



PUBLIC  
UTILITIES  
COMMISSION  
OF LATVIA

## CASE STUDY 2: PUBLIC UTILITIES COMMISSION OF LATVIA

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BAKU

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# CONTENT

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- ▶ About PUC of Latvia and PUC's PR
- ▶ Case study: Electricity Distribution and Transmission Tariffs
- ▶ Q&A



# ABOUT PUC & PR



FACTS

~120  

Employees

~600 

Regulated merchants

8



Sectors regulated

2



PR Managers

SECTORS  
REGULATED



ELECTRICITY



DISTRICT HEATING



NATURAL GAS



POST



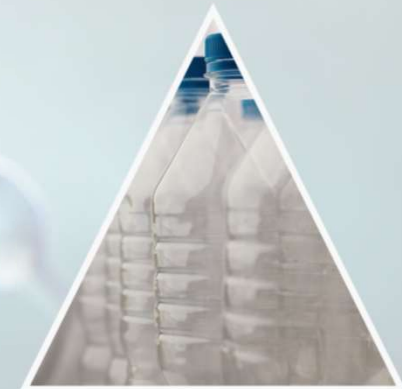
WASTE DISPOSAL



WATER MANAGEMENT



ELECTRONIC  
COMMUNICATIONS



PACKAGING DEPOSIT  
SYSTEM

## PR MANAGERS



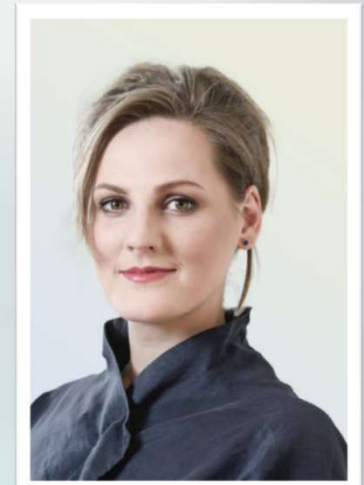
Džeina Šteinberga,  
 *Mg.sc.comm.*

### External communication

press releases, media requests, opinion articles, media briefings, media relations, social media, advice articles, website, visual materials, PUC's annual reports, annual surveys of PUC' image, PR events, brand guidelines, media monitoring, communication strategy and planning, etc.

### Internal communication

internal news portal and its content, email communication, organization of employee's events, organizational culture initiatives and bonding activities, internal meetings, surveys, communication strategy un planning, etc.



Ieva Lazdiņa,  
 *Mg.sc.comm.*

# EXTERNAL COMMUNICATION



## Target groups

- ▶ Consumers
- ▶ Service providers
- ▶ Government entities
- ▶ Media
- ▶ General public
- ▶ Other stakeholders

## Communication topics

- ▶ Tariffs
- ▶ Regulatory decisions
- ▶ Consumer rights and protection
- ▶ Market analysis
- ▶ Public consultations and hearings
- ▶ Collaboration with stakeholders
- ▶ Transparency and accountability

## Communication channels

- ▶ Website
- ▶ Press releases
- ▶ Social media platforms
- ▶ Public consultations and hearings
- ▶ Traditional media
- ▶ Educational materials
- ▶ Visual materials
- ▶ Advisory board
- ▶ Public events
- ▶ Annual & quarterly reports
- ▶ Direct communication
- ▶ International cooperation



