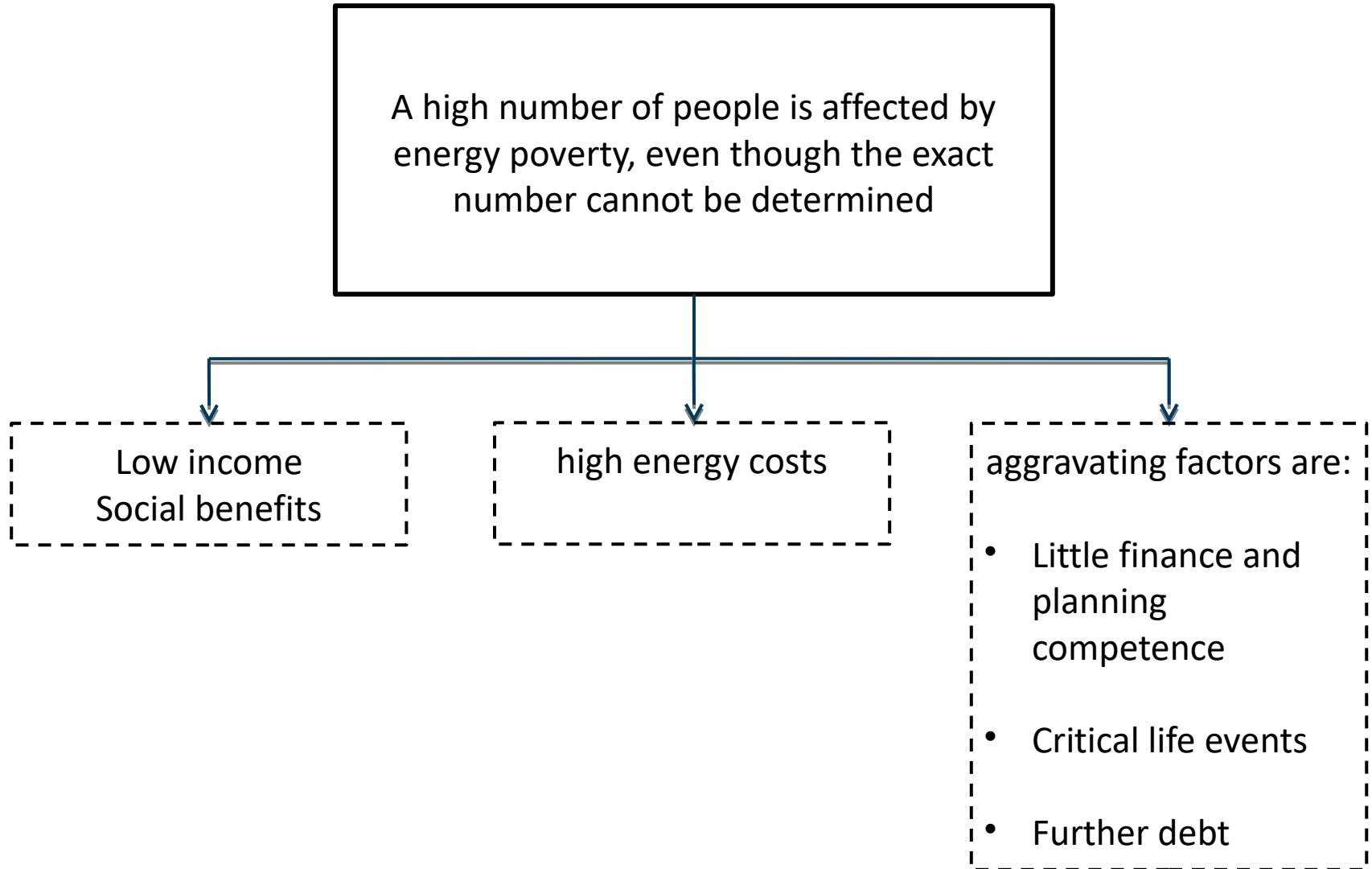


**verbraucherzentrale**

*Nordrhein-Westfalen*



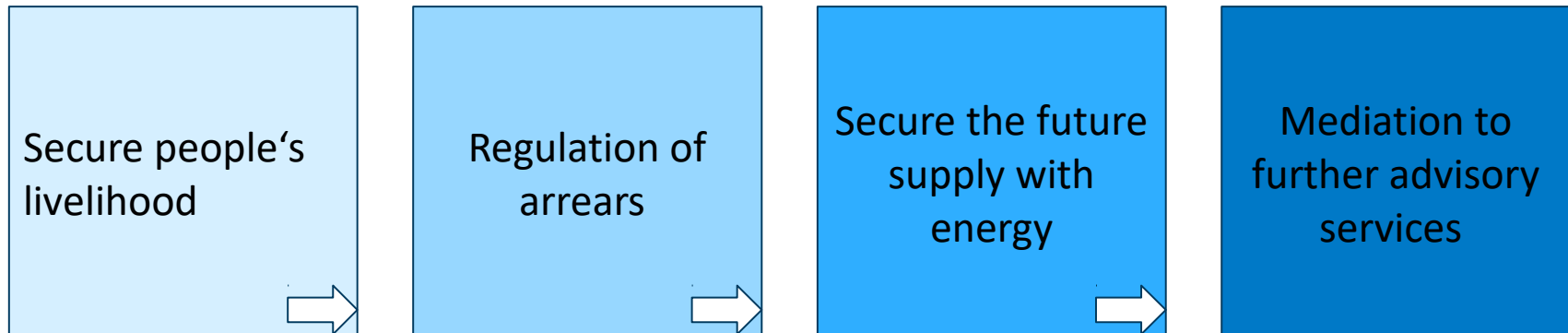
# Power cuts result in life without light, warm water or heating



