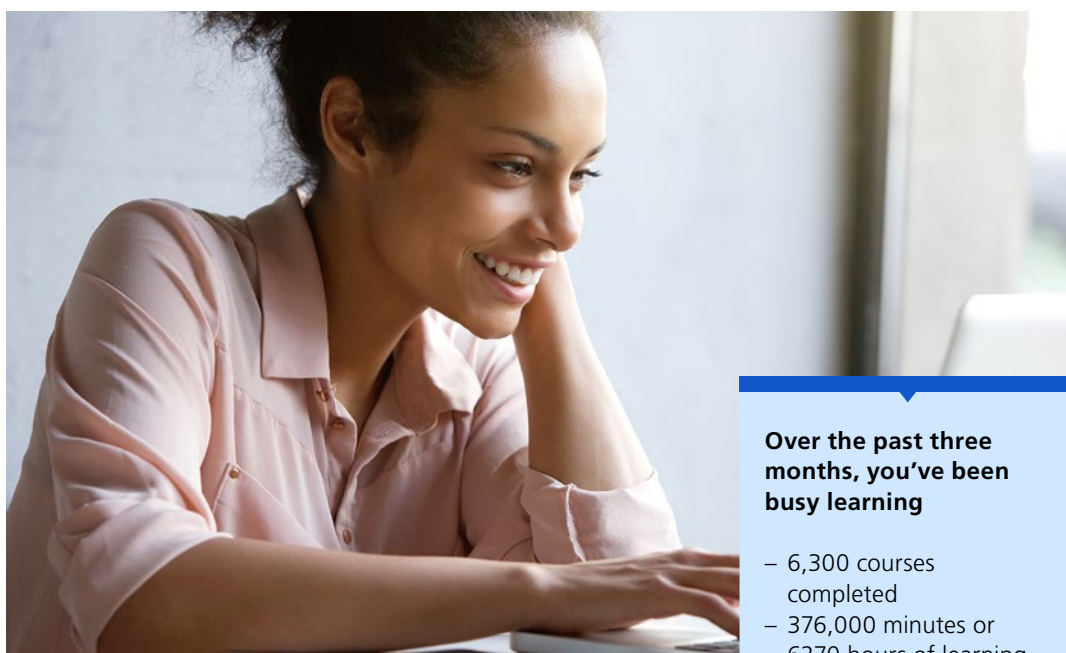
Remember, it's up to every one of us to make sure that inclusion is at the heart of who we are at EDF. [Find out more](#) about our new company-wide vision for diversity and inclusion - Everyone's Welcome.

Victoria's inclusion in the EMapower 100 Ethnic Minority Future Leaders list is a fantastic achievement.



# LinkedIn Learning takes off during lockdown

Employees seize the opportunity to grow professionally thanks to the new learning platform that we all have access to.



Back in April, Connect reported on the launch of LinkedIn Learning, a new way of learning and developing skills which offers a huge range of courses for EDF employees. Three months on and we can share some of your learning stories.

## A quick reminder

LinkedIn Learning is a platform which gives you free access to over 15,000 courses, each one led by an industry expert. There's an intelligent search function that makes it easy to browse and find the courses relevant to you. From Project Management and Leadership to Data Skills and Customer Service, there really is something for everyone.

**"I can highly recommend [Careercake's CV Master Class](#) if you want to refresh your CV, or completely transform it as I did. I loved the speaker's openness and realistic advice; the [Public Speaking](#) course is next on my list."**

*Generation Station Guide, Nicola Fields*

## Over the past three months, you've been busy learning

- 6,300 courses completed
- 376,000 minutes or 6270 hours of learning
- 43% of employees have activated their license. That's 5,500 of you!
- Thursday is the most popular day for learning

## Top five courses trending with employees on LinkedIn Learning

1. [Building Self-Confidence](#)
2. [The Six Morning Habits of High Performers](#)
3. [Building Resilience](#)
4. [Skills for Inclusive Conversations](#)
5. [Improving Your Listening Skills](#)

## Did you know, two thirds of people are more motivated to learn when their manager is directly involved in their development?

