

# **Guidelines for the implementation of education and consultation measures for energy suppliers**



Vilnius

## Terms and Abbreviations

**Final energy** – energy supplied to final consumers in industry, construction, agriculture, other economic activities, and households.

**Final energy consumption** – the total amount of final energy, excluding energy intended for energy-related activities.

**Ministry of Energy** – the Ministry of Energy of the Republic of Lithuania.

**Energy supplier** – an energy supply company.

**Energy efficiency improvement measure** – a measure that reduces energy consumption through technological, behavioural, and/or fiscal policy actions.

**LEA** – Public Institution Lithuanian Energy Agency.

**Annual report** – a report submitted to LEA by an energy supplier each year by February 15 regarding the education and consultation measures implemented during the previous year.

**Saved energy** – the amount of energy determined by measuring and/or assessing energy consumption before and after implementing an energy efficiency improvement measure and, if necessary, recalculating it to account for changes in environmental conditions that affect energy consumption.

**ECM** – Education and consultation measure (in Lithuanian: Švietimo ir konsultavimo priemonė).

**Consumer** – a final energy consumer.

**Consumer behaviour** – changes in consumer behaviour that reduce energy consumption.

**VERT** – the State Energy Regulatory Council (in Lithuanian: Valstybinė energetikos reguliavimo taryba).



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## Purpose of the Document

To meet Lithuania's energy efficiency policy goals (total savings of 39.35 TWh by 2030), the plan is to continue renovating inefficient residential and public buildings, expand consumer education, and improve companies' energy efficiency. The main measures through 2030 include:

- Consumer education and consultation: 2.77 TWh (2021–2030);
- Renovation of multifamily buildings: 8.49 TWh (2021–2030);
- Modernization of heating and hot water systems in multi-apartment buildings: 0.21 TWh (2021–2030);
- Renovation of public buildings: 0.69 TWh (2021–2030);
- Other measures.

A key principle of the *National Energy Independence Strategy* is active consumer training and education. By changing their habits and behaviour, consumers can help achieve energy efficiency targets, so strengthening these efforts is essential.

According to Lithuania's *Law on Energy Efficiency*, education and consultation (that encourage the adoption of energy efficiency measures and reduce final energy consumption) are among the core policy tools. Also, the law requires energy suppliers to sign public agreements with the Ministry of Energy on consumer education and consultation.

These agreements aim to inform and consult consumers about energy-saving solutions and practices that foster behaviour change and increase energy efficiency.

This document (guidelines) helps energy suppliers better understand the importance and value of education and consultation. It covers how to plan and develop effective education and consultation measures (ECM), implement them, describes each type of measure, and highlights common mistakes and how to avoid them.

The document reviews key practices and essential aspects of ECM implementation. Its content is advisory and explanatory: in case of any conflict with legislation, the relevant legal provisions take precedence.

## Development of Education and Consultation Agreements

Consumer education and consultation activities began in 2017 under Article 8 of the Law on Energy Efficiency and the Description of Education and Consultation Agreements. These activities are continually improved to encourage behaviour change and increase energy efficiency.

Based on these legal provisions, the Ministry of Energy signs agreements with energy supply companies to educate and advise final energy consumers on improving energy efficiency. The main goal is to inform consumers about energy-saving measures that alter their habits and behaviour. The initial stage of this process is the signing of agreements between the Ministry of Energy and energy supply companies.

## Implementation Steps for Education and Consultation Activities

The consumer education and consultation process undertaken by energy suppliers consists of four main steps:

- signing an agreement;
- planning the ECMS;
- implementing the ECMS;
- submitting yearly reports and supporting documents for energy savings validation.

The process begins with a **one-time** action – signing an agreement between the supplier and the Ministry of Energy. This agreement defines the terms and the preliminary activity plan. All subsequent steps repeat annually while the agreement is active.

### Key Provisions of the Agreements

Under the *Description of Education and Consultation Agreements*, the supplier and the Ministry of Energy sign a publicly available agreement that:

1. Sets the scope of consumer education and consultation and outlines a schedule.
2. Describes how suppliers must report on their activities (report format, submission deadlines).
3. Provides details on specific education and consultation measures.
4. States the agreement's validity period and extension procedures.

Energy suppliers themselves—or through subcontractors—are responsible for carrying out the agreed measures. These measures, referred to as ECMs, must not be already mandated by other Lithuanian laws.

### Annual Education and Consultation Activities

Once the agreement is signed, the energy supplier begins educating and consulting consumers on energy-saving measures and solutions to change consumer behaviour and habits, thereby improving energy efficiency. The supplier must provide relevant information at least once a year to each consumer. Also, when implementing education and consulting measures, it is possible and recommended to implement additional measures that are not specified in the agreement with the Ministry of Energy.

