



AADC CODE OF PRACTICE FOR EFFICIENT USE OF WATER & ELECTRICITY

In accordance with Licence Condition 35

Submitted to the Regulation and Supervision Bureau in Fulfilment of Condition 35 of the Water and Electricity Distribution and Supply License (ED/L01/007 – Revision 5) issued 1 January 2014



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Al Ain Distribution Company

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1 STATEMENT OF PURPOSE

1.1 Vision and Mission

In the AADC Demand Side Management Strategy and Action Plan (Electricity) 2015 Revised Submission and the AADC Demand Side Management Strategy and Action Plan (Water) 2015 Revised Submission (dated 29th December 2015), AADC established its Vision and Mission Statement in relation to electricity and water conservation.

AADC Demand Side Management

Mission Statement

“To ensure that our customers maintain their quality of life whilst managing downwards their demand for water and electricity”.

AADC Demand Side Management

Vision

“To assist its customers in achieving global top quartile reductions in consumption and peak demand through the effective promotion of DSM”.

1.2 Condition 35

Condition 35 of the AADC License issued by the Regulation and Supervision Bureau (RSB) on 1st January 2014 states that “The Licensee shall within three months after the Effective Date of this license, after consultation with customers, prepare and submit to the Bureau for its approval and, after approval, implement a code of practice setting out the ways in which the Licensee will make available to customers such guidance on the efficient use of water or electricity as well, in the opinion of the Licensee, enable them to make informed judgments on measures to improve the efficiency with which they use the water or electricity supplied to them”.

1.3 Purpose

The purpose of this Code of Practice is to outline the ways that AADC will provide its customers with guidance on the efficient use of water and electricity, as well as how it will keep customers informed of measures to make savings and reduce their water and electricity consumption costs.

1.4 Specific Guidance

AADC will provide its customers with specific guidance regarding the efficient use water and electricity. This information is applicable for both residential and non-residential customers. The guidance will be



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provided in various formats and through various media and will address the specific efficiency and conservation guidance that is conveyed through this Code of Practice.

2 COMMUNICATION CHANNELS

AADC has conducted a consultation process with the customers by the way of inviting customers to the workshop, as well as participating in exhibitions whereby communication channels were discussed and organising campaigns for educational institutions to ensure younger audiences are also informed.

AADC's approach to the communication of information to customers is via the most popular electronic communication channels, such as website, SMS and email, as well as social media such as Instagram and Twitter.

Additionally, AADC is currently developing various DSM programs. As part of these programs, AADC is developing a set of KPIs to monitor the success of each program. As part of these KPIs, AADC plans to measure the success of all the communication channels being used.

2.1 AADC Website



Figure 1 - AADC website

AADC's website (www.aadc.ae) is the key source of trusted information that AADC customers can use for guidance on the efficient use of water and electricity. This is available in both Arabic and English.

The website contains a lot of information on electricity and water conservation measures. It is constantly periodically updated to ensure the information is up to date.

The website provides customers with the ability to access the following:



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Electricity and water bills. AADC will use bills to send regular information related to electricity and water consumption. The information will include the following:

- Important of electricity and water conservation;
- Tips on how consumption of electricity and water can be reduced;
- Potential monetary savings that can be achieved by incorporating certain measures;
- References to where information is available on electricity and water conservation measures;
- News related to the efforts for electricity and water conservation;
- “Green” vs. “Red”: The new consumption bands on the bill show how consumption compares against the ideal average for a similar type of property.

News and announcements on various saving measures and campaigns;

Electricity & water tariff rates and calculator; AADC publishes information on the new tariff rates for 2017, as well as the old 2016 rates for comparison. In addition, the website provides a calculator that enables customers from different sectors to calculate what the bill value will be, based on consumption rates.

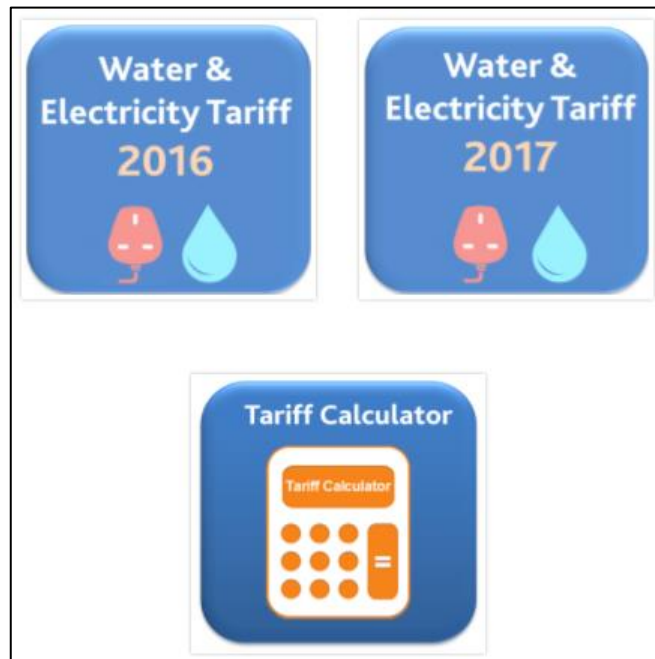


Figure 2 - Tariff and Calculator section on AADC website

Brochures on efficient use of electricity and water consumption is already available for the customers on the AADC website (see Figure 3)



