



Pasirinkite  
tiekėją.lt

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# CONSUMER COMMUNICATION PLAN ON THE LIBERALISATION OF THE ELECTRICITY MARKET AND ITS PROCESS

15 May 2020

# ABOUT THE PROGRAMME

After the adoption of the amendments to the Law on Electricity by the Seimas of the Republic of Lithuania on 7 May 2020, Lithuania will join most of the European Union countries, where residents can choose the most suitable electricity supplier. Until now, they have purchased electricity from the public electricity supplier, and the price has been set by the National Energy Regulatory Council (NERC).

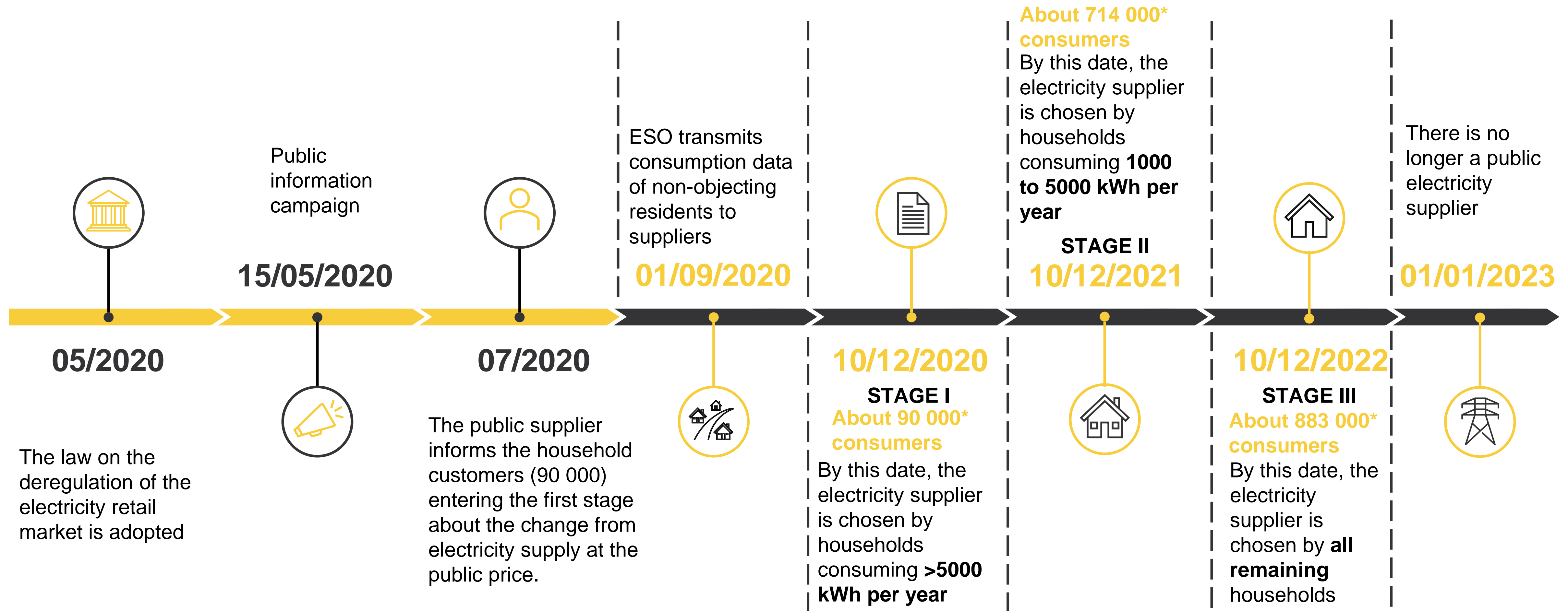
The programme will seek to protect socially vulnerable groups so the change will benefit all residents of the country.

Gradually, from 2020 to 2023, the monopolistic services of the public supplier will be abandoned in three stages and the conditions for active operation of new electricity suppliers will be developed.

Guaranteed electricity supply will be ensured for residents who have not chosen a supplier on time.

The Ministry of Energy of the Republic of Lithuania develops the conditions for active participation of electricity suppliers, and ESO provides constant and long-term information to residents.