# The Core of our Solution

- Counselling and representation of affected energy consumers

- Customer Journey:



- Municipal networking enables an early-warning-system, quick support mechanism and extensive sensitization

# We already achieved some important results



## Solutions / Initiatives

- Consumer counselling and representation
- Negotiations with power suppliers and social security institutions
- Establishment of “round tables”
- Network and public relation work
- Lobbying activities for affected households

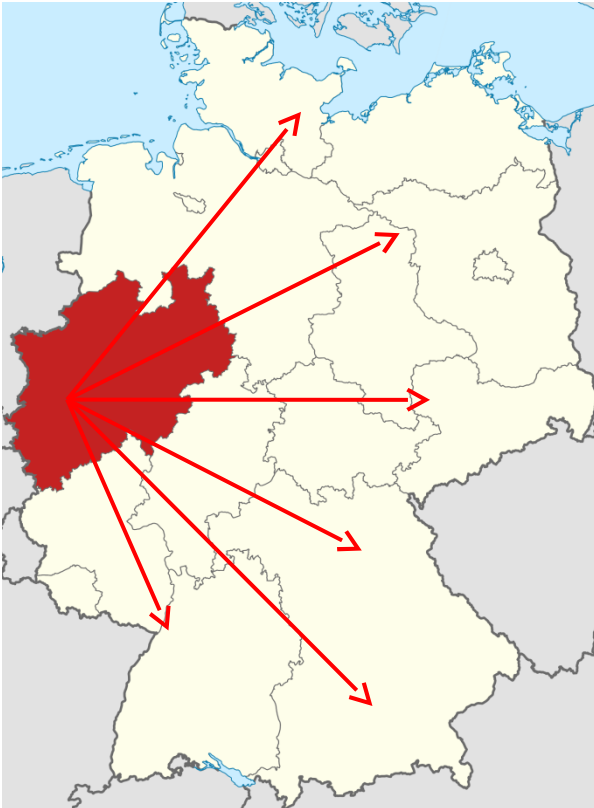


## What we achieved

- In total 5,300 consultations
- 81% of threatened power cuts prevented, 62% of existing power cuts revoked
- Partial reduction of overdue fines
- Sensitization for social welfare
- Public attention with regard to fuel poverty

# Our Vision

The project “North Rhine-Westfalia tackles Fuel Poverty” wants to prevent power cuts and secure permanent energy supply for the households affected.



Source: <https://de.wikipedia.org>

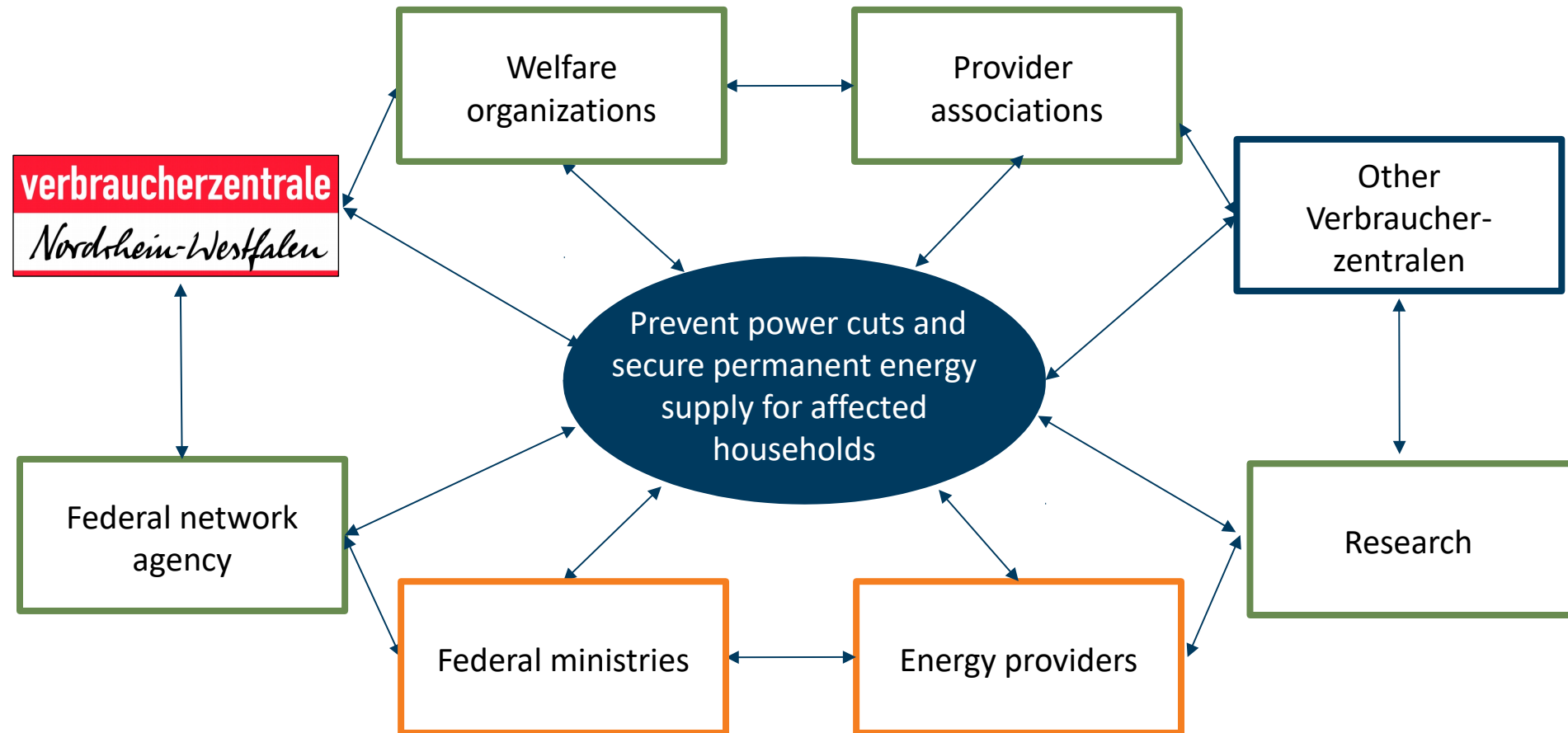
In order to expand the range, we wish to transfer our advisory approach across all regions in Germany