# COMMUNICATION OF UNPOPULAR DECISIONS

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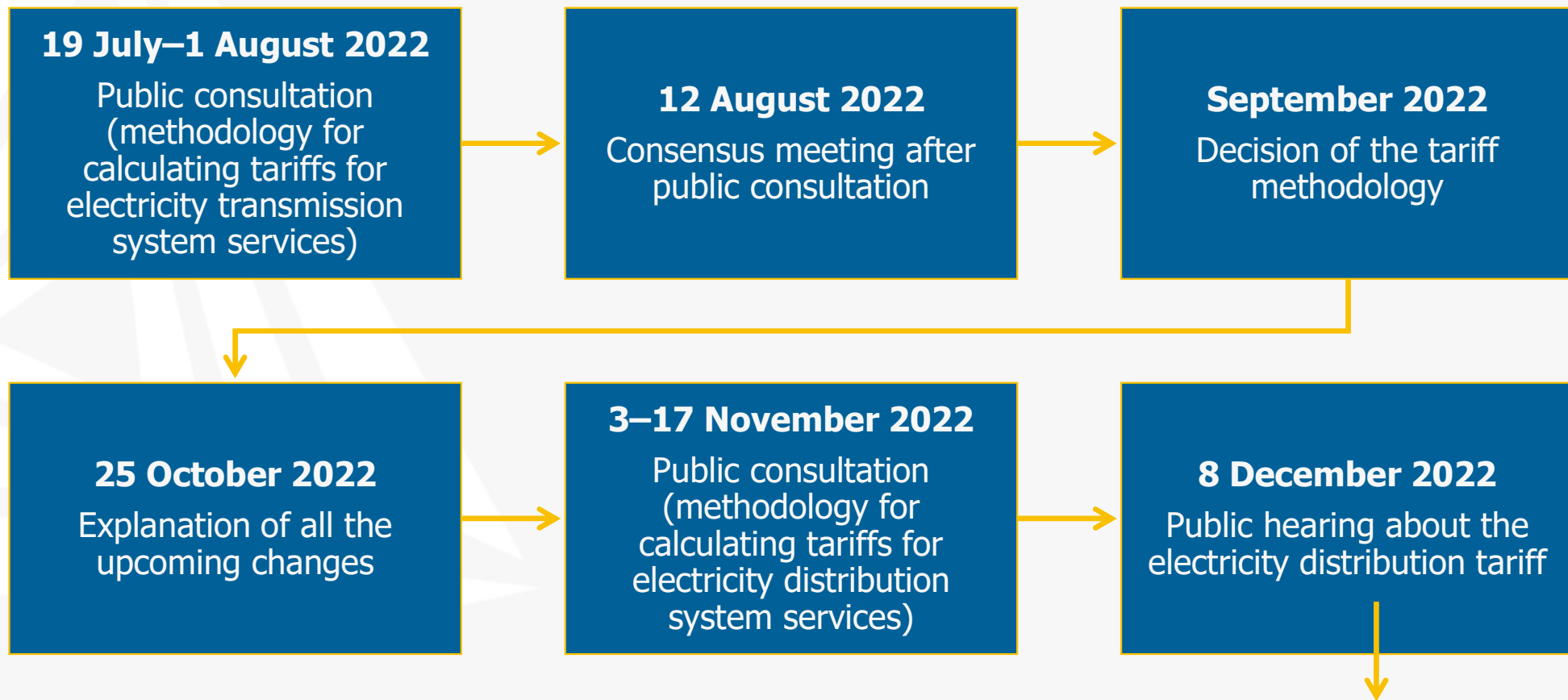
**CASE STUDY:** Political Debate on the  
Merits of the Regulator's Decision