# PLANNED STAGES OF DEVELOPING A COMPETITIVE ELECTRICITY MARKET IN 2020–2023



\*Preliminary figures of private customers from data of the public supplier of April 2020 are provided

# LITHUANIAN SOCIETY: DEFINITION OF THE TARGET AUDIENCE

About 80% of the Lithuanian population has or intends to purchase their own home. This is a target audience for the whole programme, which is very wide and varied so effective communication must take place at the national level through various media channels and formats.

**All 15–64**  
**100% (1 835 667)**

**Home owners**  
**78% (1 431 820)**

**9% (128 863)**  
**LOWEST INCOME,**  
per household member  
– up to €150 per month

**56% (801 819)**  
**AVERAGE INCOME,**  
per household member  
– from €151 to €425 per month

**35% (501 137)**  
**HIGHEST INCOME,**  
per household member  
– €426 per month and more



47% 53%



**Income per household member (net)**  
€430 per month



**Marital status**

Single	16%
Engaged	12%
Married	59%
Other	13%



**Residence**

TOP 5	Other
44%	56%



**Age**

18–24	9%
25–34	17%
35–44	20%
45–54	26%
55–64	27%

# PROGRAMME COMMUNICATION OBJECTIVES, TASKS



## OBJECTIVES:

- Inform the general public and seek a positive assessment of the change taking place.
- Encourage customer involvement in the process of choosing electricity suppliers.
- Ensure equal conditions for access to information for all electricity suppliers.
- Remain ESO-neutral in relation to all electricity suppliers.



## TASKS:

- Inform customers about the benefits and progress of the programme.
- Inform customers about the choice of electricity suppliers.  
Carry out direct customer communication that encourages
- people to choose an electricity supplier and not remain in the guaranteed supply.
- Form a neutral position of ESO in the context of the programme in relation to all electricity suppliers.  
Conduct periodic public opinion polls.

# COMMUNICATION PATH



## AWARENESS

### COMMUNICATION/EDUCATION:

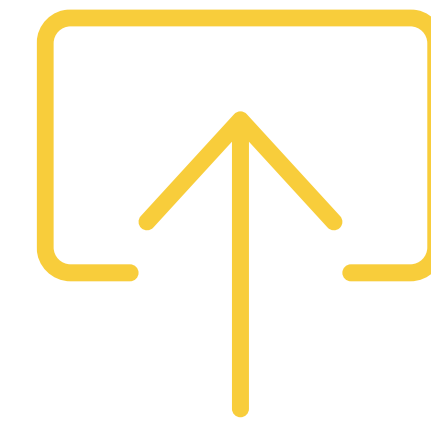
To create awareness of the choice taking place in society. Inform customers and provide as much information as possible about the change, its objectives, benefits and progress.



## DETAILS

### CLEAR BENEFITS:

Communicating rational, emotional benefits and advice. What, when and how that will change.



## ACTION

### FREEDOM OF CHOICE, CLARITY:

Security of personal data, communication of the choice process, encouragement not to remain in the guaranteed supply.

Clear and simple, person-centred communication. The tone of communication – today's '**Translator**', translates complex processes and bureaucratic wording into clear, understandable language. Transparency, respect and attention to everyone.

