

Iberdrola launches an information campaign for customers to reduce consumption and save on bills

- Through intelligent algorithms, Iberdrola will make 90 million communications with personalised advice to help households reduce their bills while maintaining comfort.
- The company seeks to raise awareness in society that "the best energy for customers and for the planet is the energy that is not consumed".

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Iberdrola has launched a campaign to help its customers reduce their energy consumption while maintaining comfort in their homes. With this initiative, the company seeks to raise awareness in society that the best energy for customers and for the planet is that which is not consumed, especially in the current context generated by high gas prices.

Through this campaign, the company expects to send a total of 90 million communications with personalised savings advice to its more than 11 million electricity and gas customers in Spain during the autumn and winter months, when energy consumption is higher due to lower temperatures. Iberdrola has already disseminated six million communications and has found that customers who have received these notifications have reduced their consumption by around 5% compared to the same period last year.

The company is able to make customised recommendations thanks to an intelligent algorithm that estimates the energy expenditure of household appliances, heating and lighting and compares it with that of other households with similar characteristics, which enables inefficient usage habits to be detected. Customers then receive individualised information on the cost to their bill, the deviation from the average and an estimate of the savings that can be obtained by following Iberdrola's efficiency advice.

Most of the communications will be sent via Iberdrola's free App, as 60% of its customers are digital. However, the company will also disseminate these tips by email and on the paper bill to ensure that they are received by everyone, especially older people.

Iberdrola has also created a specific website with 50 practical tips to reduce consumption and will disseminate them throughout society with messages in the media, which, in digital and print media, are accompanied by a QR code with direct access to this website. The group has launched similar campaigns in other countries where it has commercial activity, such as the United Kingdom and Portugal.

Savings through energy efficiency

This initiative to help households save on their bills through energy efficiency is in addition to the campaign recently launched by the company to promote photovoltaic self-consumption through [Smart Solar](#).

The installation of a self-consumption solar system can save families up to 70% on their annual energy bills. This saving is produced in three ways: the energy produced by the installation that

the user does not have to buy, compensation for surplus energy not consumed, which is fed into the grid, and savings due to lower taxes.

In addition, this campaign incorporates the novelty that in the event that there are still surpluses after offsetting 100% of the bill with the energy fed into the grid, Iberdrola's self-consumers will be able to divert them for consumption in another residence.

Iberdrola has made self-consumption available to any customer, whether or not they have their own roof. In Spain, more than two thirds of the population live in high-rise buildings. To cover this segment, in 2019 the company launched its Solar Communities, through which several users can share their own 100% renewable energy from the same photovoltaic installation.

The development of smart solutions is one of the strategic lines of the Iberdrola group, which expects to reach 40 million contracts with customers worldwide by 2025 with services such as energy storage, heat pumps and electric mobility, in addition to self-consumption.