

ENERGY REGULATOR AUTHORITY

DECISION

No. 299, Dated 17.11.2025

ON

APPROVING “THE STRATEGY OF THE ENERGY REGULATORY AUTHORITY (ERE) FOR RAISING AWARENESS ON ENERGY SAVING AND THE USE OF ALTERNATIVE RESOURCES, 2025–2030”

Based on Article 16 of Law no. 43/2015 “*On Power Sector*,” as amended; Article 15 of the *Regulation for ERE Organization, Operation and Procedures*, approved with the Energy Regulatory Authority (ERE) Board decision no. 96, dated 17.06.2016; as well as point 9 of the recommendations of the Resolution of the Assembly of Albania “*On the evaluation of the activity of the Energy Regulatory Authority for 2024*,” approved on 09.10.2025; ERE Board, at their meeting held on 17.11.2025, after reviewing the report Protocol no. 2866, dated 04.11.2025, prepared by Customer Affairs Directory and the Secretary General, “*On approving the “Strategy of the Energy Regulatory Authority (ERE) for Raising Awareness on Energy Saving and the Use of Alternative Resources, 2025–2030*,”

Observed that:

- Point 9 of the Resolution of the Assembly, which recommends that ERE, following the signing of the cooperation agreement with the Agency for Energy Efficiency (AEE), shall prepare a joint medium-term strategy to address issues of customer interest related to the efficient use of energy.
- In line with the objectives and expectations set out in the Resolution, ERE is obliged to strengthen its role in: the promotion of measures to increase customer awareness on energy saving; interinstitutional cooperation with the Agency for Energy Efficiency (AEE); the promotion of the use of renewable energy sources and clean technologies; public information on tariff policies and customer services.
- The Strategy for 2025–2030 has been drafted as a document of interinstitutional cooperation between ERE and the Agency for Energy Efficiency (AEE), with the aim of:
 - **Increasing customer awareness** on energy saving and its rational use;
 - **Promoting alternative resources** and renewable technologies, such as solar and wind energy;
 - **Strengthening interinstitutional cooperation**, to ensure effective coordination of public policies on energy efficiency;
 - **Establishing a joint digital showcase/platform** that shall serve as an information, education, and monitoring hub on energy use in households, businesses, and public institutions;
 - **Measuring and periodically reporting progress** through clear indicators and measurable result analyses.

- This strategy constitutes an important tool for strengthening ERE's role in customer protection, public energy education and awareness, the promotion of alternative resources, as well as the development of a more sustainable and equitable energy system for all users.

For all of the above mentioned, ERE Board

Decided:

1. To approve the “Strategy of the Energy Regulatory Authority (ERE) for raising awareness on energy saving and the use of alternative resources 2025–2030.” (*Attached*)
2. The Secretary General is charged to prepare an action plan for the implementation of the Strategy by December 15, 2025.
3. The Technical Directories are charged to monitor and implement the Strategy for raising awareness on energy saving and the use of alternative resources for 2025–2030 period.

This decision enters immediately into force.

This decision is published on the Official Gazette.

CHAIRMAN
Petrit AHMETI

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THE STRATEGY OF THE ENERGY REGULATORY AUTHORITY (ERE) FOR RAISING AWARENESS ON ENERGY SAVING AND THE USE OF ALTERNATIVE RESOURCES”

Time frame: 2025–2030

Institutions: Energy Regulator Authority (ERE) & Energy Efficiency Agency (AEE)

1. Introduction

Energy is one of the main factors not only for the economic development of a country, but also for the quality of life of its citizens. The availability of energy, its cost and the way it is managed directly affect economic activity, the functioning of businesses and public services, as well as the health and well-being of families. In the Albanian context, the power sector is experiencing a profound and progressive transformation, including the integration of renewable sources, such as solar and wind energy, and the adoption of advanced technologies for more efficient energy management and distribution.

However, beyond technological improvements, one of the main challenges remains raising consumer awareness of energy saving and rational use of energy. Changing consumer behavior and promoting the use of alternative sources are key elements for achieving energy efficiency at all levels: household, business and public institutions. For this reason, consumer education and providing energy management tools are as important as infrastructure investments.

This document aims to present a medium-term cooperation strategy between the Energy Regulatory Authority (ERE) and the Energy Efficiency Agency (EEA). The strategy includes clear objectives, concrete implementation modalities and the role of ERE in achieving them. In addition, it focuses on inter-institutional cooperation, creating bridges of communication and coordination between different actors in the power sector, and on the protection of consumer interests. The aim is to ensure an integrated approach, combining regulatory policies, the promotion of renewable sources, and energy efficiency measures, creating a sustainable system oriented towards sustainable development.

