



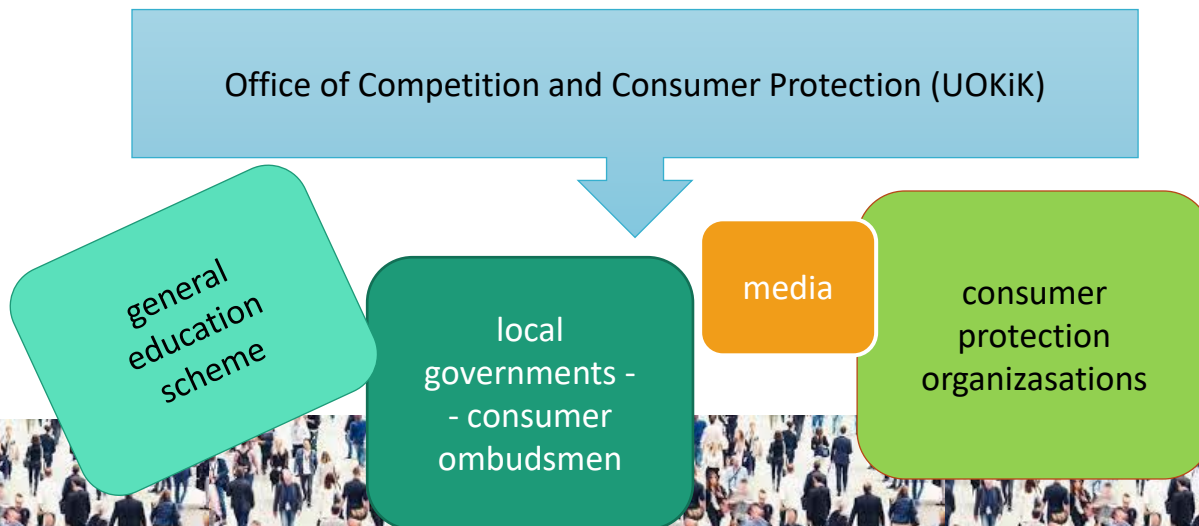
Consumer information and education as a tool for empowering customers

good practices
Zofia Janiszewska

Warsaw 2022

Genesis

- Is consumer information and education the role of the regulator?



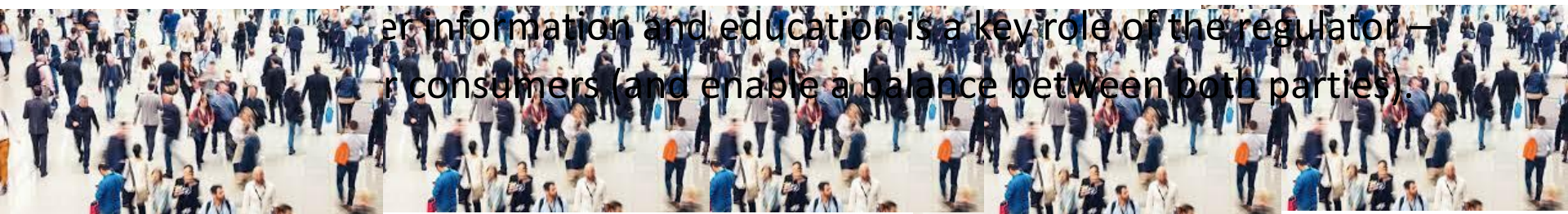
Genesis

- Is consumer information and education the role of the regulator?

The President of URE regulates the activities of energy enterprises [...] aiming at **balancing interests** of energy companies and fuel and Energy consumers”


Energy Law (art. 23. 1.)

but both parties are so different...



er information and education is a key role of the regulator –
r consumers (and enable a balance between both parties).

First experiences

- Fuel and energy consumers ombudsman at URE (since July 1st 2002), activity continued by the Information Point for Gas and Energy Consumers, established in 2011
- „Consumers zone” (2008-2010) 
- Nationwide information and education campaign under the slogan: "Electricity is also a commodity" (2010)

First experiences

- "Electricity is also a commodity"

You have the rights.