**In order to achieve our vision of avoiding power cuts we need a smart network with additional supporters**

Fun to engage

Already engaged

■ Fast and steady contact



# We will meet key challenges through various approaches


Key challenges	How we will meet these challenges
Generate added value	▪ Securing people's livelihood
Uncertain requirements	▪ Detailed requirement analysis
Financing commitment	▪ Premature planning, perpetuation of the project
Quality assurance	▪ Regular analyses and ongoing evaluation
Diverse stakeholder interests	▪ Find common denominator, portray utilities
Digitalization	▪ Seek expertise and manpower

# Our project to tackle fuel poverty will expand nationwide within four years

	2018	2019	2020	2021
<b>Current cooperation</b>	<ul style="list-style-type: none"> <li>Current process of acquisition of new partners</li> <li>Negotiations for extended cooperation with present cooperation partners</li> </ul>	<ul style="list-style-type: none"> <li>Start of third project period.</li> <li>Target quantity are 17-18 cooperation partners</li> <li>Install advisory services on location</li> </ul>	<ul style="list-style-type: none"> <li>Quality assurance</li> <li>Measures for Efficiency enhancement</li> <li>Further meetings with possible partners</li> </ul>	<ul style="list-style-type: none"> <li>Overall Evaluation on third project period</li> <li>Negotiations for extended cooperation</li> <li>Nationwide process of acquisition</li> </ul>
<b>Planning federal project</b>	<ul style="list-style-type: none"> <li>Define project outline</li> <li>Project plan with time schedule</li> </ul>	<ul style="list-style-type: none"> <li>First contact to stakeholders, present idea and identify supporters</li> </ul>	<ul style="list-style-type: none"> <li>Unite stakeholders</li> <li>Define project contents, aims etc.</li> </ul>	<ul style="list-style-type: none"> <li>Fine adjustment</li> <li>Financial commitments</li> <li>process of acquisition for counselling centre</li> <li>Implementation</li> </ul>



# Our project to tackle fuel poverty will expand nationwide within four years



	2018	2019	2020	2021
<b>Consultations</b>	<ul style="list-style-type: none"> <li>▪ Amount steadily increasing</li> <li>▪ In counselling centre</li> </ul>	<ul style="list-style-type: none"> <li>▪ Amount clearly increasing because of new cooperation partners</li> <li>▪ In counselling centre</li> <li>▪ Advice by telephone</li> </ul>	<ul style="list-style-type: none"> <li>▪ Amount steadily increasing</li> <li>▪ In counselling centre</li> <li>▪ Advice by telephone</li> </ul>	<ul style="list-style-type: none"> <li>▪ Amount steadily increasing</li> <li>▪ In counselling centre</li> <li>▪ Advice by telephone</li> </ul>
<b>Digital approaches</b>	<ul style="list-style-type: none"> <li>▪ Research and call for tenders</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pilot project</li> </ul>	<ul style="list-style-type: none"> <li>▪ Involvement of a few partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Involvement of several partners</li> </ul>

# Chatbots as innovative digital approaches



Source: <https://de.fotolia.com/>

- New access way for advice seekers, available 24 hours a day
- Lower inhibition level because of anonymity
- Expansion of range
- Connection to further consulting themes



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