If the supplier's measures are delivered through other parties (for example, by participating in external events or programs), separate contracts or agreements must be signed to specify the measures and activities. Only final consumers who receive specific consultations are counted toward energy-saving calculations. The amount of savings is determined using a coefficient defined in the *Description of the Procedure for Calculating and Monitoring Energy Saved by Energy Efficiency Improvement Measures*. If no coefficient is available, the supplier can propose and justify one to the Ministry of Energy.

All documentation proving measure implementation must be kept for three years and must be provided to the relevant authorities upon request.

## Annual Reporting

Since these agreements typically last for a **decade**, each supplier must submit an annual report to the Lithuanian Energy Agency (LEA) by February 15. This report covers the measures implemented in the previous calendar year and must include supporting documents or any other relevant information.

The LEA collects and organizes the data, focusing on:

- The specific education and consultation activities.
- The number and types of consumers reached.
- The effectiveness of each measure.

## Verification and Follow-Up

Each year, the LEA verifies at least 20% of the documentation related to the implemented measures, following the procedure set in the *Description of the Procedure for Concluding Energy Consumer Education and Consultation Agreements*. Measures for verification are chosen randomly.

The purpose of verification is to confirm that:

- The measures follow the requirements of the agreements.
- Supporting documents and consumer confirmations exist (for example, proof that a consultation was provided).
- Any other essential records are in order.

After completing its check, the LEA sends a summary of findings to the supplier, highlighting any deficiencies and requesting corrections by a specified deadline. If the supplier submits additional or revised information, the LEA updates its conclusions accordingly.

By July 1 each year, the LEA compiles and submits aggregated information to the Ministry of Energy on the agreements' implementation during the previous year. This information includes:

- The status of each supplier's annual report.
- The amount of energy savings reported.
- The verification sample and results (including updated savings figures).
- Any identified issues or violations.

## Possible Sanctions

If the Ministry of Energy determines that a supplier has not fulfilled the agreement or has implemented measures improperly, it may refer the case to the State Energy Regulatory Council (VERT). Under Article 20 of the *Law on Energy Efficiency*, VERT may impose sanctions for non-compliance.

# Implementing Education and Consultation Activities

## Annual Reporting

By February 15 each year, energy suppliers must submit an annual report to the LEA covering the previous calendar year. This report uses an official form and must include a short description of each ECM implemented, the methods and tools used, the people involved (e.g., presenters), and references to supporting documents or online sources.

## Calculating Energy Savings

Each ECM's effectiveness – its contribution to reducing energy consumption – is calculated using the energy saving coefficients outlined in the *Description of the Procedure for Calculating and Monitoring Energy Saved by Energy Efficiency Improvement Measures*. To determine the amount of energy saved, the average annual energy consumption of the consumers who received the measure is multiplied by the relevant coefficient.

### Example:

***Saved Energy (MWh) = (Average Annual Energy Use of Target Consumers) x (Energy Saving Coefficient)***

A consumer may benefit from multiple measures within the same year. The table below lists all available ECMs and their corresponding coefficients for calculating energy savings. However, if the same measure is used multiple times per year, the energy savings from this measure will be counted only once. In other words, energy savings cannot be duplicated for the same measure in the same year.

**Table 1. Energy Saving Coefficients by ECM Type**

No.	ECM Type	Energy Saving Coefficient
<b>1. Information on Electricity Consumption Efficiency Measures</b>		
1.1.	Posting information on a website	0.0025
1.2.	Publishing information in print or media (TV/radio)	0.0025
1.3.	Providing a comparative analysis for a group of consumers (plus energy-saving tips)	0.005
1.4.	Hosting a public event focused on energy efficiency	0.0025
1.5.	Consultation by email, online, or phone (upon consumer request)	0.004
1.6.	In-person consultation at the consumer's location	0.02
1.7.	Lending electricity meters or other measuring devices	0.04

No.	ECM Type	Energy Saving Coefficient
1.8.	Training on efficient operation of ventilation systems	0.05
<b>2. Information on Heat Consumption Efficiency Measures</b>		
2.1.	Posting information on a website	0.0025
2.2.	Publishing information in print or media (TV/radio)	0.002
2.3.	Providing a comparative analysis for a group of consumers (plus energy-saving tips)	0.005
2.4.	Hosting a public event focused on energy efficiency	0.0025
2.5.	Consultation by email, online, or phone (upon consumer request)	0.004
2.6.	In-person consultation at the consumer's location	0.05
2.7.	Lending heat meters or other measuring devices	0.03
2.8.	Training on efficient operation of heating systems	0.05
2.9.	Training on efficient operation of heat substations	0.07
<b>3. Information on Gas Consumption Efficiency Measures</b>		
3.1.	Posting information on a website	0.0025
3.2.	Publishing information in print or media (TV/radio)	0.002
3.3.	Providing a comparative analysis for a group of consumers (plus energy-saving tips)	0.005
3.4.	Hosting a public event focused on energy efficiency	0.0025
3.5.	Consultation by email, online, or phone (upon consumer request)	0.004
3.6.	In-person consultation at the consumer's location	0.05
3.7.	Training on efficient operation of gas-powered systems	0.05