With LinkedIn Learning, developing your team to their full potential is only a few clicks away. If you're a manager, here are some quick and easy steps to help you take the lead through learning:

- Make sure your team members have activated their LinkedIn Learning license
- Discuss learning in your 1:1 conversations. What development opportunities do your team members need for their current and future roles?
- Create individual or team learning goals
- Set a team learning task – all complete the same course that can add value to your team and create time to discuss the learning.

## Not activated your license yet? It's simple to get started

Search for your license activation email from 'EDF via LinkedIn Learning'. If it's not there, check your junk folder. For further support contact Learning Services on 0333 200 5118 option 1 or email [EDFLearning@edfenergy.com](mailto:EDFLearning@edfenergy.com)



# Done and dusted

Hinkley Point C completes second J0 milestone exactly on time.

Last summer, Connect reported on the successful completion of one of the key milestones of the Hinkley Point C construction project, Unit 1's 'J0', which signified the completion of the base of the reactor with a massive final concrete pour.

**"This is an amazing achievement made even more special given the challenges we have faced and overcome."**

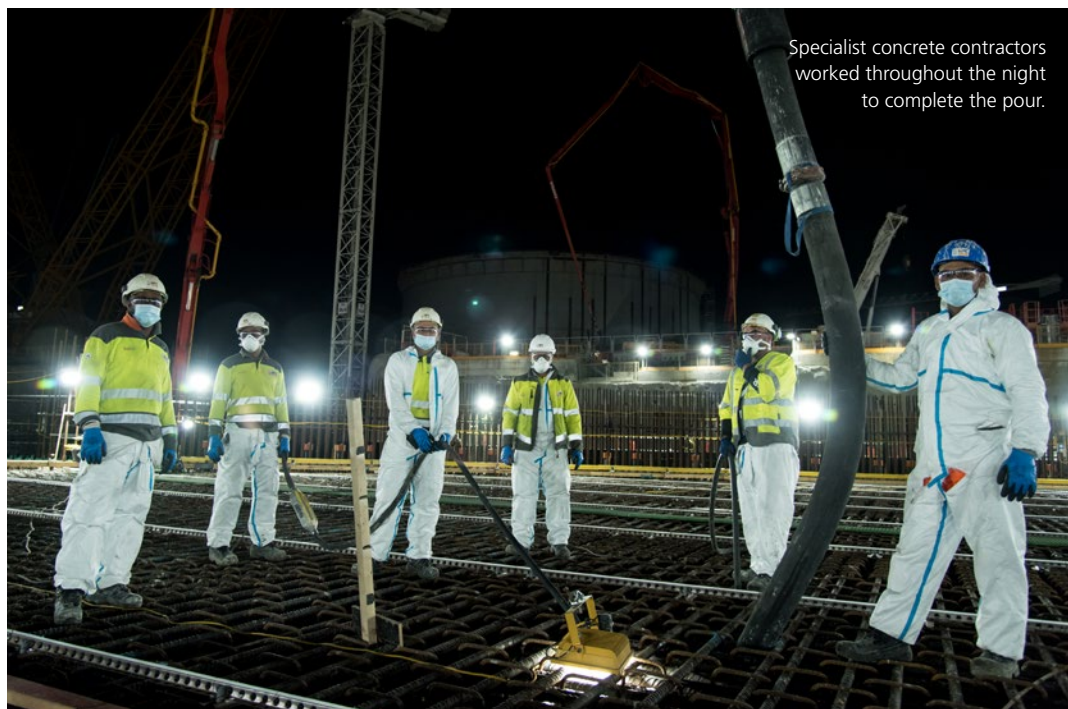
Hinkley Point C MD, Stuart Crooks

Now, less than a year later and delivered exactly on plan, the project has delivered yet again with the completion of Unit 2's J0. Congratulations to everyone on the team for reaching this milestone.

The final concrete pour of 9,000m<sup>3</sup> was successfully finished early on Friday 29 May. This is the largest single pour ever in the UK (the previous record was last year's J0) and marks the completion of the 49,000-tonne Common Raft of the second reactor.