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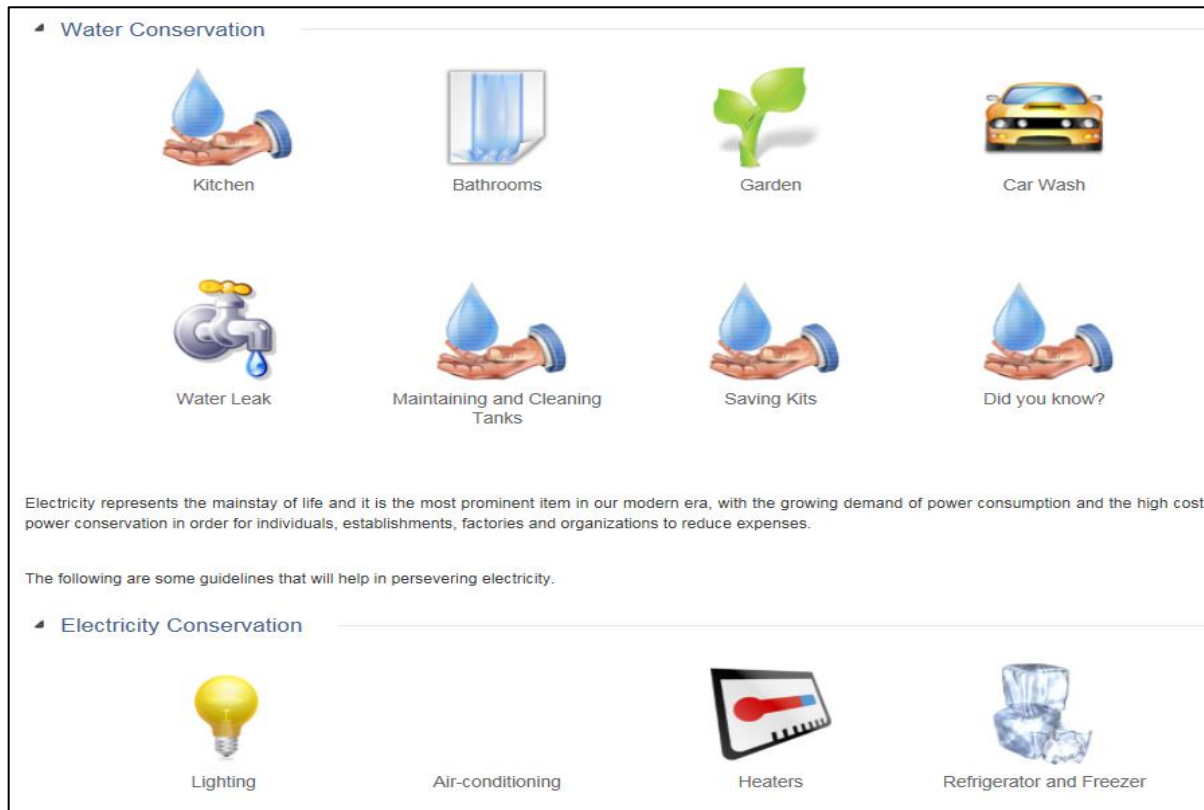


Figure 3 – AADC E-Brochures Website page (Source: <https://www.aadc.ae/en/pages/a-brochures.aspx>)

Videos on electricity and water conservation

'Start Chat' and contact details

AADC provides a "Start Chat" (available here: <https://www.aadc.ae/en/contactus.aspx>) where customers can instantly ask AADC for tips to reduce electricity and water measures.

Additionally, an email address and phone number is also provided for customers to approach AADC personnel on any questions, including electricity and water conservation measures. The AADC contact centre has been trained to inform customers on the electricity and water conservation information. Further trainings will be given for all DSM related initiatives.

References to other useful electricity and water conservation sources i.e. websites from other UAE government entities that provide information on electricity and water efficiency. AADC will continue providing references to other governmental efficiency campaigns to create awareness. These can include:

- RSB (Powerwise and Waterwise);
- Ministry of Energy;
- Ministry of Climate Change and Environment;
- ADWEA ("Tarsheed" campaign);
- Environment Agency of Abu Dhabi.

Educational information for kids



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AADC has developed an educational awareness game for the children, which educates children on how to save electricity and water and why it is important. Parents are encouraged to introduce this awareness game to children. AADC is committed to further provide educational campaigns targeted at children.