# BENEFITS

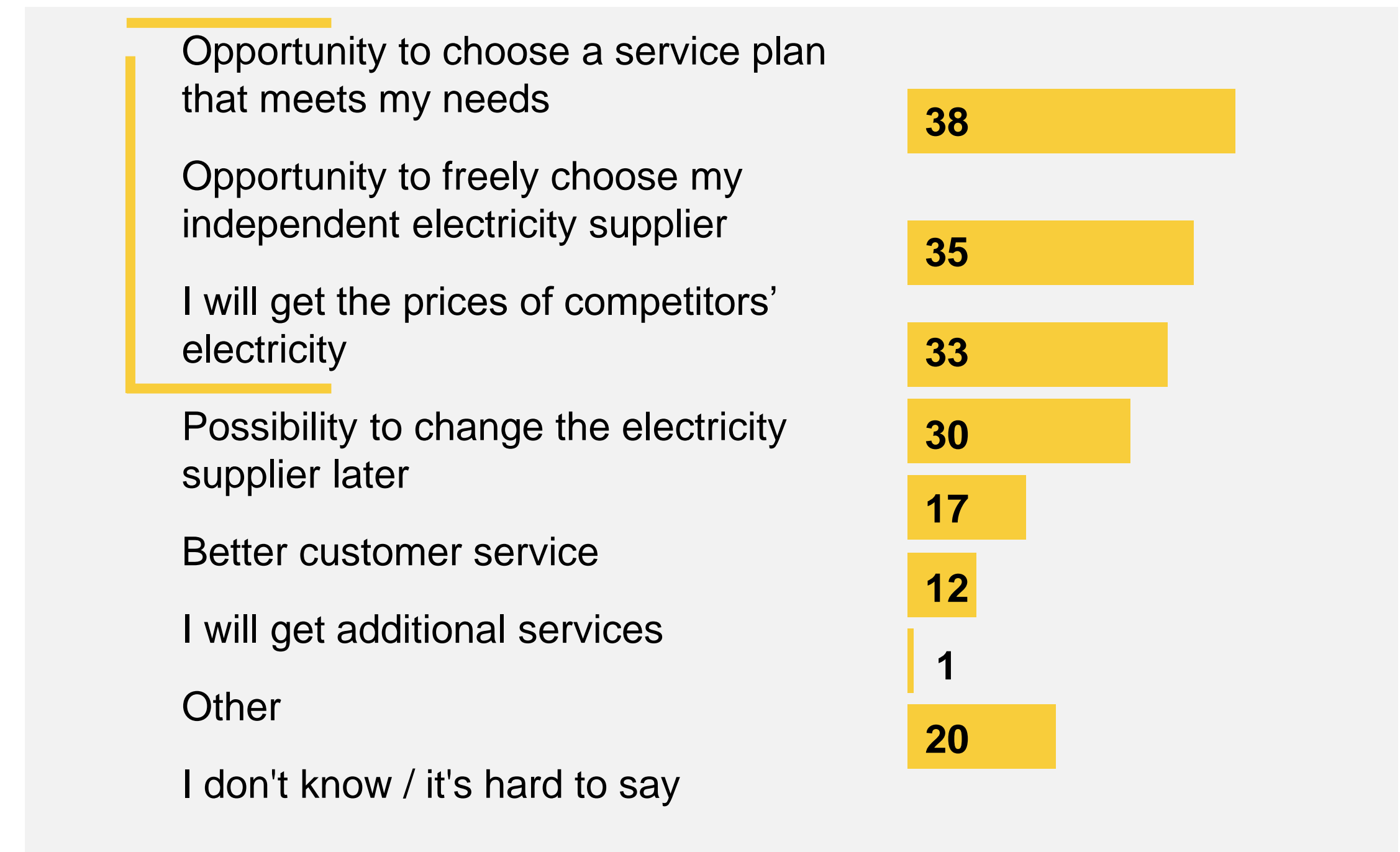
## RATIONAL:

- Competition between suppliers – better conditions;
- Access to better service and quality of service;
- Possibility to change and choose a different supplier if the quality of service is not satisfactory (customer service);
- Opportunity to choose the most suitable consumption plan and pricing;
- Possibility to receive integrated service offers (purchasing renewable energy products and other integrated service packages).

## EMOTIONAL:

- I manage the situation and decide for myself which electricity supplier to choose.
- I know I pay the right price for me.
- Once a competitive market is developed, I will receive special offers.
- I understand and know how to compare suppliers' offers.
- I understand the long-term benefits of the change (the market is developing, so I will get more and more new offers).

## What are the key benefits as a result of developing a competitive electricity market?



**Source:** Public opinion poll on the liberalisation of the electricity market, January 2020, Spinter research

- According to the poll, about **51%** of the Lithuanian population has heard about the opportunity to freely choose their electricity supplier from September 2020: **14%** say they know about it, **37%** have 'heard something'.
- According to the poll data, **38%** of respondents mentioned the opportunity to choose a service plan that meets their needs as an advantage of new electricity networks; **35%** indicated the opportunity to freely choose an independent electricity supplier and **33%** to obtain a competitive price for electricity. (Source: Spinter research: *Public opinion poll on the liberalisation of the electricity market*)