Achieving J0 on a nuclear construction project is internationally recognised as a signal of strong progress and signifies work starting above ground on the nuclear island's permanent buildings.

Despite the challenges presented by the global pandemic over the last few months, the team at Hinkley Point C have found ways to adapt, protect the local community, safeguard workers and safely allow the project to progress. This is testament



Specialist concrete contractors worked throughout the night to complete the pour.

**J0 U2**  
in numbers

Reinforcement  
**4,569**  
tonnes

Total weight  
of the  
**COMMON**  
RAFT

**49,000**  
TONNES

**20,693**  
m<sup>3</sup>

to the immense hard work, adaptability and team spirit displayed by individuals, unions and contractor partners on the project. Amazing supply chain partners have also played a huge role in reaching this milestone.

Not only have the Hinkley Point C team delivered the milestone on schedule but they've been able to do it more efficiently compared to Unit 1. Applying their experience from Unit 1, on Unit 2 they used

innovation, sequencing, digital tools and prefabrication. This improved safety, increased predictability and reduced the hours needed to construct J0, making it a great example of organisational learning in practice. This experience will be applied to the next new nuclear power station at Sizewell C.

## Jargon buster: what's J0?

J0 stands for 'Jalon Zero' (J0) and it's a French term meaning 'milestone zero'. Achieving J0 on Unit 2 signifies the completion of the foundation, or 'Common

Raft', for Hinkley Point C's second reactor. Completing the Common Raft means that work can now start above ground on Unit 2's permanent reactor buildings.

## Want to find out more?

Hear from Hinkley Point C MD, Stuart Crooks, as he talks about the achievement in his [Managing Director's Vlog](#). See how the final 9,000m<sup>3</sup> of concrete was poured in a [time lapse film of the final pour](#). And to learn more about the common raft here's the [J0 Unit 2 fact sheet](#).

# The power of good

## Sizewell C team sets out community pledges following planning application acceptance.

Last month, Connect reported that the Sizewell C project had submitted its Development Consent Order (DCO) application for a new nuclear power station to the UK's Planning Inspectorate. And it's good news because the application has been accepted.

This is another positive step in the journey towards building our second new nuclear power station. If approved, Sizewell C will deliver low-carbon power to six million homes, while providing a vital boost to jobs, skills, education and training to the local Suffolk community.

Sizewell C MD, Humphrey Cadoux-Hudson, said: "This is an important moment for the project and the county. Many opportunities lie ahead if the project continues to move forward: access to skilled long-term jobs, a boost to the education system and a pathway to economic recovery. We're committed to delivering these opportunities while always being sensitive to the communities living near the construction site and the local environment. It remains our priority to maximise the benefits of Sizewell C for the East Suffolk area while minimising potential disruption."



**Sizewell C will create 25,000 job opportunities**



**Sizewell C will support 1000's of British companies...**



**and help Britain achieve net zero**

**"It remains our priority to maximise the benefits of Sizewell C for the East Suffolk area while minimising potential disruption."**

Sizewell C MD, Humphrey Cadoux-Hudson

## OUR SIZEWELL C PLEDGES

- Minimise disruption to local communities during construction.
- Invest in local employment, education and skills, including an apprenticeship target of 1000.
- Support the growth of the local economy.
- Transport 40% of construction materials by rail and sea, significantly reducing the number of heavy lorries on local roads.
- Respect the Suffolk heritage coast and minimise impact on RSPB Minster, National Trust Dunwich Heath and Leiston Abbey.
- Return the temporary construction area to a high standard.
- Remove the accommodation campus and caravan site, the park and ride sites, the rail extension of the Saxmundham to Leiston branch line and the freight management facility following construction and restore the land.
- Support the Suffolk coast tourism sector through a Tourism Fund.
- Provide a comprehensive 24/7 on-site occupational health service for workers.
- Require all workers to sign a Worker Code of Conduct.
- Enhance the economic, social and environmental wellbeing of local communities through a Community Fund.

Following the planning application acceptance, the Sizewell C project team sent out a newsletter to residents and businesses in East Suffolk where the power station is planned to be built. They also created a list of pledges to the community.