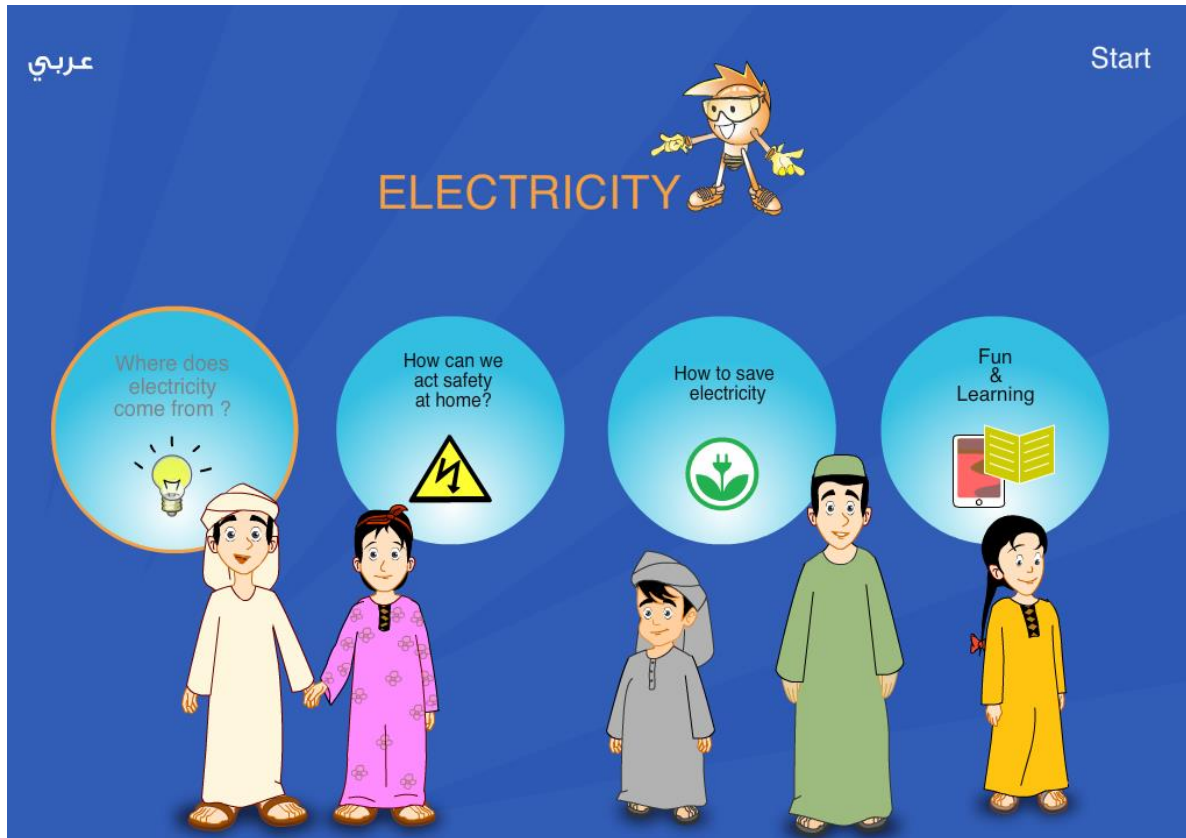


Figure 4 - AADC Awareness game for children (Source: <https://www.aadc.ae/flash/game1/index.swf>)

AADC also invites customers to use the water and electricity conservation tips available on other websites including:

RSB Powerwise initiative: <http://www.powerwise.gov.ae/en/section/how-can-i-save-electricity>

RSB Waterwise initiative: <http://www.waterwise.gov.ae/en/section/how-can-i-save-water>

ADWEA Tarsheed program: <http://www.tarsheedad.com/en/>

2.2 AADC social media platforms

AADC has always been keen to communicate with its customers (especially the younger generations) through the following social media platforms. AADC publicise their social media platforms, which have the following account names:



/aadccchannel



/alain_distribution_company



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YouTube Channel

AADC uploads informative videos about the company and its highlighted events. Furthermore, the special "Kids Awareness Corner" contains videos that address the concept of conservation to the youngsters in an interesting and kids friendly approach.

- 632 subscribers;
- total of 447,798 views of videos.

Instagram Account

AADC's Instagram account is a window that is utilized as a watching glass that reflects the current and upcoming activities and events in AADC, so that the company's customers would feel part of the AADC's Family. The account also is utilized to promote the importance of conservation by sending tips and messages periodically.

- 5141 posts;
- 4488 followers.