### Notes:

1. This list is **not exhaustive**. Suppliers may propose additional education and consultation measures if they provide supporting research or data and obtain approval from the Ministry of Energy.
2. These coefficients are used to calculate the energy saved by multiplying the coefficient value by the average annual energy consumption of the consumers who received the measure.

## General Implementation Guidelines

- Target Final Energy Consumers: Each measure must be directed at end users of energy.
- Match the Measure to the Audience: Select or adapt the measure and information for the specific consumer group, not vice versa.
- Plan Documentation: From the outset, determine how you will prove that the measure was implemented (e.g., documentation, records) and what will be submitted to LEA.
- Avoid Repetition: Do not reuse the same content for the same group within the same year under different measures.
- Relevant & Updated: The content must be clear, up to date, and useful for the specific target group. Refresh it every year since each measure's effect on consumer behaviour lasts one year.
- Tailor Content: Vary the content based on the type of consumer group and the communication channel.
- Demonstrate Inefficiencies: Offer specific examples of wasteful behaviours and show how to change them – be concrete about how a consumer can improve habits in everyday situations.
- Report Energy Delivery: Record the exact amount of energy supplied to the target group in the reporting period.
- Publish Online Information: As required by the *Description of the Procedure for Concluding Energy Consumer Education and Consultation Agreements*, suppliers must post general details on their websites about:
  - The agreement with the Ministry of Energy.
  - Planned and ongoing measures.
  - Proposed energy efficiency solutions and expected results.

## How to Calculate the Overall Saved Energy

### Single Measure Savings:

$$S_1(\text{MWh}) = G_v(\text{MWh}) \times d(\%) \times k$$

- $S_1$ : Total energy saved (MWh) from single measure
- $G_v$ : Total energy delivered (or sold) to consumers in the reporting year (MWh)
- $d(%)$ : The percentage of total delivered energy used by the target consumer group for that measure
- $k$ : The relevant ECM energy saving coefficient

### Sum of Each ECM:

$$S(\text{MWh}) = S_1(\text{MWh}) + \dots + S_n(\text{MWh})$$

- $S$ : Total energy saved (MWh) from all measures
- $S_n$ : Total energy saved (MWh) from single measure

The following section provides practical guidelines for implementing each type of measure.

## Education and Consultation Measures

### *Posting Information on a Website*

- **Overview:** Publish detailed, up-to-date energy-saving tips on the energy supplier's own website.
- **Key Points:**
  - An inappropriate measure is one that is linked to information published on another website or an announcement about seminars/events.
  - Must provide a direct URL and a PDF copy of the posted information as proof.
  - The target group is all the supplier's consumers since the information is publicly accessible.

### *Publishing Information in Print, TV, or Radio*

- **Overview:** Provide consumers with clear, practical energy-saving tips via newspapers, magazines, TV, or radio.
- **Key Points:**
  - Must contain actual tips understandable to consumers (not just announcements or links).
  - Proof of implementation: Copies of the publication or links/recordings of the broadcast.
  - The target group is all the supplier's consumers unless the content is aimed at a narrower audience.
  - Reusing the same content for the same group in a single year cannot be double counted.

### *Comparative Analysis with Energy-Saving Tips (Print or Electronic)*

- **Overview:** Provide a personalized comparison of energy use among consumers plus specific energy-saving tips.
- **Key Points:**
  - Must show how more efficient users achieve better results and what steps others can take.
  - It would not be appropriate to include a link to a website (where energy-saving tips are posted) in the comparative report, the tips should be provided directly in the publication or electronic document.
  - Target group size is the number of consumers who receive the printed or electronic material.
  - Proof: A copy of the publication with comparative analysis and tips.

### *Public Event on Energy Efficiency*

- **Overview:** Organize or host an event focused on energy-saving strategies or technologies.
- **Key Points:**
  - Must register participants (signatures, online log) and provide event materials and a summary.

- Target group is the number of the supplier's own customers attending (others do not count).
- Proof: Event description, attendee list, and content presented.