# IN ESSENCE, VALUE FOR CONSUMERS



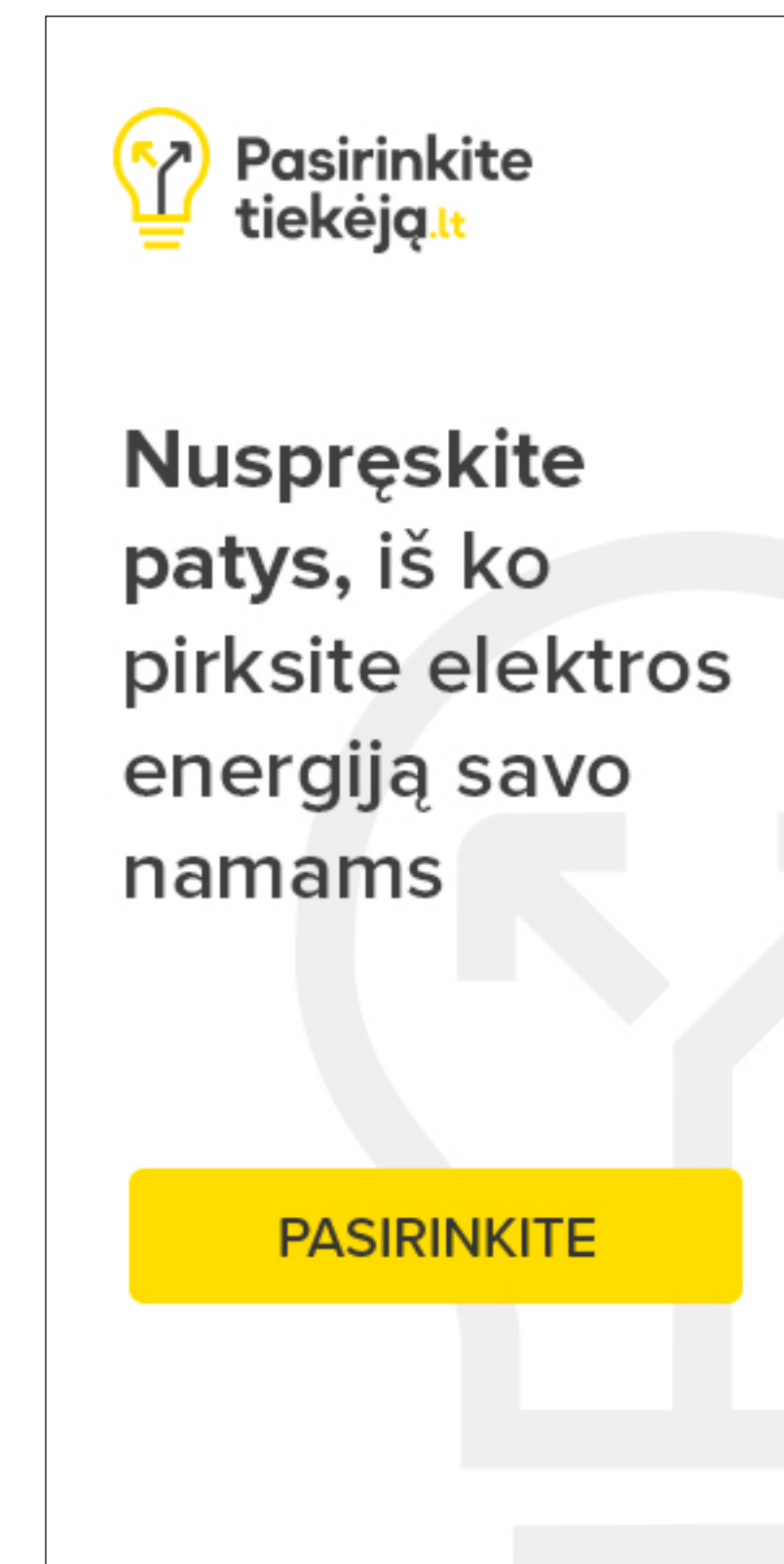
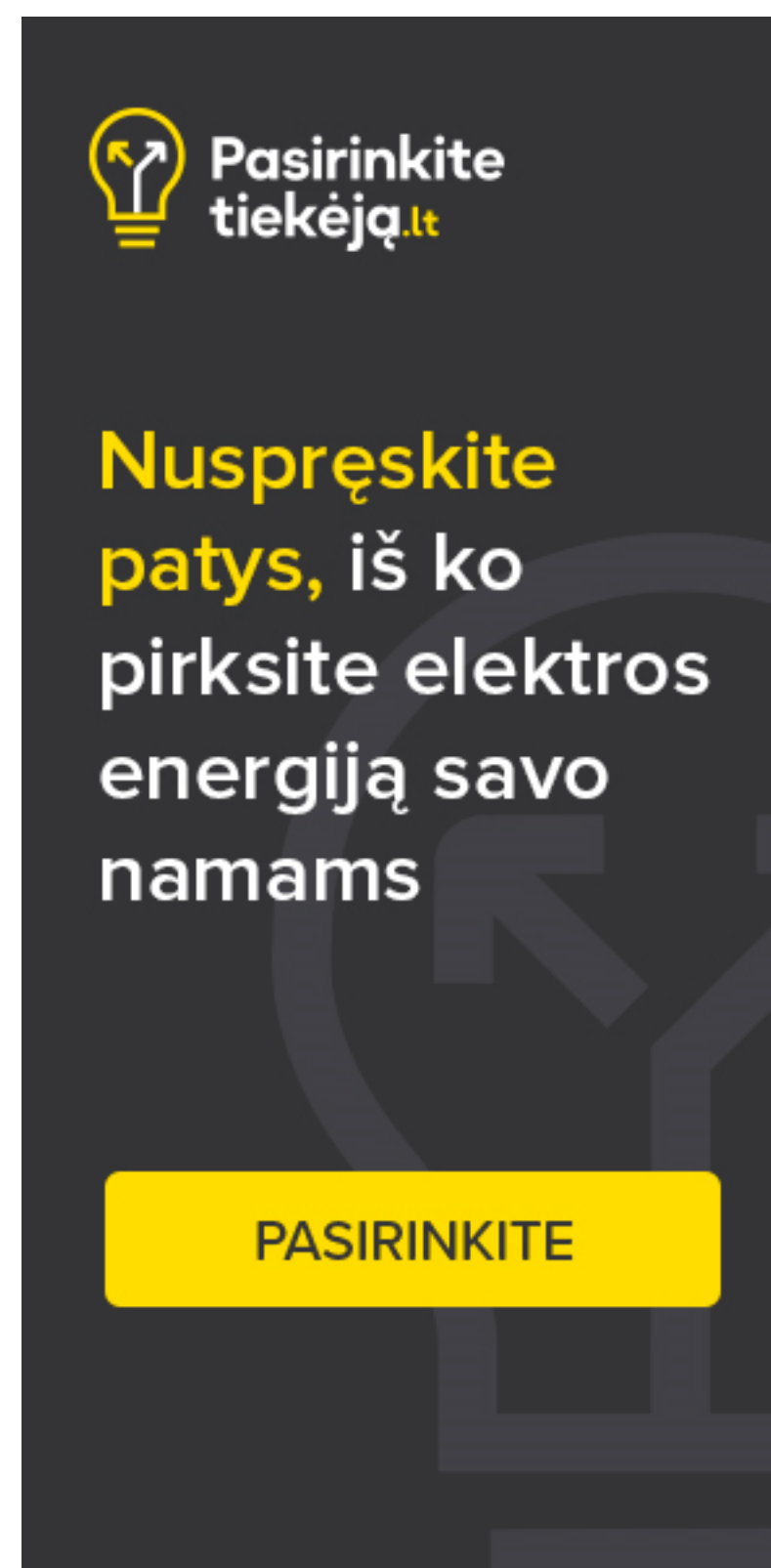
SUSTAINABLE ABANDONMENT OF **THE MONOPOLISTIC CONDITIONS OF A PUBLIC SUPPLIER** PROVIDES THE OPPORTUNITY TO FREELY CHOOSE A DIFFERENT ELECTRICITY SUPPLIER