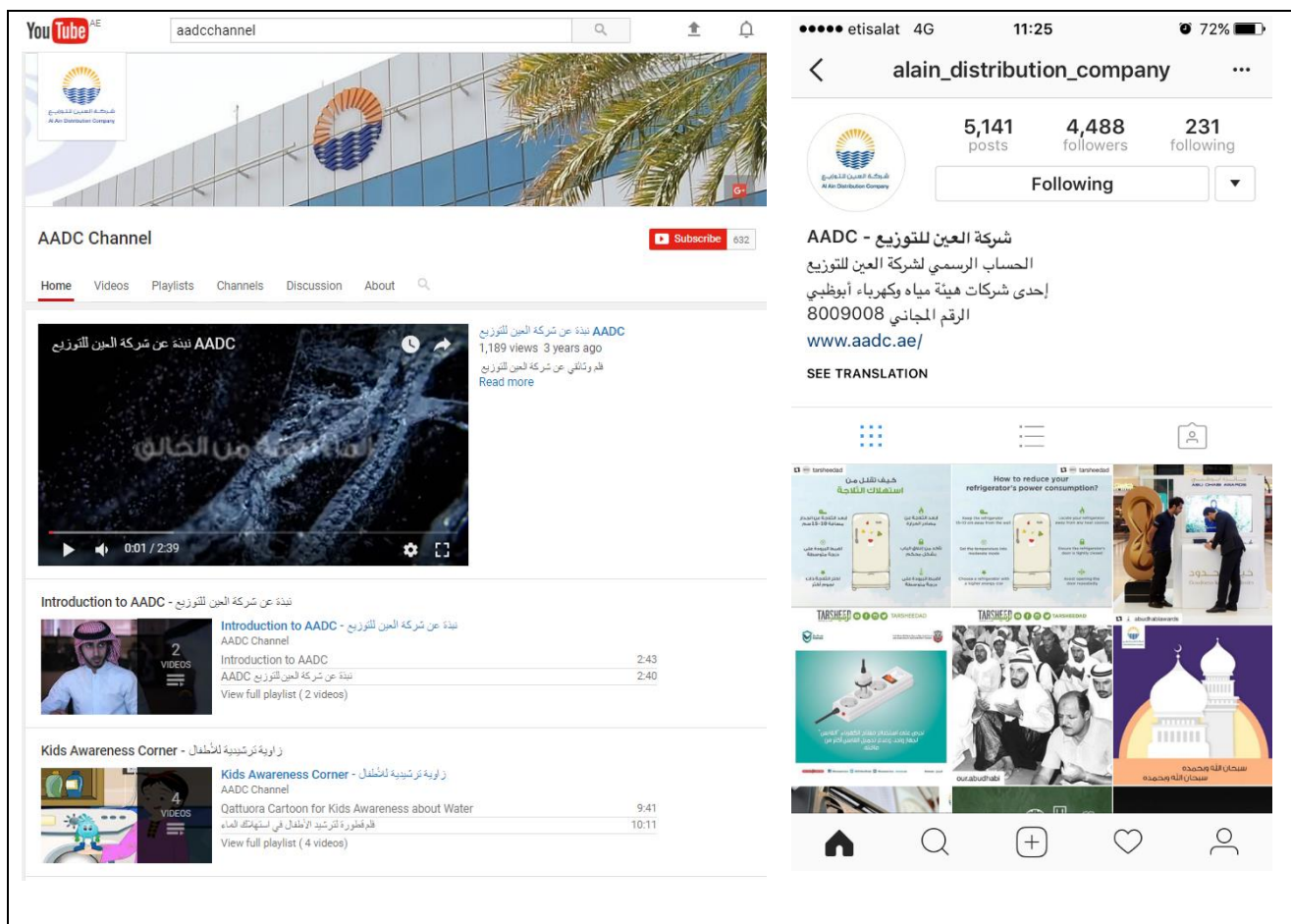


Figure 5 - AADC YouTube and Instagram accounts



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2.3 Communication with customers

AADC leverage the use of traditional paper based communication channels, as well as modern electronic channels. AADC customers also have an option to choose their preferred communication channels by either calling the AADC Call Centre, or by emailing AADC. The customers have an option to receive communication either via email, SMS, or by phone call. The AADC customer service centre staff have received training on how to ask people on their communication preferences.

The below list provides details on the options on the various channels that AADC utilise for communicating with customers.

Emails:

AADC has been sending several email campaigns during 2015 and 2016 outlining the tips on electricity and water efficiency measures. AADC will be continuing to use emails to inform customers on electricity and water efficiency initiatives, and how customers can participate.

AADC Smart Application

AADC Smart Application available for both IOS and Android smart phone users is a bi-lingual universal application offered by AADC to its valued Customers to benefit from a variety of smart services, such as:

- Create personal Accounts.
- m-Payment.
- Smart Scanning for credit cards.
- Geographical Location.
- Notification & Reminders.
- Locate Nearest Payment Point.
- Estisharat Service.
- Contact Support Team.

This is also illustrated in Figure 6 – AADC App.



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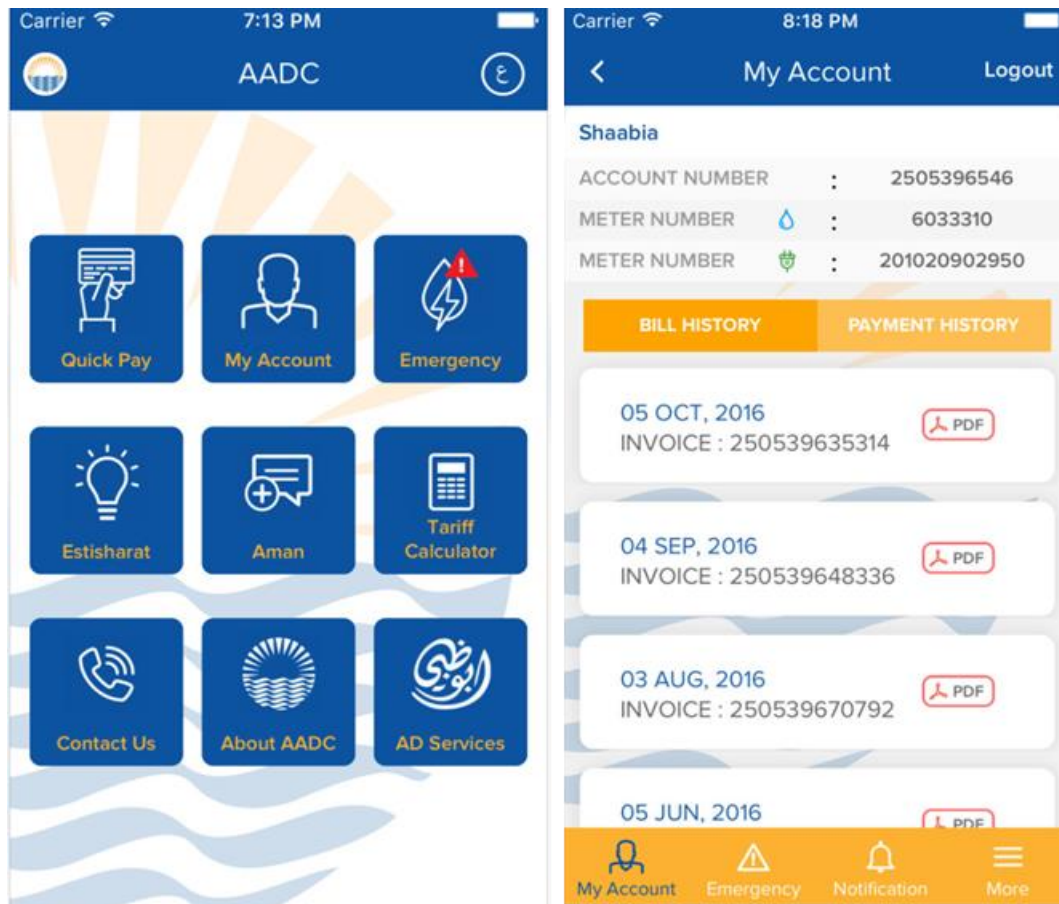


Figure 6 – AADC App

SMS campaigns:

SMS has been used during our Tarsheed initiative. AADC will continue using SMS to:

- Invite customers to workshops/exhibitions;
- Advertise customised, free on-site visits for high consuming customers;
- Promote efficiency in the home and business.

Posters and brochures

AADC has produced a brochure available on the AADC website and has printed posters that were distributed during public events (see Section 5 – Electricity and Water Efficiency Posters). AADC will continue using posters and referring to the brochure to create awareness.

