

Geeky News Reports on Collaboration Between UK Government and Amazon Alexa for 'It All Adds Up' Campaign



Surrey, United Kingdom Nov 1, 2023 ([Issuewire.com](https://www.issuewire.com)) - Geeky News, the premier technology and lifestyle journal, reports on the re-launch of the highly anticipated 'It All Adds Up' campaign. This collaborative effort between the UK government and Amazon Alexa seeks to provide households with easy-to-implement, cost-effective energy-saving advice.

This initiative is designed to help UK households save energy and lower their energy bills during winter.

Introduced last winter, the campaign helped British households save around £120 on their energy bills. The government hopes that it will be as successful the second time around.

John Boumphrey, UK Country Manager at Amazon, expressed his enthusiasm for the campaign, stating, "With new energy-saving tips on Alexa, you can simply ask for helpful advice on how to make simple changes around the home to help reduce energy costs this winter."

Last year, around 80% of families reported implementing at least one recommended money-saving action, resulting in substantial cost savings. Additionally, the campaign will offer over three million households the much-needed £150 Warm Home Discount to alleviate winter fuel expenses.

The Alexa service has been made available starting from 16th October. It's accessible via the Alexa app on smartphones or Amazon Echo devices.

By implementing the government-provided tips, families can enhance their energy efficiency and potentially save at least £100 annually. This initiative equips households to better prepare for the winter and manage their energy bills.

Using phrases such as "Alexa, give me tips to get ready for winter," "Alexa, give me tips to conserve energy," or "Alexa, give me some energy-saving tips," users can prompt Alexa to provide them with practical energy-saving advice.

In addition to the Alexa service, households can access government-recommended energy-saving tips through the free "Help for Households" website. A comprehensive public information campaign is scheduled for later in the autumn. It includes billboards, partnerships, and radio advertisements, designed to raise energy awareness among the public.

Mike Thornton, Chief Executive at Energy Saving Trust, emphasised the importance of such campaigns, saying, "As we head into the colder winter months with energy prices remaining high, it's vital that people know how to reduce the amount of energy they use around their home to keep bills as low as possible. Public information, engagement, and advice have a vital role to play, therefore we welcome the relaunch of this UK government campaign."

The campaign is a part of the Warm Home Discount Scheme. It commenced on 16th October. Under the scheme, eligible households in England, Scotland, and Wales received a one-off £150 discount on their winter electricity bills.

Despite a 55% decrease in energy prices from their peak, the bills are still relatively high. Ofgem has recently reduced its energy price cap for the final quarter of 2023. Nonetheless, it is predicted that a third of families will face higher energy bills this upcoming winter compared to last year.

In this challenging situation, low-income and vulnerable households are urged not to miss out on the £150 rebate for their energy bills this winter. The government has also outlined six low-to-no-cost measures that can help families save up to £100 on their energy bills.

Households are encouraged to turn their boiler temperature down to 60°C, potentially saving £60 annually for a typical home. Regular boiler servicing by expert services such as [Mulgas](#) is also recommended to achieve substantial cost savings. Bleeding radiators for improved efficiency is another valuable tip.

Furthermore, reducing radiator settings in unused rooms can result in savings of up to £50 on energy bills annually. The government also advises washing clothes at 30° C and installing energy-efficient shower heads to lower energy costs.

The primary objective is to empower households to make minor adjustments in their heating and electricity usage, ultimately reducing their energy expenses.

For more information on the 'It All Adds Up' campaign, please visit:

<https://www.geekynews.co.uk/government-collaborates-with-amazon-alexa/>.

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