

FREE TO INNOVATE, FREE TO CHOOSE

MANIFESTO OF THE ENERGY FOR THE FUTURE

The Italian Parliament is discussing a Competition Law setting forth measures enabling the completion of the market liberalization started 15 years ago. This initiative is urgent and essential to make sure that our country will be able to face one of the biggest challenges ahead of us: energy innovation for the increase of consumption awareness and sustainability.

Indeed, over the last few years, everything around us has changed. Technologies, consumption models, attention to sustainability and the future. The time for change has come also in the energy sector.

***Every day customers ask for new services that better meet their needs.** They prefer to use energy that is innovative and sustainable, sometimes they want to directly produce the energy that they need; they ask for accessible and easy to manage services, as with banking or telephone services; they seek for easy and flexible payment methods; some others simply want energy at the lowest possible price. No matter what their needs are, we must be able to meet them 24 hours a day, 365 days a year, in an increasingly simple and effective way.*

This is what consumers are already expecting from us. But what about tomorrow? New technologies will be developed, there will be growing integration with digital reality, we will have an increasing number of services at our disposal that will improve our quality of life, and greater attention will be paid to energy efficiency and sustainable consumption.

To achieve these results, the legislation and regulations must facilitate the innovation process, by solving any issues that may hinder the development of competition and prevent the market from identifying and facing the needs of all consumers, of all of us.

Based on these considerations

*We have launched this **Manifesto, which presents "the market that we want"** and indicates the four key points around which a **consumer-oriented energy market** should be built.*

*This initiative intends to involve all consumers - be they private or business customers, - industry players open to innovation, and anyone else willing to support this project over time, with the aim of enabling them to partake and **share proposals to be submitted to authorities.***



+ SAVINGS

Consumers choosing the least expensive option can save on energy bills even today. Tomorrow we must be able to offer them increasing opportunities to optimise consumption both at home and in their business in a simple and effective way

The beginning of the liberalization process has already offered millions of customers the opportunity to choose, thanks to the increased offering available, but also find new services, and discover new ways of saving. **However, what we have now is not enough, we should do more; real liberalization can be advantageous for everybody.** A free market will enable private customers to save and benefit from services with high commercial value, but also to use time and resources more effectively. Business customers, from big consumers to small freelancers, can benefit from the various advantages offered by bespoke services, such as the possibility of making payments at “personalised deadlines”, which is a way of helping customers to face financial difficulties, or integrated services for outsourcing maintenance activities in a simple and effective way.

We will be able to offer more in the future!

As has already happened in other business sectors, also energy markets will be able to provide low-cost solutions to the most cost-conscious customers, ensuring in a simple way the key elements of a supply service without adding complex options. In other cases, competition will make it possible to offer more sophisticated solutions at the most competitive prices, and savings will be mainly possible thanks to the use of consolidated technologies that are already available. **The energy of the future, connected to the digital reality, will enable us to better control our consumption and to save energy also by means of increased efficiency.** This is already true for many other business sectors, and we want it to become the new reality also for private and business consumers in the energy market.

THE MARKET IS THE KEY TOOL OF COST-SAVING ENERGY.

+ SUSTAINABILITY

Saving energy is good for the environment, too.

Sustainability and efficiency: these words should play an increasingly important role in our daily lives. And this is going to happen soon. To spread them, we must provide simple and accessible solutions.

The technologies required for a more conscious use of energy are already available today. Italy stands at the forefront of energy saving, as it is one of the first countries to have invested in the use of digital metres for the supply of energy nationwide. Now the time has come to leverage all the available potential in terms of awareness and consumption control.

It is essential to promote the culture of energy efficiency on a large scale, together with an effective and conscious use of consumption control tools to prompt a real change in people’s habits. A change that – as already occurs abroad with great success – can be encouraged and stimulated by using comparative tools that promote the most virtuous behaviours.

The culture of sustainability can also have a major impact from a financial point of view, most notably on businesses, as they could obtain greater savings by implementing adequate measures in their production processes.



We want to be able to offer increasingly sustainable energy. **We want customers to be able to choose it, because it suits their needs at home and in their businesses, and is more in tune with their lifestyle.** It is important that they may understand and manage it in a responsible manner, in order to reduce consumption and receive better services, thus improving their quality of life and increasing environmental sustainability. We want to spread the culture of energy efficiency for a more conscious consumption.

WE WANT SUSTAINABLE AND EFFICIENT ENERGY.

+ INNOVATION

The growing simplification enabled by digital technologies will lead to a greater efficiency of the system

All customers must be able to benefit from the advantages offered by technological advances. We use technology every day to get a taxi, book a holiday, a train ticket or a flight, or buy a book. We believe that it should be used also to make the purchase and management of energy simpler and more user-friendly.

Digitalising the relationship with private consumers and businesses means paving the way for the possibility of great savings, for example by enabling customers to monitor consumption and activate new services with a simple click.

We want to ensure a direct and user-friendly access to services, thanks to innovative and increasingly interactive sales and payment solutions that suit the needs of both private and business consumers, thanks to new bespoke services enabling consumption management and self-production, for a real-time monitoring of costs.

As has already happened very recently in other industries, we expect that, considering technological innovation, new models of consumption management will become available very soon also via tablet or mobile devices: from the remote activation of air-conditioners before coming back home, to the remote control of the temperature of industrial refrigerators. **Energy is becoming increasingly smart, and with it also consumers,** which translates into increased well-being for ourselves and growing environmental protection, as it means keeping our eyes firmly on the future.

THIS PLAYS A KEY ROLE ALSO IN THE MODERNISATION OF THE COUNTRY.

NOBODY SHOULD BE LEFT BEHIND

More measures should be adopted for the less privileged: today, of those entitled, only one out of three benefits from a “social bonus”.

For less-privileged or large families, there is a “social bonus” granting a reduction in the annual expenditure on electricity and natural gas. The measure, promoted by the Government and implemented by the Electricity, Gas and Water Authority in collaboration with municipalities, consists in a deduction applied to energy bills.

Currently, it is not an efficient solution, as the access and obtainment of such bonus is complex for potential beneficiaries.



Energy is used to provide lighting and heating, and therefore is essential especially for those facing financial difficulties or physical problems. This system must be replaced with a new accessible and effective tool.

For this reason, the energy of the future must become available to everyone and be used to help the most vulnerable: this is a real way of providing support.

THE ENERGY OF THE FUTURE KNOWS HOW TO HELP THOSE WHO REALLY NEED IT.

The market that we want ...

A market where suppliers invest in the future, by offering services that are designed around the customer and his needs, and are a real driver of a sustainable and efficient use of energy in the future. **A market where it will be possible to innovate every day.**

A market where customers can choose freely and consciously, by selecting the best providers and the services that most suit their needs. The energy that reaches our homes will be the same, but the way in which it will be used, managed and saved will be different. **A market where it will be possible to choose freely every day.**

We set out on our journey with these ideas in mind, many will join us along the way.

We ask that the Government and the Authorities change the rules in a clear and predictable way, to promote investments and increase consumer awareness.

We are ready to pave the way for a new energy system together.

