

JutJut Energy Sector Partnership Report

Progress Report — Weeks 1–4

Prepared by: Areeb Bin Saleem

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Introduction

This report covers the four weeks of my internship to integrate the energy sector onto JutJut. The aim is to get energy companies and trade bodies posting internships and work experience opportunities directly onto the platform, and to build links with schools so students can find them. Below is a summary of what I did each week, along with some early reflections on how the Internship went.

Week 1: Planning and Building the Foundations

- Created an outreach plan before contacting anyone, so I had a clear idea of who to approach and how.
- Made a presentation introducing JutJut, ready to send to any company that responded positively, so they would understand what the platform does and why it was worth their time.
- Built a contact database of energy companies, based on the EEEGR (East of England Energy Group) member directory, giving me a solid list of organisations and contact details to start reaching out to.

Week 2: Learning the Platform and Starting Outreach

- Was made an admin on JutJut's website, which meant I could finally see how the platform worked from the inside.
- I acted as if I were an organisation trying to post an opportunity myself, and noted down anything that was confusing or did not work smoothly, to get a better sense of what companies might struggle with when signing up.
- Reviewed opportunities that other organisations had already posted, approving or rejecting them based on JutJut's guidelines.
- Wrote three different versions of an outreach email so I could compare which tone or approach worked best.
- Emailed every company in the contact database by the end of the week.

Week 3: Following Up and Expanding the Reach

- Re-emailed the whole contact database to ask for an update, since most companies had not responded to the first email.
- Built a second contact database, this time for regional and national trade bodies, who could help spread the word about JutJut even further.

- Wrote two new emails, one aimed at regional trade bodies and one for national trade bodies, since their scale and priorities are different.
- Continued reviewing opportunities submitted to the platform.
- Emailed every regional and national trade body on the new list by the end of the week.

Week 4: Trying a New Channel and Researching Schools

- Created two LinkedIn message templates, one for regional bodies and one for national bodies, as a backup way of getting in touch after email had not produced much response.
- Sent these LinkedIn messages to all the regional and national trade bodies.
- Researched the tools teachers currently use to inform students about opportunities such as work experience, open days, and internships.
- Made a PowerPoint on this research, explaining how JutJut could use similar tools to benefit both teachers and itself.
- Made a spreadsheet listing all upcoming EEEGR events, noting whether each one is open to the public or for industry members only.

Reflection So Far

After Four weeks, one of the clearest lessons has been how much groundwork goes into outreach before a single message is even sent. Building the contact databases involved a lot of research into who the right people were and how best to reach them.

What Didn't Work

Messaging and emailing companies did not work as well as I had hoped. Even after sending a follow-up email and trying LinkedIn messages as a backup, most companies and trade bodies did not respond.

Recommendations

Going forward, I think the best approach would be to try to meet the contact people face to face, for example through industry workshops or events, rather than relying only on email and LinkedIn messages. A face-to-face introduction is likely to leave a stronger impression and get a quicker response than a cold message.

Looking Ahead to 2027

Even with a low response rate so far, I think the contact database I created will work smoothly for the 2027 internship season and will help future interns a lot. It gives whoever picks up this project next a ready-made, organised list of contacts to work from, rather than starting from scratch.