



شركة أبوظبي للتوزيع

Abu Dhabi Distribution Co.

ADDC Code of Practice for Efficient Use of Water & Electricity

March 2016

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1.0 Statement of Purpose

1.1 Mission

In its *DSM Strategy and Action Plan*, dated 31 December 2015, ADDC established its mission related to energy and water conservation and efficiency as: *“to interact with all classes of customers, using various relevant communication channels, in order to provide guidance on the efficient and effective use of electricity and water, encouraging and supporting them to adopt measures that will result in more efficient use of these resources, thereby achieving targeted levels of demand reduction”*. In order to effectively execute this mission, Abu Dhabi Distribution Company (ADDC) must establish and maintain a system of two-way communication with its customers of all classes. Indeed, this role is part of ADDC’s customer vision—to be viewed as a “trusted advisor” on all issues dealing with electricity and water.

1.2 Condition 35

Condition 35 of the ADDC license issued by the Regulation & Supervision Bureau (RSB) on 1 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 judgements on measures to improve the efficiency with which they use the water or electricity supplied to them”*. This Code of Practice is not merely about compliance with a regulatory mandate, it is about ADDC’s communication with customers to help them become more efficient in their use of both electricity and water.

1.3 Definition

In a sense, a “code of practice” is a rule. The Oxford Dictionary defines a rule as “one of a set of explicit or understood regulations or principles governing conduct or procedure within a particular area of activity.” In the case of this code, the conduct relates to ADDC’s communication of important technical information, guidelines, and practices to its customers to enable them to achieve the desired benefits of electricity and reduce waste of these resources.

1.4 Purpose

The purpose of this Code of Practice is to outline the ways that ADDC 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 improve the efficient use of these resources.

1.5 Specific Guidance

ADDC will provide its customers with specific guidance regarding the efficient use water and electricity. This information will be oriented toward both residential and non-residential customers. The guidance will be provided in various formats and through various media and will address the specific efficiency and conservation guidance that is being conveyed through this Code of Practice.

2.0 Communication Channels

2.1 ADDC Website

Because ADDC is positioning E-Services as the preferred means of dealing with its customers, the website will be an important means of communicating efficiency and conservation information. It will provide to customers information regarding the efficiency and conservation initiatives available to them, as well as access to guidance on the efficient use of electricity and water.

The website will provide users with the ability to do the following:

- **View Energy and Water Efficiency Information** – The website will provide descriptive information on how electricity and water is used. This information will be segregated between residential and non-residential users to make it easy for customers to find the information that pertains to their particular type of use.
- **Brochures** – Efficiency brochures, tip sheets, and “How-To” sheets will be available in digital form directly from the website.
- **Ask a Question** – The website will provide customers with the opportunity to “ask a question” and receive an answer via email.

2.2 E-mails

Many customers today prefer the convenience of e-mail as a means of communication, particularly where the information sought can be provided as a brief written response or an attached electronic file. E-mail enables the customer to send their question at the time of their convenience and to review the response in like manner. It also provides a written verification of the message sent by ADDC.

- **Notifications** – Where the customer has given ADDC permission to e-mail them directly, e-mail will be used to provide them with information regarding efficiency and conservation initiatives that pertain to their customer segment.
- **Answers to Questions** – Where the customer has asked an efficiency or conservation-related question via email from the website, or directly, email will be used to respond to that question.
- **Electronic Brochures** – Where a customer has requested an electronic brochure via the Call Centre (or chosen to request rather than download a brochure), an electronic copy of the brochure will be emailed to them.

2.3 Texts (SMS)

Similar to email, SMS (texting) will be used to provide efficient consumption information to customers who choose this means as their preferred option.

2.4 Smartphone Applications (Apps)

ADDC has developed and deployed a multi-platform smartphone application to enable its customers to view information and interact with them. Application services include the ability to view electricity and water usage from their most recent bill as well as tips for conservation and efficiency.

2.5 Social Media

Social media is becoming a more prevalent means of providing and seeking information in today's culture, particularly among younger customers. ADDC is currently using Facebook, Twitter and Instagram to reach out to its customers.

2.6 Telephone

Inbound calls to the Customer Contact Centre currently represent the most frequent way that customers obtain answers to their energy and water-related questions. Although this is changing with the rollout of the e-Services initiative, inbound calls will continue to be a popular means of contact for many ADDC customers.

One of the goals of the efficiency and conservation program is to quickly assess and then effectively meet the needs of a customer who is seeking information on how to efficiently use electricity or water. Trained Customer Service Representatives in the Customer Contact Centre will assess and answer these efficiency and conservation needs.

Outbound calls will also be used selectively to contact certain customers targeted for an efficiency promotion.

2.7 Key Accounts

ADDC assigns key account managers to large governmental and commercial customers (i.e., customers with multiple facilities with significant aggregate usage of electricity and water) to assist with business transactions. These resources will be trained to provide information to customers on how to more effectively and efficiently use electricity and water in their operations, resulting in reduced usage and associated impacts upon their bill.