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**YOU DECIDE**  
**WHERE TO BUY ELECTRICITY FOR YOUR HOME**



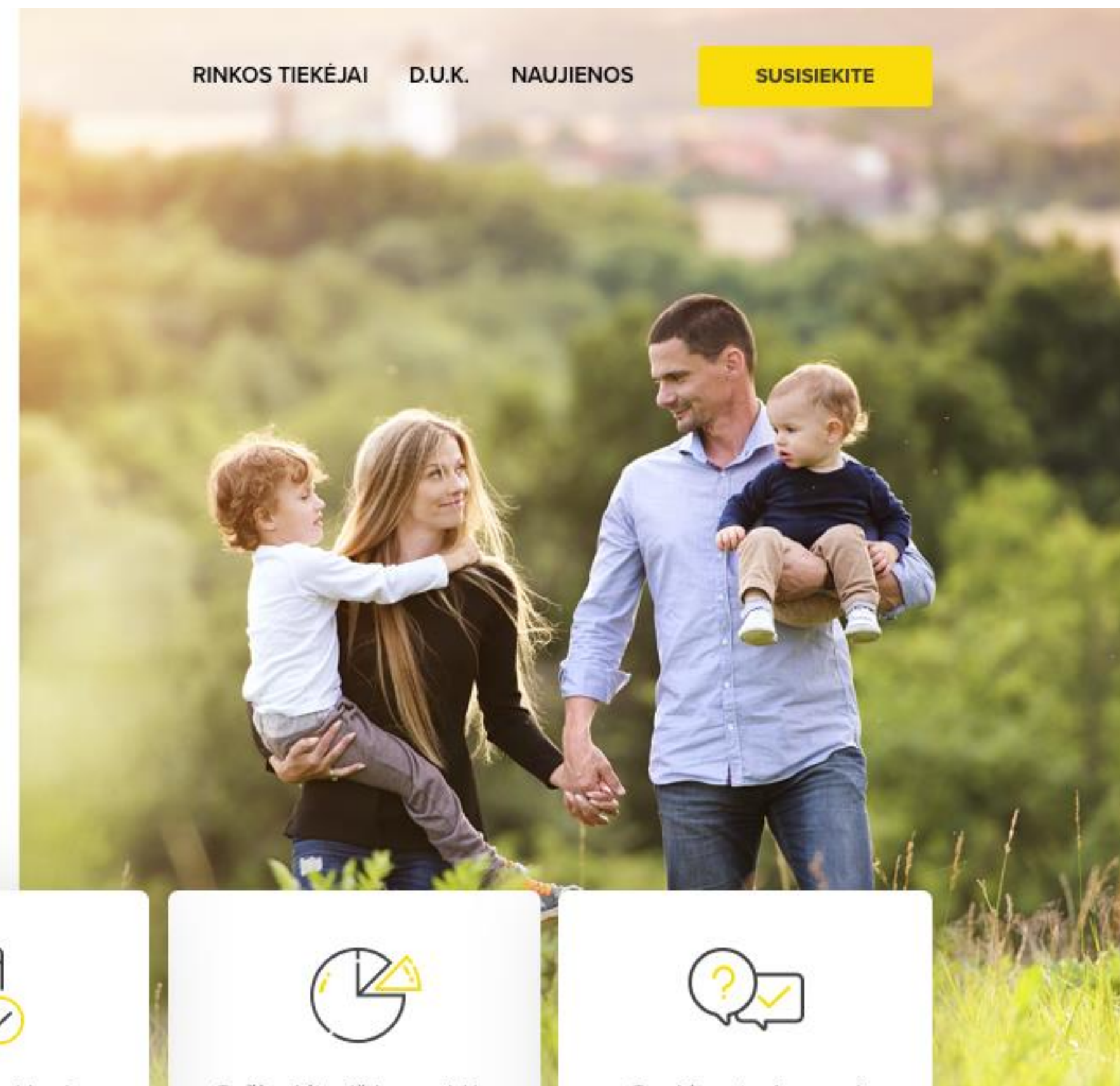
# PROGRAMME NAME, LOGO & GRAPHICS



# PROGRAMME WEBSITE



**Nuspręskite patys**, iš ko pirksite elektros energiją savo namams



Susipažinkite, kokie pokyčiai ir kodėl vyksta



Sužinokite, kuo šie pokyčiai bus naudingi jums



Pasitikrinkite, į kurį elektros energijos tiekėjo pasirinkimo etapą patenkate

