Press Release



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# MAXIMeyes launches the *Fuel The Change* initiative, to help lift 1,000 homes out of fuel poverty

London, November 2016 - Award-winning energy and telecommunication consultancy MAXIMeyes is launching the Fuel the Change initiative to help low-income families out of fuel poverty, giving hope to households that can’t currently meet their basic energy requirements.
The Sutton based company was founded in 2004 by Shamir Jiwa who had a desire to revolutionise the energy consultancy sector. He is now seeking to help lift 1,000 homes out of fuel poverty by 2020.

The concept is simple, but powerful. For every 10GWh of energy supplied through this initiative, MAXIMeyes will help to lift one UK household out of fuel poverty.
The CEO, Shamir Jiwa, says ‘At MAXIMeyes, we believe in finding solutions to energy problems. We also believe that business value and social impact can go hand in hand and we are passionate and committed to using our business as a force for good.’

It is estimated that in the UK over 4.5 million houses are in fuel poverty; that’s 4.5 million households that cannot meet their basic energy requirements. In 2015 over 9,000 people died as a result of fuel poverty. This is more than traffic incidents, drug and alcohol abuse combined. With this in mind and the cold months of winter coming, MAXIMeyes is seeking to make a difference and calling upon businesses across the UK to join forces to help save lives.

To find out more about the Fuel The Change initiative visit the website [here](http://www.maximeyes.net/fuel-change-initiative/). To join please contact our Fuel The Change Team on 020 8652 7525 or by email.

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MAXIMeyes is an award-winning energy and telecommunication consultancy that provides tailor-made utility solutions. For more information please visit our website or contact our team on 020 8652 7525 or by email.