



# 15 PLEDGES TO CUSTOMERS

TOGETHER FOR A SUSTAINABLE, INCLUSIVE AND SMART ENERGY FUTURE

We, European electricity suppliers, have traditionally been in close contact with our customers to provide them with electricity. Today, while continuing to do so, **we must step up and assume a broader mission: we need to accompany citizens in the energy transition.** Not only the most active ones, but also those who choose to “connect and forget”. We need to make sure that everyone can benefit from carbon neutral electric solutions and in particular from energy efficiency, renewables and e-mobility services.

**Electrifying our economy is a tremendous opportunity for European citizens.** It will help build more comfortable and healthier living environment with less noise, better air quality and increased energy efficiency. Thanks to digital technologies, electricity will drive exciting new customer services – ranging from new means of communicating to new ways of entertaining, moving, and even curing. **But we will not be able to get there without the active support and involvement of citizens.**

For more than a year we have travelled across Europe and debated with representatives from consumer associations, national and regional authorities, NGOs, the automotive industry and technology providers about the main solutions to engage citizens in the energy transition. Together, we have reflected on the evolving role of electricity suppliers. We have exchanged ideas and have collected inspiring best practices.

**We have learned that leading the transition to a sustainable, inclusive and smart society will require deep transformation and cultural adjustments from our side.** It will also require genuine support from all stakeholders – from policymakers and regulators to consumer associations – to make sure that we have an enabling legislative framework. While our companies are confronted with different national situations and level of competition across the EU, **we do have the ambition and the social responsibility to become true energy partners for customers.**

## EMPOWERING CUSTOMERS WITH NEW SERVICES AND ELECTRIC SOLUTIONS

**We will innovate and partner with customers, service providers, and local authorities to provide sustainable solutions to all citizens. We will facilitate the adoption of electric-mobility, energy efficiency services and renewable generation.**

### WE WILL:

- > **Help customers to support the development of carbon neutral electricity** through various products and services such as transparent decarbonised offers, photovoltaic & storage packages, or investments options in local renewable generation.
- > **Develop innovative services and electric solutions** to help customers better control their energy consumption and improve comfort at home: e.g. home management systems, energy efficiency, demand response and storage services.
- > **Actively inform and advise customers about the most appropriate solutions** to generate their own renewable electricity, heat and insulate their homes, and charge their cars.
- > **Facilitate the adoption of such electric solutions** by playing a leading role of intermediary between customers and other service providers involved throughout the process – e.g. from contracting and financing to installation and maintenance.
- > **Provide our expertise to local authorities and communities** in planning, deploying and ensuring public acceptance of the infrastructure needed for the energy transition, from charging stations for electric vehicles to small scale renewables projects.

## STRIVING FOR AN AFFORDABLE AND INCLUSIVE ENERGY TRANSITION

We will help customers to benefit from electric mobility, energy efficiency, and small scale renewables, including tenants and vulnerable customers. Equally important, the transition must be kept fair to all customers, especially those who cannot or wish not to take an active part in the market.

### WE WILL:

- > **Help customers invest in appropriate technologies** such as heat pumps, renewable generation, storage, electric vehicles' smart charging, as well as home insulation by urging policymakers to have robust budget for the energy transition and cooperating with financial institutions to develop green loans.
- > **Give customers personalised advice to help them better manage their energy consumption** and inform them about costs, payback and expected benefits of available technologies.
- > **Continue to advocate for lower levels of taxes and levies in electricity bills and cost-reflective network tariffs** thus contributing to affordable and inclusive energy transition for all customers.
- > **Support customers and communities in generating, storing and consuming their own renewable electricity** – in a fair and efficient way both for all customers and for the electricity system – and to earn additional revenue by providing flexibility services to system operators.
- > **Provide vulnerable customers with advice and support on our offers and services** and cooperate with governments and social services to guide them towards relevant support schemes and local actors.