2. Background and motivation

Albania is facing a number of important challenges in power sector, which directly affect the stability of supply, economic development and the quality of life of citizens:

- **Increase of energy consumption and the pressure on the distribution grid:** Energy consumption is continuously increased, as consequence of economic development, urbanization and the increase of using electricity devices on families and businesses. This creates pressure over the existing distribution network, making difficult the management of the loads and ensure uninterrupted supply.
- **The need to integrate solar, wind and other alternative sources:** To reduce dependence on conventional sources and improve the sustainability of the system, it is necessary to use renewable energy. This includes the development of solar and wind power capacities, as well

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as other innovative technologies that can contribute to the diversification of energy sources.

- **Level of consumer awareness on energy saving and efficient management:** A major challenge remains the behavior of consumers, who often do not have sufficient information on ways to save energy, the rational use of equipment and opportunities to reduce costs. Low awareness leads not only to financial losses for families and businesses, but also to additional burden on the energy network.
- **Challenges related to billing, energy-wasting consumption points and lack of information on alternative options:** Problems in the invoicing system, as well as energy losses at consumption points, negatively affect the efficiency of the sector. Also, the lack of information on alternative options and technologies that can help reduce energy consumption limits the opportunities for citizens to adopt more sustainable solutions.

In this context, the role of regulatory and promotional institutions is key:

- **Energy Regulatory Authority (ERE):** Has the main responsibility for the electricity market surveillance, tariffs regulation and customer protection. ERE ensures that invoicing, distribution and tariffs processes are transparent and fair for all market stakeholders.
- **Energy Efficiency Agency (EEA):** Has the responsibility for promoting energy efficiency, developing educational materials, conducting technical analyses and drafting guidelines for the use of alternative sources. The Agency helps citizens and businesses understand the most effective ways to save energy and adopt green technologies.

Cooperation between ERE and EEA is essential to achieve maximum effect in raising consumer awareness and rational use of energy. Only through the coordination of regulatory policies, promoting education and providing clear technical information can a more sustainable, efficient and citizen-oriented energy system be achieved.

3. Purpose of the strategy

The main purpose of the strategy is to build a platform (*hereinafter referred to as the Platform*) between the Energy Regulatory Authority (ERE), which aims to improve energy management and raise consumer awareness of its rational and efficient use. The platform has the potential to act as a tool for policy coordination, promoting innovation and monitoring the performance of implemented measures. In this context, the main objectives of the platform are:

1. Increasing consumer awareness on energy saving and efficiency:

Consumers play a key role in the efficiency of the power sector system. The platform will provide clear and structured information on ways to save energy at home, in business and in public institutions. This includes practical advice, guidelines for the optimal use of electrical appliances, the promotion of measurement and consumption monitoring instruments, as well as the encouragement of sustainable behaviors that reduce costs and environmental impact.

2. Promoting the use of alternative energy sources:

The platform will play an active role in educating citizens and businesses on the benefits of renewable energy, including solar energy, wind energy and other innovative technologies.

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Through information materials, technical guidance and practical examples, it will promote the use of alternative sources, reduce dependence on conventional sources and increase energy sustainability.

3. Strengthening inter-institutional cooperation:

One of the key elements for the success of the strategy is the coordination between ERE and AEE, but also between other state institutions, network operators and private actors. The platform will function as an information showcase, facilitating the dissemination, exchange of information, harmonization of policies and implementation of measures that combine the objectives of ERE with those of AEE. This cooperation will ensure that initiatives are sustainable, coordinated and focused towards concrete results.

4. Establishing monitoring and evaluation mechanisms:

To measure the effectiveness of the strategy, the platform will include clear monitoring and evaluation mechanisms. This includes measuring the level of consumer awareness, energy use and adoption of alternative technologies, increasing the number of housing units that have applied the best technical building standards to increase energy efficiency, etc. The data collected will be analyzed to identify successes, weaknesses, and areas for improvement. This data-driven approach will ensure informed decision-making and continuous strategy adaptation for higher results.