You have a choice.

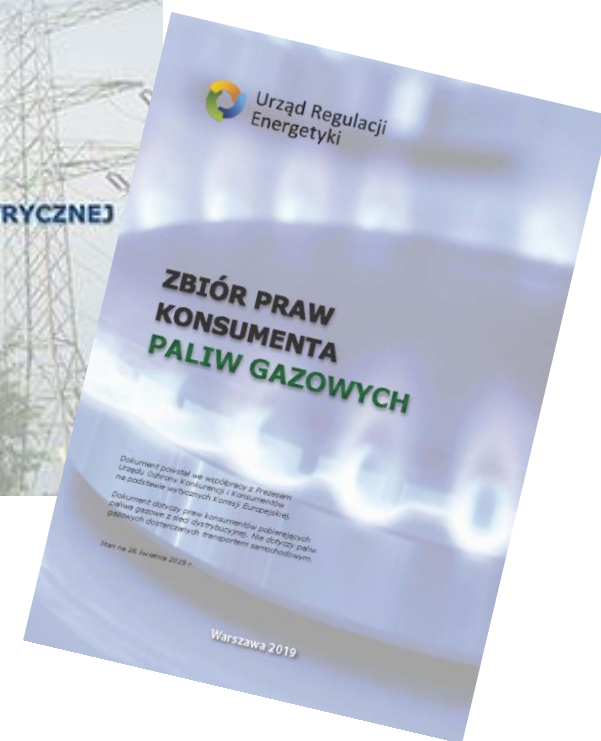
Do you have a question?

- price comparison tool has started
- more than 500 of active seniors
(University of the Third Age students)
trained at ERO workshops
- idea placement in TV series



First experiences

- Set of Electricity Consumer Rights
 - Set of Gas Consumer Rights (2014 and updates)
- how to access to the network
 - components of contracts
 - quality standards
 - rules for price creation and invoices settling and correcting
 - where to find information and help
 - complaints handling procedure



...and now – legal explicit obligation

- The scope of the URE President activity includes:

„undertaking **information activities** aimed at protecting legitimate ones interests of gas, electricity or heat household consumers [...]”

Energy Law (art. 23. 2. 21d)

publishing on URE website information on recurring or significant problems leading to disputes between energy companies and energy consumers as well as on companies reported in these complaints.

Today's activities

- continuation and updating of previous projects;
 - growing importance of consumer information point
in 2021 - 3,164 consumers' notifications received
(most on contract terms (28%) and billing and invoices problems (19%))
- publication of consumers alerts (in accordance with the Energy Law)
- publication of „special editions” guides, like:
 - *„What energy consumers should know before going on holiday”*
 - *„Consumer, you have a choice. Choose consciously!”*
(August 1st 2022)
 - *„You have problems paying your electricity or gas bills - the ERO tells you what to do to avoid delivery interruptions.”*
(October 5th 2022)

Masz trudności
w opłaceniu
rachunku
za prąd lub gaz?