## IMPROVING CUSTOMER'S ENERGY EXPERIENCE THROUGH SIMPLICITY AND TRANSPARENCY

We want to be the trusted contact point for customers by providing user-friendly products, high level of service and protecting their privacy. With the digitalisation of society, it has become essential to help customers in finding their way through all the providers and services available.

### WE WILL:

- > **Ensure high quality customer service** that is responsive, friendly, and adapted to each customer's needs, from the most active ones to those who choose to "connect and forget".
- > **Help customers navigate through our products** by providing clear, transparent and consistent information in our offers, contracts and bills.
- > **Offer user-friendly products and services**, with easy opt-in and opt-out.
- > **Become an information hub on available support schemes and technology options** and provide our customers with administrative support and guidance for paperwork.
- > **Apply best data protection practices** to ensure that customers have full control over the data collected from them or on their behalf.

## SIGNATURES OF COMPANIES

**Verbund**

Jürgen BORMANN  
Managing Director

**kiendler**  
SEIT 1896

E-WERK

Paul Kiendler  
Executive Director

**ENGIE**

Philippe Van Troeye  
CEO ENGIE Business  
Unit Benelux

**luminus**

Henri Buenen  
Chief Commercial  
Officer

**E**

CEZ GROUP

Pavel Cyrani  
Vice-Chairman of the  
Board of Directors

**e-on**

Leonhard Birnbaum  
Member of the Board  
of Management

**enercity**  
positive energie

Rainer Raddau  
Marketing and  
Sales Director

**swb**

Alexander Kmita  
Executive Director

**EWE**

Ludwig Kohnen  
Executive Director

**AURA**  
energi

Mette Marie Ostenfeldt  
Director of Energy  
& Technology

**Ørsted**

Niklas Ahlefeldt-  
Laurvig  
Senior Vice President

**Energifyn**

Finn Andersen  
Commercial Director

**EWii**

Klaus Stenger  
Head of Sales  
& Marketing

**barry**

Christophe Lephilbert  
Head of Growth

**seas-nve**

Ole Christian  
Vestergaard  
Senior Vice President,  
Markets

**Enefit**

Hando Sutter  
CEO of Enefit Group  
Jaanus Tiisvend  
CEO of Elektrilevi

**HELEN**

Pekka Manninen  
Managing Director

**PKS**

Jorma Korhonen  
Managing Director

**KERAVAN**  
**energia**

Jussi Lehto  
Managing Director

**SIPOON** **SIBBO**  
**energia** **energia**

**Rauman 24**  
**Energia**

Marko Haapala  
Managing Director

**VAASAN**  
**SÄHKÖ**

Stefan Damlin  
Managing Director

**edf**

Fabrice Gourdellier  
Senior Vice President  
Residential Customers

**edp**

Antonio Mexia  
CEO

**ΔΕΗ**

Georgios Stassis  
Chair & CEO

**NKM**

Gábor Hiezl  
CEO

**enèrgia**

Gary Ryan  
Managing Director

**ESB** Energy for generations

John Walsh  
GB Manager ESB  
Customer Solutions

**electric**  
**Ireland**  
Smarter Living

Niall Dineen  
Head of Residential  
Markets

**Bord Gáis**  
**Energy**

Catherine O'Kelly  
Managing Director

**enel**

Francesco Starace  
CEO

**edison**

Massimo Quaglini  
Executive Vice President  
Gas & Power Market

**Silver Ridge**  
**POWER**

Gianfranco Gagliardi  
CEO

**enovos**

Claude Simon  
Head of Energy Sales

**ignitis**  
group

Darius Maikštėnas  
CEO and Chairman of  
the Board

**GREEN**  
**CHOICE**

Kees de Vreugd  
Director Operations

**Latvenergo** **elektrum**

Uldis Bariss  
Member of the Management Board and  
Chief Commercial Officer of Latvenergo AS