4. Strategy objectives

4.1 Main objectives

The objectives of the Energy Regulatory Authority (ERE) platform are designed to improve energy management, increase consumer awareness and promote the sustainable use of energy resources. These main objectives include:

1. Educating and informing consumers about energy-saving practices and efficient use of electricity devices:

One of the main priorities is to change consumer behavior. The platform will provide educational materials, practical guidelines and advice on the optimal use of electricity devices in homes, businesses and institutions. This includes techniques for reducing consumption during peak hours, using certified energy-efficient appliances and adopting energy management practices that reduce costs and environmental impact.

2. Development of standards for the rational use of energy in business and institutions:

To ensure sustainable energy management in the public and private sectors, there will be guidelines that guide institutions and businesses towards more efficient practices. These standards will include criteria for measuring and reporting energy consumption, the use of high-efficiency equipment, and the integration of measures to reduce energy losses.

3. Promotion of alternative energy sources:

The platform will promote the adoption of renewable technologies, including solar panels, and energy storage systems. The information will focus on the economic and environmental benefits of these sources, financing opportunities and possible incentives, as well as practical examples of their implementation in homes, businesses and public institutions.

4. Integration of energy efficiency practices into the distribution network and tariff policies:

In addition to customer education, the platform will support the design of policies and practices that improve the efficiency of the energy network. This includes optimizing energy distribution, reducing network losses and adjusting tariffs to stimulate rational energy use by consumers. The integration of these measures will help create a more sustainable and efficient system.

5. Providing clear, transparent and reliable information to consumers:

A key element of the strategy is the provision of comprehensive and easy-to-understand information to citizens and businesses. This includes data on saving measures, alternative technologies, financial opportunities and incentives provided by public institutions. Transparency and reliability of information will increase consumer confidence and encourage the adoption of best practices for energy efficiency.

4.2 Specific objectives

- Increase consumer participation in awareness campaigns;
- Stimulate the use of digital tools (energy calculators, simulations, mobile applications);
- Develop evidence-based and accessible educational materials for all;
- Strengthen monitoring of the impact of measures and periodic reporting of results.

5. Customer's interest

The energy consumer has a direct and multidimensional interest in the efficient and sustainable use of energy. These interests relate not only to financial costs, but also to the security, stability and environmental impact of energy consumption. From a technical perspective, the main consumer interests include:

1. Reducing the cost of electricity, heating and cooling invoices:

Energy efficiency of devices and optimal consumption management have a direct impact on the daily expenses of families and businesses. Consumers are looking for solutions that reduce energy losses in the network and unnecessary energy use, including technologies such as smart thermostats, real-time consumption meters and energy-labeled devices.

2. Security and stability of energy supply:

The consumer has an interest that the uninterrupted and reliable energy supply, minimizing interruptions that may cause economic losses and social issues. From a technical perspective, this involves monitoring network loads, managing supply sources, and implementing measures to reduce losses in distribution lines.

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3. Environmentally friendly solutions:

Consumers today are increasingly aware of the environmental impact of energy use. The use of alternative sources such as solar energy, wind energy and biomass, as well as the adoption of highly efficient energy devices, reduces carbon emissions and the use of fossil resources. This not only contributes to environmental conservation, but also has long-term economic benefits through reduced energy costs and possible incentives from institutions.

4. Access to modern and efficient technology:

The consumer has an interest in having the opportunity to use intelligent devices and systems that facilitate energy management. This includes solar panels, energy storage systems, smart energy meters, networked devices (*smart grids*) and real-time monitoring and control technologies. These systems offer not only higher efficiency, but also transparency on energy use and opportunities for cost optimization.

5. Information and legal protection:

The consumer has an interest in having information on consumption and energy alternatives be clear, transparent and reliable. This includes accurate invoices reports, savings guidelines, awareness campaigns and access to legal protection mechanisms. An informed consumer can make reasonable decisions and benefit from incentives, subsidies and new technologies for energy efficiency.

6. Modalities for achieving the objectives

The main goal of this strategic plan is to increase the awareness of citizens and businesses about energy efficiency, rational use of energy and the adoption of alternative sources, by combining public campaigns, training, digital technologies and advanced monitoring of results.

1. Public awareness campaigns

Awareness campaigns aim to reach a wide and diverse audience, using different channels and materials adapted to each target group:

- **Educational materials:** Brochures, manuals, videos and infographics that provide practical guidance on energy saving and the use of high-efficiency appliances. Infographics will focus on statistics and clear indicators on energy consumption, costs and benefits of adopting alternative sources.
- **Digital media:** Digital platforms, social networks and the official ERE website will be used, in a voice created specifically for this purpose, to reach a younger and technologically advanced audience. The digital strategy includes short videos, interactive posts and educational articles focused on saving practices and alternative technologies.