Telephone

AADC provides a telephone information service, in both Arabic and English languages, where customers can ask an operator about where to gather more information on the topic of electricity and water conservation. These operators will also be able to gather the customer information, and to provide a service where an AADC technical specialist can call the customer back to provide them with specific information related to their query.



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The call centre staff have been trained to provide customers to the relevant information on electricity and water conservation. As part of the DSM programs, call centres will be informed of all the DSM programs. It is also planned to include customer call service employees to help with the implementation of certain DSM programs, for instance, whenever a call from the customer is received AADC Call center employees could ask the customer whether they are aware of the ways the electricity and water consumption could be saved and where to find such an information. Customers could also be invited to join certain DSM initiatives. This kind of training and involvement is currently under development as part of the DSM initiatives.

Newspaper announcements

Newspapers will be used to further encourage people to reduce electricity and water consumption.

Exhibitions

AADC has previously exhibited at the Eco-Smart Home Exhibition (see Figure 7), and plans to conduct further exhibitions on showing innovative approaches towards electricity and water conservation.



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Figure 7 - AADC Eco-Smart Home Show Exhibition

Majlis

AADC will be arranging Majlis sessions on the importance of electricity and water conservation.

Radio

AADC plans on having messages recorded on the important of water and electricity consumption conservation and on how this can be done.



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AADC Branch Office

AADC is working on being able to provide more information on water and electricity conservation measures at the offices. It is planned to set up exhibitions within the offices on electricity and water saving measures, put posters and display screens encouraging people to conserve.

Videos

Videos present a way of providing a large amount of information in a short space of time by using both audio and visual communication. These short videos are created in line with the specific program initiatives being implemented, and could cover topics as maintenance tips, retrofitting guidance, or behavioural change. AADC will look to utilise videos created by other Governmental organisations across the UAE, or internationally (as appropriate). These videos are to be available in both Arabic and English.

AADC will allow these videos to be viewed both online and in public locations that could include:

- AADC social media accounts, especially YouTube (aadccchannel);
- AADC websites;
- AADC buildings; and
- AADC Customers Payment platforms.



Figure 8 - Example of AADC video available online for Water and Electricity Conservation



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Figure 9 - Example of AADC video available online for Water and Electricity Conservation

2.4 Periodical Targeted Marketing Efforts

AADC periodically undertakes specific marketing campaigns to encourage a reduction in electricity and water consumption. These are via:

1. Targeted campaigns throughout the year for specific customer classes:

- a. Residential national and expat customers, for instance:
 - organising customer focus groups to test certain DSM measures;
 - providing information on different languages;
 - driving behaviours change through influential figures;
 - Providing information on electricity and water consumption intensity levels in the neighbourhood to enable customers to compare their consumption;
 - Invitations to attend sustainability exhibitions (i.e., smart home exhibition);
 - Sending information on the potential level of bill savings;
 - Special messages for those living in villas who have a garden;
 - Education campaigns in schools;
- b. Governmental customers, including:
 - In 2016 AADC conducted a comprehensive governmental customer engagement program. Please see Case Study 3 for further information. AADC plans to further involve governmental customers as follows:



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- Encouraging governmental customers to “Lead by Example”;
- Conduct and implement measures as recommended;
- Provide information and guidance for the Government Energy Management program.

Additionally, targeted information and demand-side management (DSM) campaigns are planned for:

- c. Industrial, commercial and agricultural customers;
- d. Agricultural customers;
- e. Mosques.

2. Targeted campaigns for Summer Period to reduce peak load.

3. Availability of potential financial incentives for certain DSM measures.

4. Collaborating with Equipment Vendors: to encourage the following actions:

- a. Efficient use of the appliances and equipment;
- b. Advising customers and the maintenance requirements;
- c. Encouraging selling the most efficient equipment.



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3 COMMITMENTS

AADC is committed to encourage and lead its customers in an ongoing commitment to reduce electricity and water use without sacrificing their quality of life and value of service. In this regard, AADC makes the following additional commitments:

1. Maintain multiple channels of communication for efficiency and conservation information;
2. Provide electricity and water efficiency and conservation information on the AADC website;
3. Make efficiency and conservation information available in Branch Offices;
4. Evaluate expansion of the Key Account program to address efficiency and conservation with large customers;
5. Provide timely answers to customer efficiency and conservation questions;
6. Provide customers with tangible feedback on their electricity and water usage;
7. Maintain current materials on efficient electricity and water usage;
8. Provide links to outside websites that provide electricity and water efficiency and conservation information;
9. Maintain a telephone information service;
10. Develop and launch efficiency and conservation initiatives for its customers;
11. Train customer service staff in electricity and water efficiency conservation.





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4 CASE STUDIES

4.1 Case Study 1 – Estisharat Campaign

The Estisharat service included direct on-site free visit from AADC representatives to advise on saving water and electricity to three target groups of stakeholders in the Household segment:

1. Households who wish to improve their efficiency;
2. Households who wish to improve or extend their homes with more efficient extensions;
3. Firms constructing homes who wish to improve the efficiency of their designs.

The Estisharat initiative was implemented during 2015. Activities included:

- Emails to customers who declined visits on electricity and water conservation tips;
- Follow-up contacts with customers after the visit;
- Invitations to Eco-smart home exhibit on efficiency: (326,110 SMS messages sent);
- Estisharat Brochures (5,000 units distributed at event and customer service centres).
- Direct Outreach:
 - Promotion of Estisharat visits to new connected customers;
 - Visits to households for improving efficiency (> 180 residential customers);
 - Visits to households for advice on house extensions (> 40 residential customers);
 - Visits to builders for improving efficiency of planned buildings (> 59 builders).