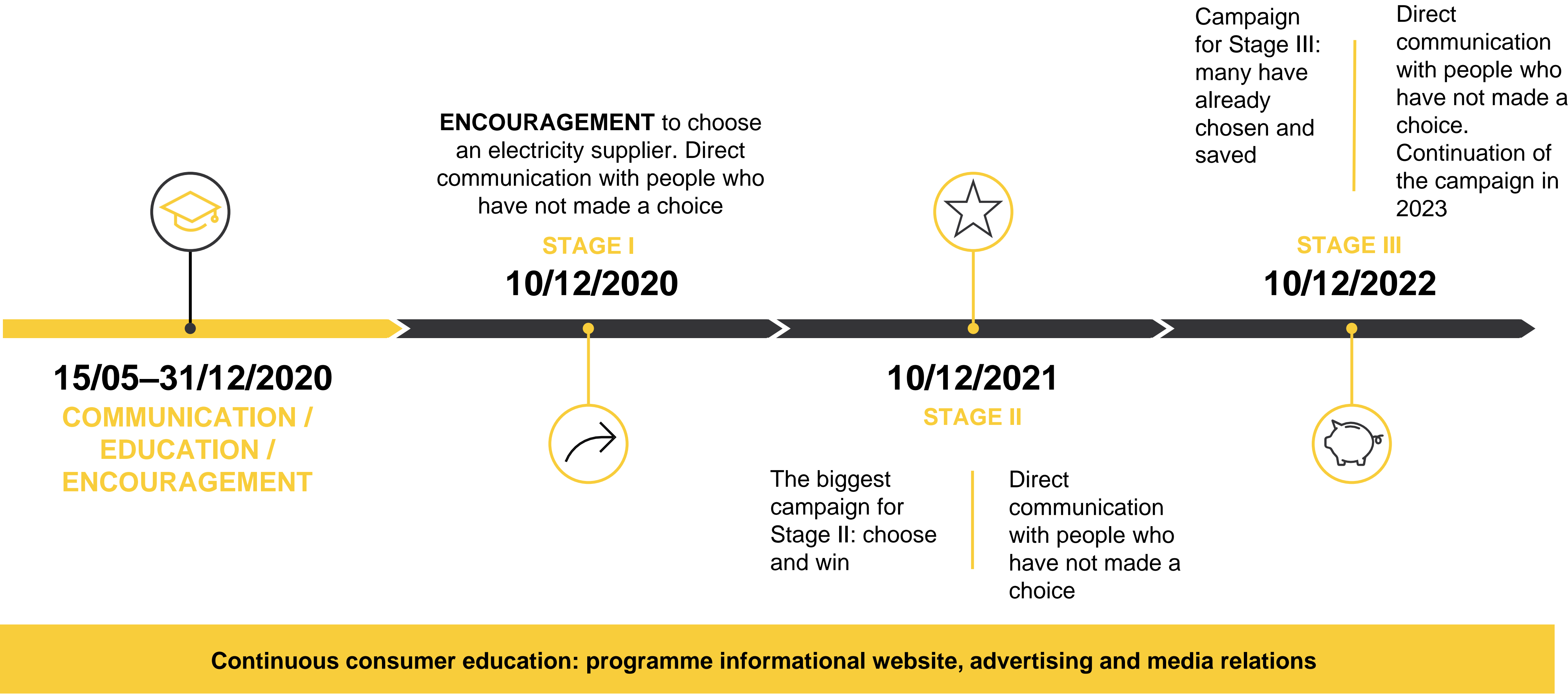


Sužinokite, iš ko susidės ir kaip bus nustatoma elektros kaina

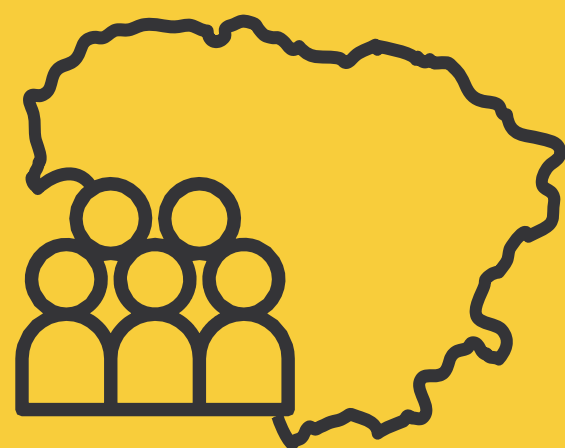


Gaukite atsakymus į visus su laisva elektros energijos rinka susijusius klausimus

# COMMUNICATION STAGES IN 2020–2023



# COMMUNICATION LOGIC IN 2020



<b>AUDIENCE: ALL OF LITHUANIA</b>	<b>EDUCATION, COMMUNICATION</b>	<b>AUDIENCE: STAGE I</b>	<b>ENCOURAGEMENT</b>
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## AWARENESS