### *Consultations via Email, Online, or Phone (Upon Request)*

- **Overview:** Provide individualized energy-saving advice by email, internet (chat), or phone when a consumer contacts the supplier.
- **Key Points:**
  - Must log all requests (including phone calls) and keep records of the advice given.
  - If no consumers request help, the measure is not considered implemented.
  - Target group is the number of consumers who requested consultations.
  - Proof: Documentation of each request and the information / advice provided.

### *On-Site Consultations*

- **Overview:** Visit the consumer's premises to inspect energy systems, identify inefficiencies, and offer solutions.
- **Key Points:**
  - Must document the visit (e.g., a signed protocol or report).
  - Target group is the number of consumers who received on-site consultations.
  - Proof: Written records detailing the advice and consumer confirmation.

### *Lending Energy Meters or Other Measuring Equipment*

- **Overview:** Provide consumers with devices (e.g., energy meters) they can use to measure consumption.
- **Key Points:**
  - Must inform consumers of this option and explain how it helps save energy.
  - Target group is the number of consumers who borrowed the equipment.
  - Proof: Loan records and any measurement data or conclusions.

### *Training on Efficient Operation of Energy Systems and Devices*

- **Overview:** Conduct training sessions for consumers on using and maintaining energy systems to reduce consumption.
- **Key Points:**
  - Should include both theoretical information and practical guidance.
  - Only actual end users or their representatives (e.g., homeowners, association chairpersons) count toward the target group.
  - Proof: Training materials, attendee list with contact details, and a summary of the event.
  - If system maintenance staff attend without the actual owners or user representatives, it does not count toward the consumer group.

## Evidence of Activity Implementation

Each year, by **February 15**, the energy supplier must submit an **annual report** to the **LEA** on the **ECMs** carried out in the **previous calendar year**. This report must include documents (or copies) or other relevant information demonstrating that the measures reported were indeed implemented.

Depending on the **ECM type**, the supplier may also submit **additional** documents or information to confirm the education and consultation activities. More details are provided in **Table 2** below.

**Table 2. Required or Additional Documents to Verify Implementation of Each ECM Type**

No.	Measure Type	Documents and Information Confirming Implementation
1.	<b>Posting Information on a Website</b>	- Exact URL where the supplier posted the information - PDF copy of the webpage content
2.	<b>Publishing Information in Print or Media (TV/Radio)</b>	- Copy of printed material (full text) - Documents proving the transaction with the printing/publishing partner - Any other proof of implementation - Link or recording of the TV/radio broadcast - Documents proving the transaction with the TV/radio partner - Link or recording of the TV/radio broadcast - Documents proving the transaction with the TV/radio partner
3.	<b>Comparative Analysis</b>	- Copy of the comparative analysis - Documents proving the transaction with the printing/publishing partner (if analysis were printed) - Any other proof of implementation
4.	<b>Public Event (focused on energy efficiency)</b>	- Description of the event and the materials presented - Documents proving the event took place and the number of participants
5.	<b>Consultations via Email, Online, or Phone (on Consumer Request)</b>	- Records confirming consumer requests and consultations (including number of requests) - Full text of information provided (or links to it)
6.	<b>On-Site Consultations at the Consumer's Location</b>	- Documents confirming consultation visits and the total number of consumers consulted - Contact details of the target consumer group
7.	<b>Lending Energy Meters or Other Measurement Equipment</b>	- Documents confirming the lending of measurement devices - Any data or other proof that the devices were used
8.	<b>Training on Efficient Operation of Energy Systems/Equipment</b>	- Training materials (full text) or links to them - Documents proving the training took place, participant contact details

These requirements ensure that the **energy supplier** provides sufficient proof of each measure's **actual implementation** when reporting on **annual education and consultation activities**.

## Sources

1. Law on Energy Efficiency of the Republic of Lithuania No. XII-2702. This law obliges energy suppliers to conclude agreements with the Ministry of Energy on energy consumer education and consultation.
2. Description of the Procedure for Concluding Energy Consumer Education and Consultation Agreements, approved by Order No. 1-221 of August 25, 2017, of the Minister of Energy of the Republic of Lithuania. Under this description, the Public Institution Lithuanian Energy Agency is mandated to perform the functions of the authorized institution—namely, verifying, analysing, collecting, systematizing, and summarizing reports submitted under the procedure mentioned in item 1 of this order.
3. Description of the Procedure for Calculating and Monitoring Energy Saved by Energy Efficiency Improvement Measures, approved by Order No. 1-320 of December 5, 2016, of the Minister of Energy of the Republic of Lithuania.
4. Law on Energy Efficiency of the Republic of Lithuania, November 3, 2016, No. XII-2702.
5. Annual Reports on the implementation of education and consultation agreements (based on data submitted by energy suppliers).