

Energy consumers in Poland

Building a 2020 Vision for Europe's energy customers
Thursday 21st June 2012

Pawel Rokicki
Association of Polish Consumers

Contents



1. Low level of consumer awareness
2. Competitive energy market (?)
3. What is important for energy consumers?
4. Examples of energy consumers' empowerment

Low level of consumer awareness



- **Poland lacks a formal system of consumer education** including education about the consumption of energy
- What follows is a **low level of consumer awareness**, which results in
 - Very small number of consumers switching providers
 - Businesses are not forced to compete e.g. in terms of price
 - A risk of wrongdoing by the providers – it is easier to manipulate unaware consumers
- There is a need for:
 - systemic consumer education in schools
 - support of consumer NGOs' educational activities
 - opening of businesses to consumer-friendly solutions

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Competitive energy market (?)



- there is **no real competition on a consumer market in Poland**
- **switching supplier doesn't make sense** – it's a hassle with almost no real benefits in terms of lower prices, better contract terms or better service
- there is a **limited availability** – many consumers don't even have a choice of an alternative supplier
- there is a **need for a truly competitive energy market**

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What is important for energy consumers?



Crucial issues for energy consumers include:

- **Availability and affordability** of offers
- **Good service** including e.g. fast and fair complaint handling process
- **Transparency of bills and contracts**
- **Good contract terms**

Transparency of bills

Do we understand our energy bills?

JAK CZYTAĆ FAKTURĘ ROZLICZENIOWĄ?

SPRZEDAWCA
BANK PEKAO SA
XX XXXX XXXX XXXX XXXX XXXX
NIP 712-01-50-125

PUNKT ODBIORU
JAN KOWALSKI
ul. KOWALSKA 3 m 3
21-040 ŚWIDNIK
NIP 123-2340987

ADRES DO KORESPONDENCJI
JAN KOWALSKI
ul. KOWALSKA 3 m 3
21-040 ŚWIDNIK

dane Klienta

R - faktura rozliczeniowa
S - faktura prognozowana

grupa taryfowa, w której rozliczany jest klient

mnożna układu pomiarowego

FAKTURA VAT NR 210123456R/2009 - KOPIA
ZA ENERGIE ELEKTRYCZNA I USŁUGI DYSTRYBUCYJNE
Za okres od 05/02/2009 do 20/04/2009 Miejsce sprzedaży: 04/2009

Moc umowna : **4,0 kW**

Licznik rozliczeniowy en. czynnej nr: 10012012		Taryfa : G12NN		Mnożna : 1							
Strefa	Opis	FKWU	J.m.	Data	Wskazanie bieżące	Wskazanie poprzednie	Ilość m-c	Ilość	Cena netto (zł)	Należność netto (zł)	Stawka VAT (%)
Dzienna	za energię czynną	40.10.30		20/04/2009	1235	1100	135	135	0.2980	40.25	22
	opl.dystn-sieciowa	40.10.30			1235	1100	135	135	0.1534	20.71	22
	opl.dystn-jakościowa	40.10.30			1235	1100	135	135	0.0068	1.32	22
	opłata przesyłowa	40.10.30						2,00	4,8600	9,72	22
Nocna	za energię czynną	40.10.30		20/04/2009	1099	950	149	149	2,1200	4,24	22
	opl.dystn-sieciowa	40.10.30			1099	950	149	149	13,0000	7,60	22
	opl.dystn-jakościowa	40.10.30			1099	950	149	149	0.1234	19,24	22
	opł. stała za dystryb.	40.10.30						1,49	0.0567	8,45	22
OGÓLEM :										106,97	

Należność ogółem 106,97 Stawka VAT (%) 22 Kwota VAT (zł) 23,63 Należność brutto (zł) 130,60

DO ZAPŁATY : **130,50zł**

SŁOWNIE : sto trzydzieści złotych pięćdziesiąt groszy

WZÓR

Termin płatności : **20/04/2009**

OSOBA UPOWAZNIONA DO WYSTAWIENIA FAKTURY VAT
R S

DATA WYSTAWIENIA FAKTURY VAT: 10/02/2009

BIURO OBSŁUGI KLIENTA
Lublin, ul. Elektryczna 2 tel. 081 74 433 24.
Kasa czynna w poniedziałek od 7.00 do 16.30, wtorek-piątek od 7.00 do 13.45

UWAGA! OD WRZEŚNIA 2008 ROKU NOWY NUMER RACHUNKU BANKOWEGO DLA WPLAT ZA ENERGIĘ ELEKTRYCZNA.

kwota do zapłaty

wskazanie licznika w dniu odczytu - strefa dzienna

wskazanie licznika w dniu odczytu - strefa nocna

okres rozliczeniowy (ilość miesięcy)

termin płatności faktury

ilość zużytych kilowatogodzin energii w strefie nocnej

Transparency of bills



A transparent bill should inform us about:

- the **cost of energy** but also about
- the **pattern of energy use**
- **how can we be more efficient** with our energy consumption

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Examples of consumer empowerment



1. Awareness raising / consumer education



Consumer Knowledge Marketplace is an annual, largest consumer educational event in Poland. It provides consumers with direct contact to almost all consumer organizations/institutions including



2. Engaging energy enterprises – self regulation



Dobra Umowa (Good Contract) is a consumer contracts certification program for businesses. The first certificate was issued on energy contracts.

Good Contract certification program



The Good Contract certification program:

- incorporates the '**voice of consumers**' where it's been historically missing i.e. **within the creation of consumer contracts** thus far done one sided by businesses
- enables businesses to build a **trust based, good relationship** with consumers

Good Contract certification program



How does it work?

- Certification process starts when **a company presents its consumer contract(s) for an audit** done by the Association of Polish Consumers.
- The assessment criteria include an accordance with law as well as the general interest of consumers.
- A successful process ends with an **issuance of Good Contract certificate** - the company can communicate this fact within a specified period.

Thank you!

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