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استشارات estisharat

Major Electrical Appliances Usage Tips ... إرشادات حول استخدام الأدوات المنزلية الكهربائية

حافظ على درجة التلاجة على 4 درجات مئوية
Keep your refrigerator temperature at 38 degree Fahrenheit

حافظ على درجة حرارة حجرة التجميد -10 درجات مئوية
Freezer temperature should be maintained at 10 degree Fahrenheit

انزع الجليد عندما يتراكم بمسافة 1/4 بوصة
Defrost your freezer when ice or frost buildup is 1/4" or thicker

الحرص دورياً حالة الإطار المطاطي حول باب التلاجة
Check your refrigerator/freezer door gasket periodically for signs of deterioration

تظف ملفات التبريد (خلف التلاجة) مرة كل ستة أشهر على الأقل
Vacuum or brush the cooling coils (in back) at least every six months

اترك الطعام الساخن لمدة لا تزيد عن نصف ساعة قبل إدخاله التلاجة
Allow hot food to cool for no longer than a half hour before placing in refrigerator

Estisharat
A complimentary consultancy service to all ADC customers with regard to water and electricity services. Talk to our consultants and ensure a high quality, safe water and power network in your home that will reduce your consumption monthly bill. The services available for:

- New home
- Existing home
- Domestic water and electricity appliances

استشارات
خدمة استشارية مجانية لجميع عملاء الشركة لتقديم استشارات فورية حول خدمات المياه والكهرباء في المنازل. تأكد من جودة شبكة المياه والكهرباء في منزلك لتقليل فاتورة الاستهلاك الشهرية. الخدمات المتاحة هي:

- منزل جديد
- منزل قائم
- للمستشارين أو إرشادات في منزلك أو بالمطبخ

استشارات estisharat

استخدم مصابيح الفلورسنت المدمجة

استخدم ضوء المصابيح الفلورسنت المدمجة لأنها أطول عمراً وتستهلك 75% طاقة أقل مقارنة بالمصابيح العادية.

يمكنك خفض فاتورة الكهرباء بمقدار 300 درهم في السنة إذا قمت باستبدال المصابيح العادية في خمس أماكن في المنزل الأكثر استخداماً.

ENERGY STAR PARTNER

Use Energy Star compact fluorescent light bulbs

استشارات estisharat

أدوات توفير المياه
Devices to Save water

These devices can reduce the flow quantity of water by mixing a quantity of air with water and this process will give the same pressure of water and it saves about 60% of water. The said devices can be installed on the outputs of water at houses without any change in taps. The devices have been designed in different size and shapes to suit the installed sanitary fittings at the house.

هذه الادوات تقلل كمية المياه المتدفقة عن طريق خلط كمية معينة من الهواء بالماء. وبهذا لنفس الضغط للمياه دون أن نحتاج تغيير صحن المياه. هذه الادوات يمكن تركيبها على مخرج المياه في المنزل دون أي تغيير في الصحن. لقد صممت هذه الادوات بأشكال وأحجام مختلفة لتتناسب مع الادوات الصحية المثبتة في المنزل.

استشارات estisharat

استشارات
A complimentary consultancy service to all ADC customers with regard to water and electricity services. Talk to our consultants and ensure a high quality, safe water and power network in your home that will reduce your consumption monthly bill. The services available for:

- New Property
- Existing Property
- Any queries regarding water and electricity

الخدمات المتاحة لـ:

- منزل جديد
- منزل قائم
- للمستشارين أو إرشادات في منزلك أو بالمطبخ

استشارات estisharat

قبل السفر!
تأكد من فصل التيار الكهربائي عن جهاز التلفزيون والاستقبال أو أي جهاز إلكتروني آخر في المنزل لأنها تستنزف الكهرباء.

لتوفير أفضل!
افصل التيار الكهربائي قبل الخلود الى النوم يومياً

Before travelling,
Disconnect the power supply from the TV or video or any other electronics that deplete power even when switched off.

In fact, you better disconnect it before you go to bed daily!

Figure 10 - AADC electricity and water conservation e-mails sent to customers



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استشارات
estisharat

A free service to all AADC customers for water and electricity services. Talk with our specialists at the AADC to ensure a high quality, safe water and power networks in your house, apartment, villa etc. reducing your consumption monthly bills.

The services available are:

- New Property.
- Existing Property.
- Any queries regarding water and electricity.

Water and Electricity saving devices and appliances

- Water flow reducers for taps.
- Plastic bottle filled with sand and water for placement in toilet tank, or you may use a toilet displacement device or bag.
- Compact fluorescent light bulbs (CFLs).
- Drip irrigation system for trees and shrubs in the garden.
- Solar powered garden or walkway lights.
- Light dimmers.
- Energy Star or high-efficiency home appliance.
- LCD monitors.
- Window and door frame foam/ rubber seals – to stop air escaping or coming in.
- Sensor lighting or light timers.

Consumption guidance for building a new house

When you are planning on building a new house, consider taking steps to make it as green and water and electricity efficient as possible:

- Talk to our specialists at the AADC about measure to make your house energy efficient, choosing green building materials and design. Inquire about the different types of walls, pipe system, wiring, insulation, heating and cooling systems, windows, lighting and interior materials that will help in energy efficiency. It might cost a little more but it will pay itself in energy savings and conservation.
- If you are building a new house or are replacing your windows, consider installing windows with double glazing and spectrally selective coatings that reduce heat gain and help maintain the house's temperature. Select windows with air leakage ratings of 3.0 cubic feet per minute or less.
- Don't have large windows all around the house – they will let in a lot of heat.
- If you are considering having a central air conditioning system, make sure you have a separate operation switch in each room.
- Get appliances such as (refrigerators, washing machines, dishwashers etc.) that are Energy Star rated, or have the best energy rating.
- Buy good quality exhaust fans.
- Make sure taps and showerheads are fitted with flow reducers, or buy taps/showerheads that have restricted flow.
- When planning landscaping your garden, put in mind Water & Electricity consumption.
- When planning out your garden, make sure it is landscaped keeping in mind water and energy consumption.