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- **Public events:** *Workshops* and open days for citizens and businesses where practical solutions for energy efficiency and exhibitions of renewable technologies are presented. These activities aim to create direct experience for users and stimulate the adoption of new practices.

2. Trainings and seminars for business and public institutions

The trainings are designed to provide advanced knowledge and practical skills for implementing energy efficiency measures:

- **Demonstration of the use of alternative sources:** Presentation of the potential of solar panels, small wind turbines and energy storage, as well as analysis of the costs and benefits of their integration in business and public institutions.
- **Guidelines for monitoring and reporting consumption:** Provision of standard methodologies for measuring, reporting and analyzing energy consumption, using monitoring software and smart meters that facilitate data-based decision-making.

3. Online platforms and applications

Digital technology will play a key role in consumer awareness and assistance:

- **Energy saving simulations:** Interactive *tools* that allow citizens and businesses to simulate the savings they can achieve by changing behaviors or adopting more efficient equipment.
- **Alternative energy benefit calculators:** Calculators that provide cost/benefit predictions, payback time and environmental impact for solar or wind systems.
- **Forum and access to technical guidance:** An interactive space where users can share experiences, ask questions and receive detailed technical guidance from ERE and AEE experts.

4. Monitoring and report of effectiveness

To ensure measurable results and continuous improvement, the platform includes advanced performance monitoring and analysis mechanisms:

- **Semi-annual reports:** Include analysis of awareness-raising activities, participation of citizens and businesses in events, use of educational materials and changes in energy saving practices.
- **Annual reports:** Focus on market impact, adoption of alternative technologies and behaviors of network operators and consumers, assessing the effects on total energy consumption and costs.
- **Analysis of key indicators:** Use of measurable indicators such as participation in educational activities, level of adoption of alternative devices and technologies, reduction of energy consumption and financial savings, as well as the environmental impact of implemented measures. These analyses will serve as a basis for real-time strategy adaptation and optimization.

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5. Inter-institutional cooperation

- ERE will create a coordination working group with participation from all ERE Structures that, for competence, address issues related to the implementation of the campaigns.
- Cooperation will include sharing with the Efficiency Agency the data published on a case-by-case basis on the *Platform*, with the aim of their redistribution or coordinated publication of information materials as well as the organization or joint monitoring of the activities planned in the strategy, to the extent possible.

6. Monitoring and evaluation of progress

- **Main indicators of success:**
 - Number of trained or informed customers.
 - Use of alternative technologies.
 - Reduction of costs and energy consumption.
 - Participation in digital platforms and activities.
- **Reporting and analysis:**
 - Six-month reports on educational activities.
 - ERE annual reports on the influence on the market and the operators.
 - Periodic analysis on reviewing the strategy and adopting the measures.

7. Time period and the phases of implementation

- **Phase 1 – Planning, drafting, approval:** 2025.
- **Phase 2 – Implementation of awareness activities:** 2025–2027.
- **Phase 3 – Monitoring and assessment of effectiveness:** 2026–2029.
- **Phase 4 – Improvement and consolidation of the strategy:** 2028–2030.

8. Conclusion

ERE strategy constitutes an important and fundamental step in the efforts to modernize the Albanian power sector, setting the consumer at the center of the energy management and usage process. This document is not simply a policy guideline, but a detailed and integrated plan that links citizen awareness, the promotion of energy efficiency and the adoption of alternative sources with close inter-institutional coordination.

Essentially, the strategy aims to create a sustainable platform that enables continuous and

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effective consumer education. Through public campaigns, trainings, seminars and the use of digital technologies, consumers will receive the knowledge and practical tools to manage energy consumption, reduce losses and costs, and adopt sustainable energy solutions.

The implementation of the strategy also enables the integration of modern technologies into the energy system, including smart devices, real-time monitoring systems, and alternative sources such as solar energy, wind energy and biomass. These measures will increase the efficiency of the network, reduce load and losses, and contribute to a more rational and optimized use of energy at all levels – households, businesses and public institutions.

In conclusion, the strategy is not just an action plan, but a broad vision for a more sustainable, secure and efficient energy system. It creates opportunities for citizens and businesses to benefit from advanced technologies, reduce costs and environmental impact, and contribute to a greener and more competitive economy. Its implementation will set a new standard for energy management in Albania, ensuring that the consumer is not only a user, but also an active and informed actor in the energy network, and creating a solid foundation for sustainable energy development in the future.