### Digital campaign

To coincide with the expected media interest when the planning documents are published publicly, our communications team has launched two paid digital campaigns to show how Sizewell C will lead the green recovery as the country eases lockdown and to rebut any criticisms from detractors. The campaigns feature videos and graphics that are targeted to MPs and Whitehall opinion leaders on websites and social media.



# What does your net zero Britain look like?



## Connect launches its second annual photography competition.

Last summer, Connect launched its first ever photography competition and it was such a success that some of the great shots submitted have featured on our social media platforms. This year, we're running our second competition and, like last year, there's a top prize up for grabs.

The theme is our new company purpose - Helping Britain achieve net zero. So get your lens caps off and start snapping. It could be a beautiful countryside scene, a dramatic windfarm, a stunning coastal sunset or perhaps an action image of you doing your bit for net zero. Just send us your pics to be in with a chance of winning £200 worth of smart home kit, thanks to our friends at the EDF Smart Home Store.

### Last year's winner

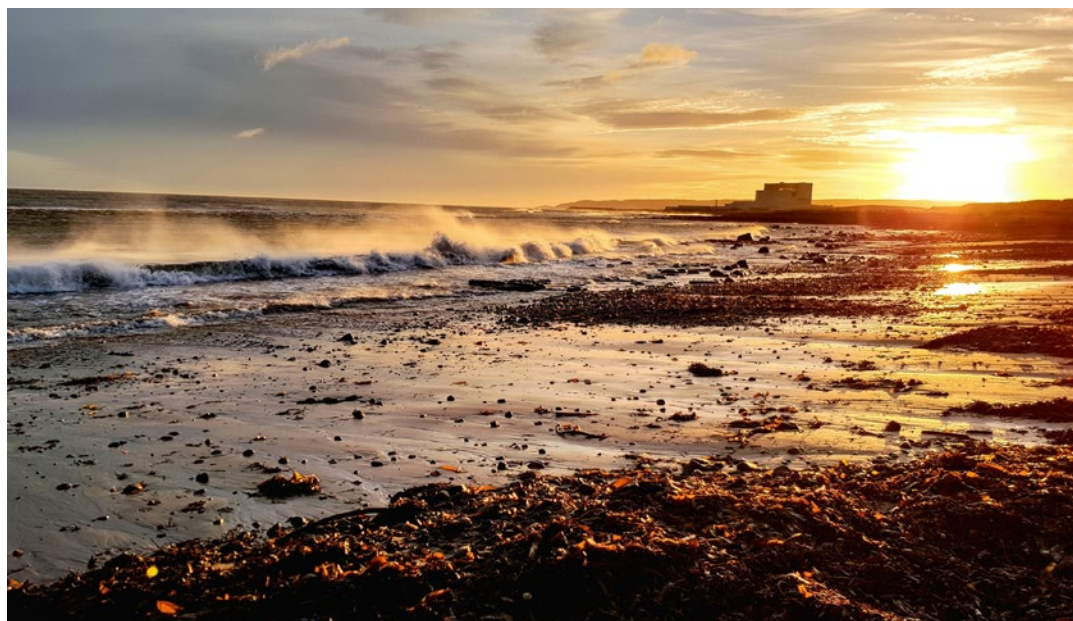
This stunning shot of Torness at sunset was captured by Debbie Adamson who works at the power station.

### A few quick rules

The photography competition is open to everyone in the EDF family in the UK, including EDF, Imtech and EDF Renewables. The closing date for entries is 30 September and we'll

feature as many as possible in Connect throughout the year. Get snapping and email your entries to

[connect@edfenergy.com](mailto:connect@edfenergy.com)



# Everyone's Welcome



**"We all wanted to reinforce our inclusive culture and make sure employees could feel valued as human beings."**

Organisation Capability Manager,  
David Cook

## Connect hears about the making of the new D&I video.

Last September, HR colleagues came together to focus on providing a 'better employee experience'. One of the project groups was tasked with looking at ways to strengthen our inclusion and sustainability culture, and to reinforce the message that 'Everyone's Welcome'. Organisation Capability Manager, David Cook, was part of this group and he shares his experiences.

