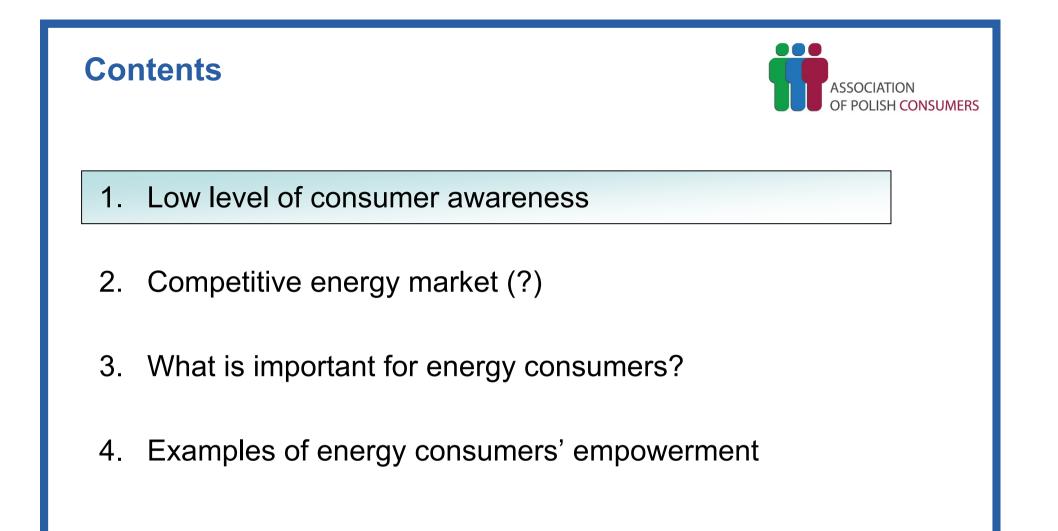


Energy consumers in Poland

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

Pawel Rokicki Association of Polish Consumers



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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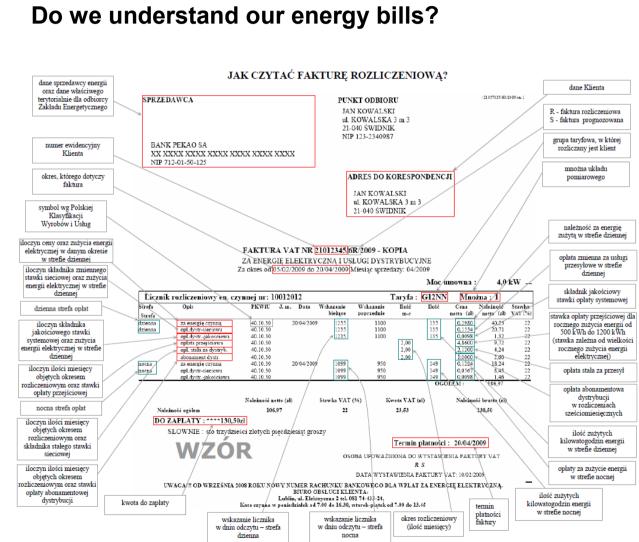
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What is important for energy consumers?



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



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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