**powerpeers**  
power to the people

Raymond van Eck  
Managing Director

**Gulf** GAS + POWER

Michel Koonstra  
Managing Director

**ENERGY**  
**ZERO**

Auke Ferwerda  
Managing Director

**VATTENFALL**

Cindy Kroon  
VP Customers & Solutions  
Region NL/UK

**essent**

Boudewijn den Herder  
Commercial Director

**pure**  
**energie**  
De groenste stroom

Alfons Wispels  
Founder

**Welkom**  
**energie**

Jaap Bakker  
Founder

**SERVICE**  
**HOUSE**  
ENERGY SERVICES

Walter Elskamp  
Director

**CNS**

Jasper Mattijssen  
Managing Director

**Dragefossen**

Steinar Maarnes  
Marketing Manager

**Smart**  
**energi**

Hilde Bekkevard  
CEO

**Sognekraft**

Trude Undebakke  
Marketing Manager

**eidefoss|strøm**

Hanne C Omvik  
Marketing Manager

**HELGELAND**  
**KRAFT**  
Strøm fra verdens vakreste kyst

Arild Markussen  
EVP

**GLITRE**  
ENERGI

Jan Vidar Thoresen  
EVP

**POLAR** kraft

Herold Myrland  
CEO



**Jeanne K. Tjomsland**  
EVP



**Kari Anne Aas**  
Marketing Director



**Ole Angelsen**  
CEO



**Simen Armond**  
Power Product Manager



**Jan Kåre Austrheim**  
Communications Manager



**Maren Kyllingstad**  
CEO



**Marius Røed Sveipe**  
Marketing Director



**Trude Mork Alnæs**  
Marketing Manager



**Dieter Balasch**  
Chief Sales Officer



**Abdullah Koksal**  
CEO



**Corina Popescu**  
Director General



**Maxim Timchenko**  
CEO



**Doina Vornicu**  
COO



**Eugen Butoarca**  
Executive Director

## SUPPORTED BY THEIR NATIONAL ASSOCIATIONS

AT-Austria



**Barbara Schmidt**  
Secretary General

BE-Belgium



**Marc Van den Bosch**  
General Manager

BG-Bulgaria



**Slavcho Neykov**  
Chair of the Board of Managers

CY-Cyprus



**Panayiotis Olympios**  
General Manager

CZ-Czech Republic



**Richard Vidlička**  
Director

DE-Germany



Energie. Wasser. Leben.  
**Kerstin Andreae**  
Chairwoman of the General Executive Management Board

DK-Denmark



**Lars Aagaard**  
CEO

EE-Estonia



**Tõnis Vare**  
Managing Director

ES-Spain



**Paloma Sevilla Garcia**  
Managing Director

FI-Finland



**Jukka Leskelä**  
Managing Director

FR-France



**Christine Goubet-Milhaud**  
President

GR-Greece



**Sotirios Hadjimichael**  
Secretary General

HU-Hungary



**István Zsigmond Bakács**  
Chair

IE-Ireland



**Dara Lynott**  
CEO

IT-Italy



**Andrea Zaghi**  
General Manager

LU-Luxembourg



**Jean Lucius**  
Président OEEL

MT-Malta



**Jason Vella**  
CEO

NL-The Netherlands



**Medy van der Laan**  
President

NO-Norway



**Knut F. Kroepelien**  
CEO

PL-Poland



**Wioletta Ciska**  
Secretary General  
**Henryk Baranowski**  
President

PT-Portugal



**João do Nascimento Baptista**  
Executive Director General

SE-Sweden



**Pernilla Winnhead**  
Managing Director

SI-Slovenia



**Anton Colaric**  
Executive Director

UK-United Kingdom



**Audrey Gallacher**  
Interim CEO and Director of Policy

RO-Romania



**Corina Popescu**  
President



Union of the Electricity Industry - Eurelectric aisbl  
Boulevard de l'Impératrice, 66 - bte 2 - 1000 Brussels, Belgium  
Tel: + 32 2 515 10 00 - VAT: BE 0462 679 112 • [www.eurelectric.org](http://www.eurelectric.org)  
EU Transparency Register number: 4271427696-87