URE podpowiada

konsumentom

co robić, aby nie doszło do wstrzymania dostaw



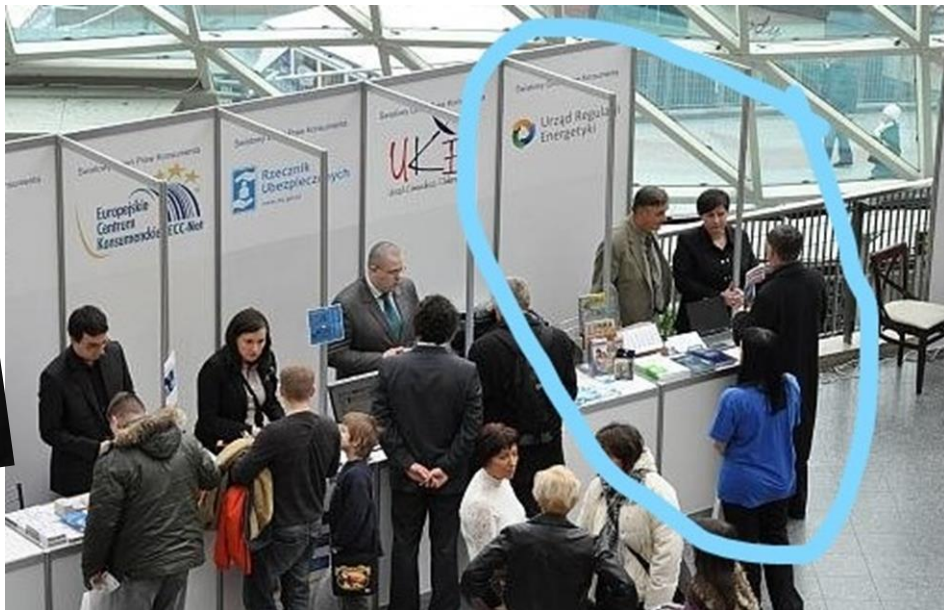
Today's activities

- URE looks for allies and cooperate with:
 - other administration bodies (UOKiK, ministry responsible for energy)
 - consumer organisations
 - think tanks
 - organizations (associations) representing the energy sector
 - conference organizers
 - energy media
 - social media

to empower consumers by increasing knowledge through information and education.

Examples...

- URE on World Consumers Rights Day - 15th March - (Polish edition)



Examples...

- URE active on Twitter, LinkedIn



Urząd Regulacji Energetyki (URE)
Organizacje rządowe
Warszawa, Mazowieckie · 2352 obserwujących
Łączy nas energia! Chronimy interesy odbiorców energii, gazu, ciepła, promując konkurencję, regulując monopole naturalne



Urząd Regulacji Energetyki
@UREgovPL
Oficjalny profil #URE
Niezależny regulator rynków energii. Chroni interesy odbiorców energii, gazu i ciepła promując konkurencję i regulując naturalne monopole.

Tweet: Czy wiesz, że przedsiębiorstwo nie może wstrzymać dostaw #prąd.u i #gaz.u w oparciu o wiadomość SMS? W poradniku #URE znajdziesz tę i wiele więcej ciekawostek. #PrawaKonsumentów #konsument #RachunekZaGaz #RachunekZaPrąd

Warto wiedzieć
Przedsiębiorstwo, któremu odbiorca zwrócił z zapłatą za świadczone usługi:

- musi skutecznie i na piśmie powiadomić odbiorcę o zamiarze wstrzymania dostaw
- nie może wstrzymać dostaw w oparciu o wiadomość SMS
- musi niezwłocznie wznowić dostarczanie paliw gazowych, energii elektrycznej lub ciepła, jeżeli ustana przyczyna uzasadniająca wstrzymanie ich dostarczania.

Examples...

In cooperation with PTPIREE (Polish Power Transmission and Distribution Association) URE has developed the "Guide of the household prosumer".

The publication addressed to households interested in buying and installing photovoltaics.



Examples...

"Guide of the household prosumer":

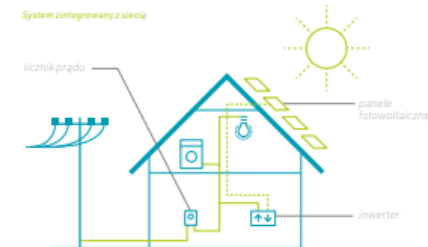
- introduction to prosumers activity;
- main factors influencing energy production;
- facts about the use of photovoltaics;
- what to check before deciding and choosing an installation;
- how to proceed to have instalation connected;
- where to look for more information.

Publication was an answer to the needs and questions of energy consumers.