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800 9008
www.aadc.ae

Figure 11 – Estisharat Campaign

4.2 Case Study 2 – Awareness Raising Videos

In 2013, short videos were created to communicate with customers of different ages. The aim was to drive behavioural change, and were communicated in both Arabic and English. The videos included information on:

- Electricity & water conservation for kids. AADC's Water conservation video for kids: a 10 minute 2D animation video made for kids which explains how to use water wisely and helps to conserve for better future –
 - Nour Cartoon for Kids Awareness about Electricity:
 - 101,202 views on YouTube in Arabic (as of May 2017);
 - 3,280 views on YouTube in English (as of May 2017).
 - Qattuora Cartoon for Kids Awareness about Water:
 - 331,335 views on YouTube in Arabic (as of May 2017);
 - 6,724 views on YouTube in English (as of May 2017).
- Advertising the new electricity and water tariffs that were introduced in January 2015.



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فلم نور لترشيد الأطفال في استهلاك الكهرباء



AADC Channel

Subscribe 631

101,203 views

+ Add to Share ... More

184 37

Video statistics Up to 27 May 2017

VIEWS	TIME WATCHED	SUBSCRIPTIONS DRIVEN	SHARES
101,147	201 days	22	606

Cumulative Daily

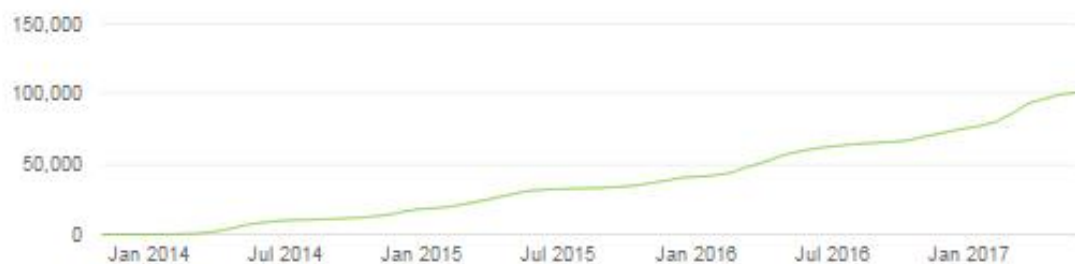


Figure 12 - Example of AADC Arabic YouTube video for kids, including viewing statistics



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4.3 Case Study 3 – Governmental Customer Engagement Efforts

In 2016, AADC invited 62 governmental entities to join in the efforts of electricity consumption reduction.

Governmental entities were invited to attend workshops where AADC presented on rationalizing the consumption of water and electricity. These were presented to a number of staff from each organisation.

Additionally, face-to-face visits were carried out to governmental entities which could not attend the workshops.

- Employees and workers in various government departments and institutions, including 2,000 AADC employees and workers in the different departments and sections;
- Official letters;
- Requests for personnel emails and internal website access to publish communications;
- Emails attaching the guide for rationalising water and electricity consumption in governmental buildings manual;
- Requests for meetings and workshops.

Results from start of May to end of September in 2016:

- 17 on-site visits and workshops to discuss electricity savings;
- 21,594 emails and 880,333 SMS sent;
- 171 posts about Water & Electricity Savings on Instagram;
- 9 posts on newspapers.

18 government departments and institutions participated in the campaign, including:

- General directorate of the Abu Dhabi police;
- Al Ain Hospital;
- Tawam Hospital;
- Emirates University;
- General Authority for Islamic Affairs;
- Abu Dhabi Food Control Authority;
- Traffic Department;
- Civil Defence and Abu Dhabi Chamber;
- General Command of the Armed Forces;
- Department of Economic Development;
- Statistics Centre;
- Judiciary Department;
- Al Ain Municipality;
- Emirates Post;



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- Emirates Identity Authority;
- Residence and Expatriates Affairs Department.