"The kick-off event was the first time many of us had met," says David. "But from the offset the team's passion and enthusiasm to deliver something positive was clear. We all wanted to reinforce our inclusive culture and make sure employees could feel valued as human beings."

The team recognised how powerful the employee videos had been around mental health. They also saw a YouTube film that TV Denmark had done about inclusion and realised nothing like that had ever been done at EDF before. So they decided to make it happen.

The big idea was to show employees from across EDF responding to certain questions in a way that revealed how much we all have in common. Hopefully, this would encourage us to focus more on our similarities rather than our differences.

The team enlisted the help of the Barnwood-based multi-media experts to support filming but, as David explains, there were obstacles along the way. "Getting between 60-80 people together on the same day and in the same place was a challenge as venues were limited because the lighting conditions had to be just right.

But eventually we found and reserved a studio near Bath."

Then lockdown came into force and changed everything. There was no way the team could bring that many people together for filming, and they resigned themselves to putting the idea on hold. That was until the HR Senior Leadership team challenged them to produce the video in a virtual way.

The new idea was based on 'selfies' and the team contacted the EDF Employee Networks for volunteers while also posting on Pulse. The response was

amazing. They recognised they couldn't ask everyone to record answers to every question, so they started with an online survey. This helped them to focus their requests so that people only recorded 'selfie' responses to specific questions.

As videos came flooding in, it was down to the media team to work their magic and pull everything together into a final video. "And what a great job they did!" says David. "Everyone was really pleased with the result and we owe a massive thank you to everyone involved in this inclusive effort - the project team, media team, brand, volunteers and Employee Networks."

Check out the powerful [Everyone's welcome video](#) and share it with your networks.





# Communities update

## Be in it to win it!

### The Prostate Cancer UK Summer Raffle



**£1 per entry**  
**20 prizes from £1000 - £50!!!**  
Visit [Pulse > Sustainability > Prostate Cancer UK](#) for more details

## Employees don't let Covid-19 disrupt fundraising

Last month we celebrated Men's Health Week with a virtual summer raffle for Prostate Cancer UK. Due to the current Covid-19 pandemic, our charity partner has had its income drastically reduced while the UK deals with the current pandemic and the money raised by EDF was very welcome indeed. So far, we've raised £3,353 to fund vital research, which is a fantastic effort. Thanks to everyone who took part and supported Prostate Cancer UK.

## We can be heroes, just for one day

Employees up and down the country are taking part in the Prostate Cancer UK dress-up fundraiser, which will continue with a new theme every six weeks until the end of the year. Up first it's 'superheroes', so agree a date for your team to all dress up as Superman or Wonder Woman and have fun while helping to raise money. Check out [Pulse](#) for more information and head to our [Virgin Money Giving page](#) to make a donation.

## Keeping the British Heart Foundation beating

It's no secret that charities have had a tough time lately. With fundraising events like marathons or bike rides being postponed and their shops being shut, it's estimated they've lost over £4.3bn of income since the pandemic started. As energy suppliers to the British Heart Foundation, we were pleased to help them at this difficult time and they sent us a letter to say thank you which you can view on [Pulse](#).



## Content community goes virtual

Content creators from across the business took time out of their busy schedules to focus on professional development thanks to a week of virtual content workshops held in June and organised by the Editorial, Content and Channels team. These interactive Zoom workshops included sessions on the story of the NHS, how to create compelling video content and building advocacy towards your brand. The initial results showed that, on average, the 92 attendees felt their communication skills had increased from 6 to 8 out of 10. The image below shows Fiona McCall baking a cake as part of a winning video for EDF Renewables.





## We're proud of you

Throughout the summer, we're showing our support for our LGBT colleagues by displaying this re-designed logo, which incorporates the Pride colours, across our social media channels. This follows our decision last month to go silent on social media for a day and show solidarity with the Black Lives Matter movement.

At EDF we want to support our LGBT and BAME colleagues in any way we can to ensure their voices are heard. As part of this, we've launched Everyone's Welcome, our new company-wide vision and approach to D&I which strengthens inclusion throughout our employee lifecycle. For more information, check out this recent [Pulse](#) article.