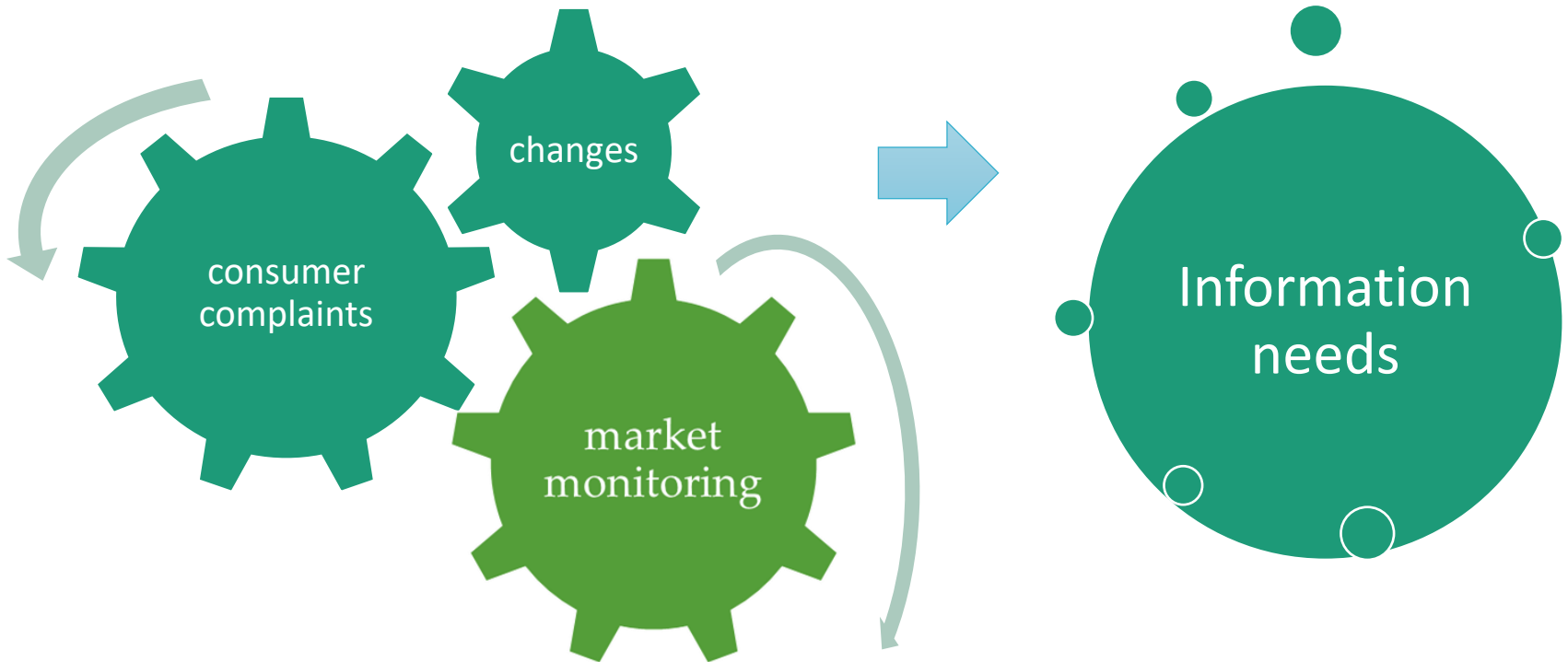


KIM JEST PROSUMENT

PROSUMENT - to **PRO**dukcujący prąd **KON**sument - to osoba, która produkuje prąd z odnawialnych źródeł energii (OZE) i jednocześnie zużywa go na własne potrzeby.



Information and communication rules



Information and communication rules



- Information needs identified



- Information prepared by experts



- Information reworded by public communication specialist



- Reworded information assessed by experts



- Publication

To encourage you ;)

- CEER-BEUC 2030 Vision for Energy Consumers

Let's

A - affordability

S - simplicity

P - protection

I - inclusiveness

R - reliability

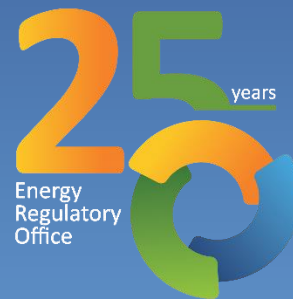
E – empowerment

„For consumers to engage with and benefit from the energy market, they need to be able to find and trust relevant information.”

Thank you

www.ure.gov.pl

twitter.com/UREgovPL



Istanbul 2022