**Advertising:** TV, radio, press, internet, Google search

**Public relations activities**

Public opinion poll in June 2020

Public opinion poll in August 2020

## ENCOURAGEMENT



**Advertising:** TV, radio, press, internet, Google search

**Public relations activities**

Public opinion poll in October 2020

Public opinion poll in January 2021

All flow is directed to the programme website [WWW.PASIRINKITETIEKEJA.LT](http://WWW.PASIRINKITETIEKEJA.LT)

# PRELIMINARY ADVERTISING ACTION PLAN FOR 2020

	May	June	July	August	September	October	November	December
	Communication/Eductaion				Encouragement			
TV	Active	Active	Active	Inactive	Active	Active	Inactive	Inactive
Radio	Active	Active	Active	Inactive	Active	Active	Inactive	Inactive
Press	Active	Active	Active	Inactive	Active	Active	Inactive	Inactive
Internet/social networks	Active	Active	Active	Active	Active	Active	Active	Active

The target audience is diverse and wide, and the change is new and complex, so it is necessary to communicate effectively through various media channels: TV, radio, press, internet and social networks.

# PRELIMINARY PUBLIC RELATIONS ACTION PLAN FOR 2020

		May				June				July				August				September				October				November				December					
		20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53
Communication topics	Formats	Communication/Education																Encouragement																	
Lithuania is gradually abandoning its monopoly in the electricity market	Press releases, expert articles and comments, video reports and interviews, opinions, infographics, photo galleries, polls, knowledge tests and more.	[Yellow bar from May 20 to May 28]																																	
Website www.pasirinkitiekėja.lt		[Yellow bar from May 20 to May 24]																																	
The benefits of the change for residents		[Yellow bar from May 20 to August 31]																																	
Foreign experience		[Yellow bar from May 20 to July 15]																																	
Programme stages and their explanation		[Yellow bar from May 23 to July 28]																																	
Expert answers to frequently asked questions		[Yellow bar from May 23 to October 15]																																	
Socially vulnerable residents and changes for them		[Yellow bar from May 23 to June 27]																																	
Protection of personal data		[Yellow bar from July 28 to August 15]																																	
Stage I – explanation		[Yellow bar from July 28 to August 22]																																	
Advice for residents		[Yellow bar from August 22 to September 15]																																	
Introduction of suppliers		[Yellow bar from August 22 to October 15]																																	
Programme statistics and results of the stages		[Yellow bar from August 22 to October 31]																																	
General agreement – invoice		[Yellow bar from October 15 to October 22]																																	
Guaranteed supply		[Yellow bar from September 15 to October 22]																																	
Encouraging residents to choose a supplier		[Yellow bar from September 15 to December 31]																																	
Other actions																																			
Media conference when presenting the programme		[Yellow bar on May 21]																																	
Public opinion polls		[Yellow bar from June 25 to July 15]																[Yellow bar from August 22 to September 15]																	

# MEDIA CONFERENCE WHEN PRESENTING THE PROGRAMME (18/05/2020)

## **PARTICIPANTS:**

Žygimantas Vaičiūnas, the Minister of Energy of the Republic of Lithuania; Mindaugas Keizeris, the Chief Executive Officer of ESO;  
Inga Žilienė, the Chairperson of the NERC.  
With guest rights: representatives of electricity suppliers.

## **TOPICS PRESENTED:**

- I. Substantial change and the benefits for Lithuania;
- II. Electricity price structure and changes;
- III. Programme stages;
- IV. [www.Pasirinkitetiekeja.lt](http://www.Pasirinkitetiekeja.lt).

The conference is organised live on ESO premises (with all precautions) or in the Zoom app.

# RESULTS SOUGHT BY COMMUNICATION

- The majority of the target audience is informed about the programme.
- The majority of the target audience understands the benefits of the change and what it means to choose an electricity supplier.
- The majority of the target audience is informed about the informational website [www.pasirinkitetiekeja.lt](http://www.pasirinkitetiekeja.lt)

**95%**

**EXPECTED PROGRAMME  
AVAILABILITY**

**90%**

**EXPECTED PROGRAMME  
AWARENESS**

**60**

**EXPECTED PROGRAMME  
FREQUENCY**