

# Who We Are?

**CEZ Vânzare** is the main electricity and gas supplier in Oltenia region with about 1.3 million clients from all the counties/regions of Romania.

**Strong, reputed and reliable partner and a SMART, efficient, safe, green and digital company.** Our vision is to become a **sustainable energy services provider, address the climate crisis and support economic development.** CEZ Vânzare has a **solid tradition in CSR activities**, confirmed by various awards, and aims to achieve **long term results and involvement in the community on health and wellbeing, environmental protection, education and regional development issues.** In the last 15 years, the projects have been established on the real development needs of communities, in close collaboration with our stakeholders (employees, local authorities, educational institution, NGOs, etc.).



# CEZ VÂNZARE, part of SocialWatt project

## Context


Romania does not currently have a clear definition of energy poverty and also no Article 7 obligations under Energy Efficiency Directive.

Nevertheless, considering business strategy and priorities, budget, risks and constraints, CEZ Vânzare has developed and begun to implement four schemes within the SocialWatt framework.




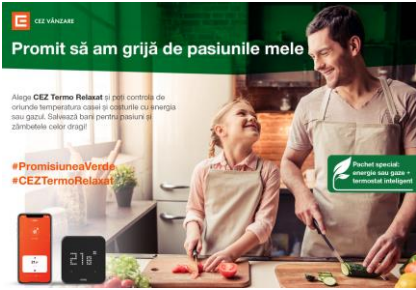
# CEZ Vânzare's schemes and measures to tackle energy poverty, within SocialWatt project




**01**  Grant competition campaign aimed to finance projects meant to reduce energy poverty

Helping hand


 **02** Provide affordable energy management technology (thermostats) to our customers, paid for through monthly fixed rates, free of interest



Renovate your home

**03**  Free, energy saving LED bulbs, for customers



 **04** Improve and educate people (including children) regarding energy efficiency behavior




Smarter home


Information and communication




# Highlights of schemes impact




2 NGOs and one 1 big retailer enrolled within schemes implementation



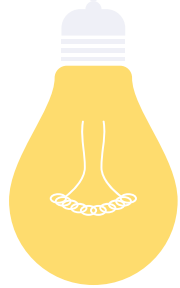
Over 35 new **efficiency appliances** acquired for 15 households



Equipping 5 children's **homes** who has excellent academic results with energy efficient windows

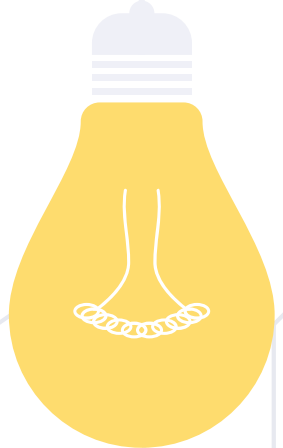


Over 13 GWh **energy** and 4 ktn CO2 **emissions savings** estimated



147 tablets for children and 20 **energy efficiency workshops** held

11.000 LED bulbs distributed to CEZ Vanzare customers



Over **6 millions impressions**, 1 dedicated product (CEZ Termo Relaxat), 5 [Energiada](#) episodes, over 40 press articles, 150 social media posts and 600 radio spots, advices on [efficiency portal](#) and [e-book](#), 9 thermostat contests, 11 newsletters and over 320,000 emails sent, 392 tv spots



Over **800,000 euro** total investment (200,000 euro for energy poor) more than **600,000 final beneficiaries estimated** (over 400,000 actual beneficiaries)