# CASE STUDY: ELECTRICITY DISTRIBUTION AND TRANSMISSION TARIFFS (1/3)



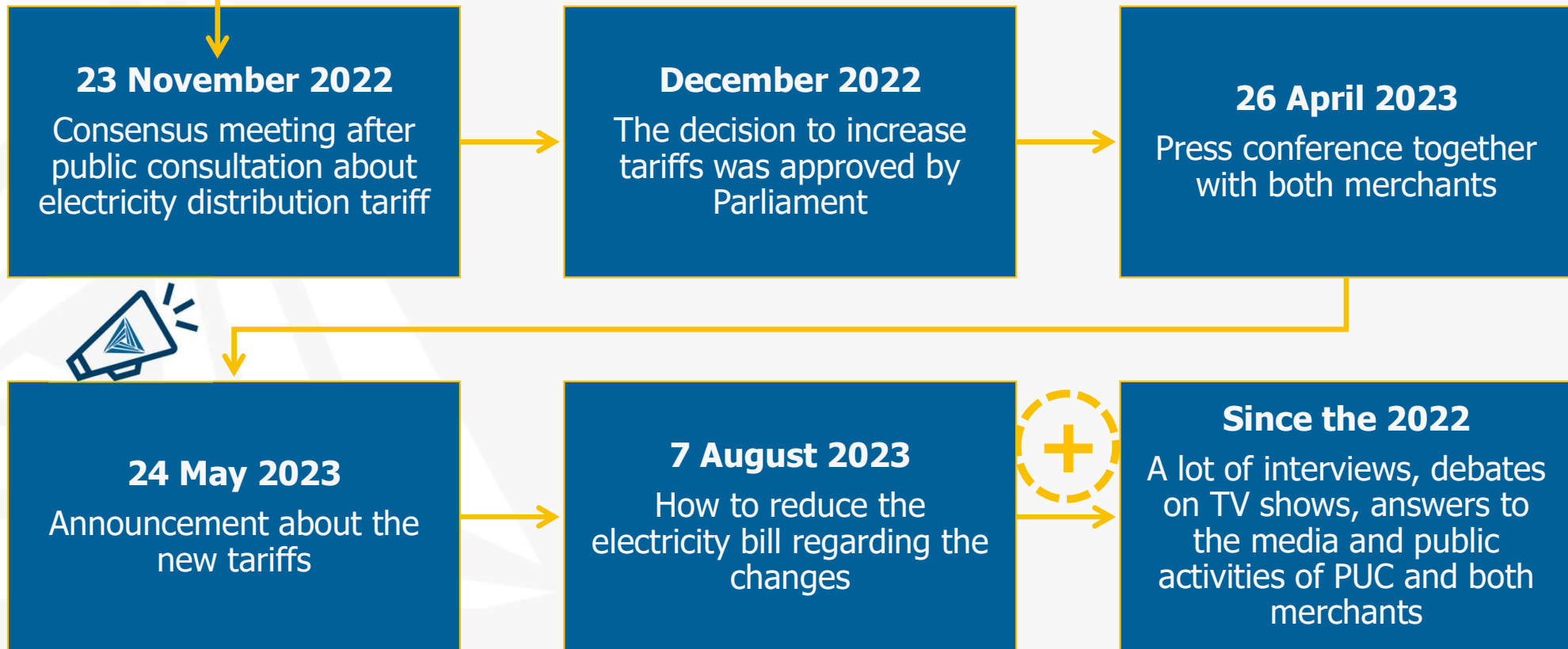
PUC'S COMMUNICATION



# CASE STUDY: ELECTRICITY DISTRIBUTION AND TRANSMISSION TARIFFS (2/3)



PUC'S COMMUNICATION



## CASE STUDY: ELECTRICITY DISTRIBUTION AND TRANSMISSION TARIFFS (3/3)

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**July 2023**  
Consumers received first bills with the new tariffs



A large white question mark and exclamation mark on a blue background, indicating a point of uncertainty or a significant event.

# POLITICAL DEBATE ON THE MERITS OF THE PUC'S DECISION

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9 August 2023



I would say that in my understanding, **what the Regulator is doing is not acceptable; in my opinion, the Regulator has not performed its functions well enough, and the Regulator should review this decision.** But it must be said that these people are probably a little carried away with the performance of one of their functions - to serve the monopolies - and have forgotten about the interests of society. **No matter how independent this Commission is, if it starts doing unacceptable things,** then these things must be reviewed. I expect actions, otherwise **I really don't see why we should maintain any such «office» at all.**



**Edgars Rinkēvičs,**  
the President of Latvia

## WHAT DID WE DO?

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- ▶ Direct engagement with political decision-makers, ministries, and Parliament
- ▶ Prime-time interviews on public media
- ▶ Informal media breakfast

## LESSONS LEARNED

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- ▶ Don't take anything for granted
- ▶ If you want the message to be heard, put it on repeat at a high volume
- ▶ Be more proactive; it doesn't matter if other stakeholders are on stage, there is enough space in the public information room
- ▶ The band leader should be on stage from the first moment of the gig
- ▶ Comprehensive communication is the key





# Thank you!

## CONTACTS

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