2.8 Branch Office

ADDC maintains branch offices throughout its service territory where customers and other stakeholders can physically come to conduct business transactions, such as making payments on accounts or arranging for new electric or water service. Even with the roll-out of a robust e-Services business program that enables service over the internet and other digital means, some customers will still utilise branch offices. These offices are being transformed into information centers as part of an improvement initiative to make it easier for customers to access the information they seek. One benefit that branch offices may provide in the future to the efficiency and conservation program is the ability to display efficient technologies and practices in a manner that allows customers to directly interact with them and receive demonstrations regarding their use.

2.9 Printed Materials

Brochures are designed to convey, through a combination of words, pictures, and graphics, information on how customers can:

- choose technical solutions that more efficiently use electricity and water;
- adopt behaviors that accomplish tasks using less electricity and water; and
- maintain systems to ensure that they optimally utilise electricity and water.

Since digital modes of communication share these three objectives in relation to the presentation of information, ADDC will use the same source material on technology, behaviours, and best practices to prepare the printed materials and materials conveyed through the ADDC website. This will ensure consistency of messaging to customers. Brochures will also be prepared in digital format to enable both access from the website and transmission via email.

Tip sheets are brief brochures, usually a single page, that are designed to convey tips on a particular subject (e.g., "Ten Tips to Reduce Water Usage around the Home"). Often, customers look for specific directions on a specific energy-efficiency subject such as: "How to landscape a yard with low water-using vegetation" or "How to purchase an energy-efficient appliance." "How To" materials will be brief and designed to provide direction on the most often-encountered issues that residential and non-residential customers encounter in adapting their electricity and water usage practices.

2.10 Utility Bills

Whether received in paper or digital form, a customer's energy bill serves as a repetitive communication from ADDC and provides an excellent means for the company to deliver important information regarding the efficiency and conservation program. This information should be kept fresh and new with each bill to encourage the customer to read the information.

The utility bill is perhaps the single best format in which to provide the customer with information on current usage, for example, showing residential customers how much of their consumption is in the 'green' and 'red' bands." In the same way the printed tip sheet can

communicate information on steps that can be taken to reduce consumption, the utility bill can also provide tips, perhaps in the format of "Tip of the Month". These messages can be changed with each bill so that the customer becomes accustomed to looking for the new information.

A third message that can be effectively provided through the utility bill is the announcement of new efficiency and conservation initiatives or materials that are available to the customer.

2.11 Television and Radio Stations

ADDC will leverage local TV and Radio stations to deliver public messages through TARSHEED campaigns, sponsor efficiency-promoting programs, fillers and provide proprietary ADDC material regarding the efficient use of electricity and water in Abu Dhabi.

2.12 Outreach

ADDC will continue to make speakers available for use in school assemblies or other venues where the efficiency and conservation message can be taken out to engage customers. Based on the level of the audience, these presentations also incorporate case studies and technical information that would encourage efficiency and conservation programs.

In addition to the opportunity to present information in a formal classroom setting, meetings in religious and other private organizations can provide a venue for an ADDC speaker to present the benefits of efficiency and conservation. This message will utilise the themes of stewardship, ethics, and sustainability to engage a particular audience with how efficiency and conservation can provide benefits to the environment, the government and future generations.

2.13 Vendors and Trade Allies

For certain types of efficiency initiatives (e.g., appliances, air conditioners, water fixtures) vendors that sell energy or water using equipment and contractors who install such equipment can be valuable channels for distributing efficiency information regarding that equipment. ADDC will establish relationships with key vendors and trade allies to make efficiency education materials available through them at the point of purchase. ADDC will also direct customers to the QCC website for lists of equipment that meet its *Trustmark* requirements.

3.0 Commitments

To ensure that its customers are effectively engaged with guidance on efficient usage of electricity and water, ADDC makes the following commitments to be achieved within 12 months of the RSB's approval of this Code of Practice.

ADDC will:

1. Maintain multiple channels of communication for efficiency and conservation information;
2. Establish a dedicated DSM Department to manage efficiency and conservation programs and initiatives;
3. Provide energy and water efficiency and conservation information on the ADDC website;
4. Make efficiency and conservation information available in Branch Offices;
5. Develop and launch Efficiency and Conservation Initiatives for its customers;
6. Train Customer Service Staff in energy and water efficiency and conservation;
7. Evaluate expansion of the Key Account program to address efficiency and conservation with large customers;
8. Provide timely answers to customer efficiency and conservation questions;
9. Provide customers with tangible feedback on their electricity and water usage;
10. Maintain current materials on efficient energy and water usage; and
11. Provide links to outside websites that provide energy and water efficiency and conservation information.

Appendix A – Condition 35 to ADDC License

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 customers 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);

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AR/ MD	ED/L01/008	1	5	1 January 2014	NSC

- 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.

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