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5 ELECTRICITY AND WATER EFFICIENCY POSTERS



Figure 13 - Electricity Efficiency Posters



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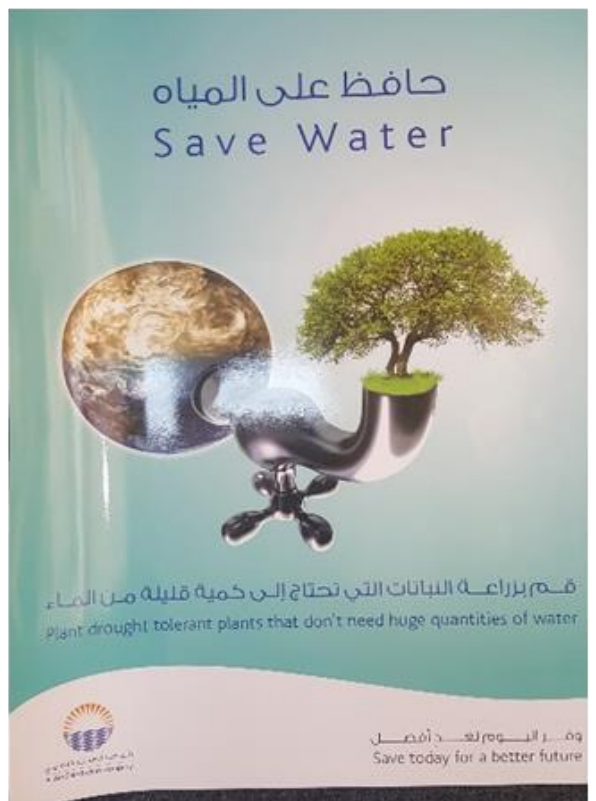
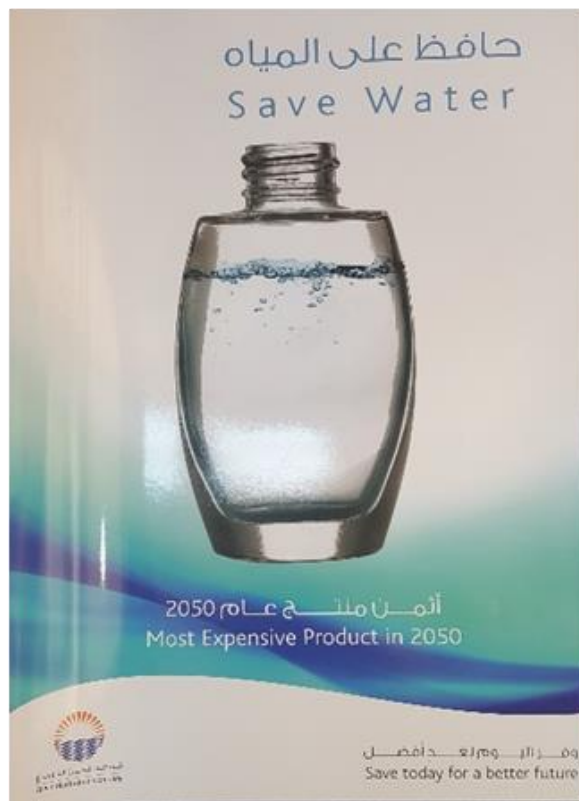
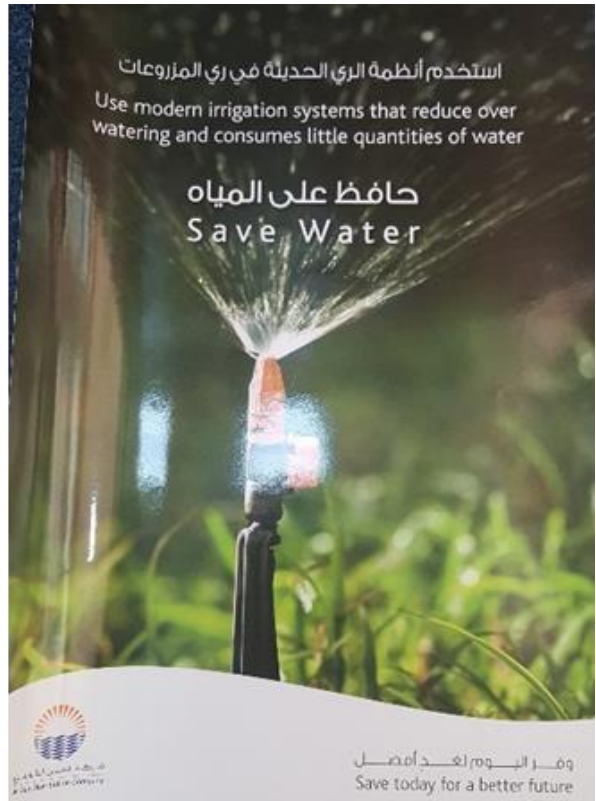


Figure 14 - Water Efficiency Posters



APPENDIX A – CONDITION 35 TO AADC LICENCE

This Code of Practice was developed to comply with the Regulation and Supervision Bureau Condition 35 of the Water and Electricity Distribution and Supply License (ED/L01/008 – Revision 5) issued 1 January 2014. The Licence Condition 35 states:

Condition 35 – Efficient use of electricity and water

1. The Licensee shall within three months after the Effective Date of this licence, after consultation with customers, prepare and submit to the Bureau for its approval and, after approval, implement a code of practice setting out the ways in which the Licensee will make available to customers such guidance on the efficient use of water or electricity as well, in the opinion of the Licensee, enable them to make informed judgements on measures to improve the efficiency with which they use the water or electricity supplied to them. Such code of practice shall include, but shall not be limited to:

- a) the preparation and making available free of charge to any customer who requests it of a statement, in a form approved by the Bureau, setting out information and advice for the guidance of customers on the efficient use of water and electricity supplied to them;
- b) the creation and maintenance within the Licensee's organisation of sources from which customers may obtain further information about the efficient use of water and electricity supplied to them, including the maintenance of a telephone information service;
- c) the preparation and making available free of charge to any customer who requests it of a statement or statements of sources (to the extent that the Licensee is aware of the same) outside the Licensee's organisation from which customers may obtain additional information or assistance about measures to improve the efficiency with which they use the water and electricity supplied to them, such statement or statements to include basic information which is publicly available on financial assistance towards the costs of such measures.

2. Where the Bureau (which may have regard to the need for economy, efficiency and effectiveness before giving directions under this paragraph) gives directions to do so, the Licensee shall:

- a) review and prepare a revision of the code of practice; and
- b) take steps to bring to the attention of customer's information on the efficient use of electricity supplied to them in such manner and at such times as will comply with those directions.

3. The Licensee shall:

- a) send to the Bureau a copy of any code of practice prepared in accordance with paragraph 1, and of any revision of such code prepared in accordance with paragraph 2 (in each case, in the form approved by the Bureau);
- b) make a copy of such code (as from time to time revised) available for inspection by members of the public at each of the relevant premises during normal working hours; and
- c) give or send free of charge a copy of such code (as from time to time revised) to any person who requests it.