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Energy Theft Forum

27 June 2024

Housekeeping

Cameras and microphones: please keep turned off unless speaking

Opportunities for Q&A: we'll be running three Q&A sessions where you can raise your questions

Recording: this meeting will be recorded. Please note that by joining you are consenting to being recorded.

Welcome

Chair



Part 1 – REC Service Provider Presentations

01 ETTOS Marketing Plan Overview

02 Energy Theft Calculator Potential Changes

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04 The Theft Issues Group

05 Overview of SDEP Theft Related Changes

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08 Police Strategic Outline Case

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11 Q&A Session 3

Part 4 – Attendee Sharing Session

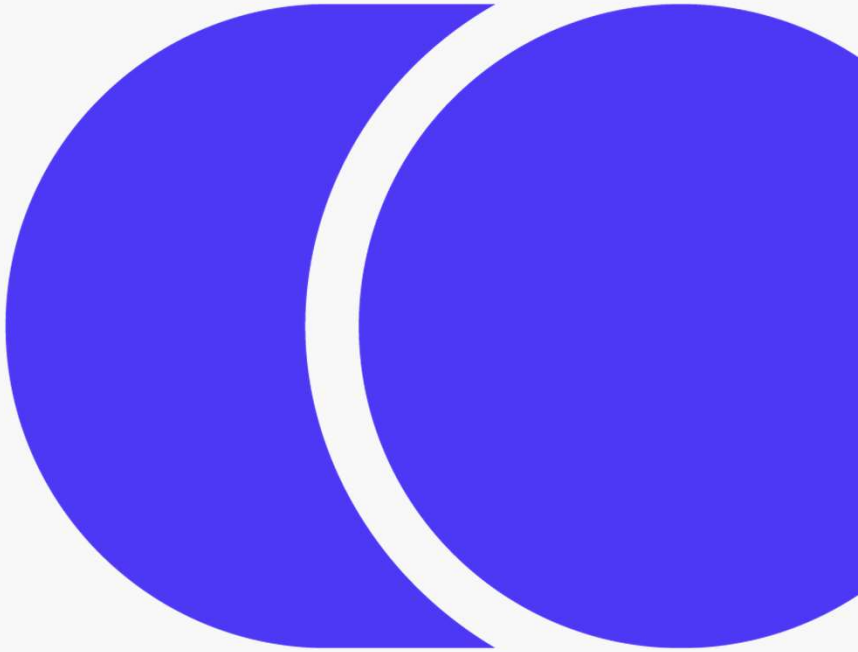
12 Share Your Successes & Challenges

13 AOB

14 Close

Part 1

REC Service Provider Presentations



ETTOS Marketing Plan Overview

Eleni Andronicou

Stay Energy Safe\
24/25 Marketing Plan Overview

June 2024

Today's Agenda

Highlights of 23/24

24/25 Marketing Plan

H1 Focus



23/24 Highlights

23/24 Highlights

Achieved 99.4% of the report target	Achieved 20% growth in reports based on 22/23 expected run rate	Defined the 6 personas of energy theft	Rolled out a highly targeted paid channel strategy
11,094 reports and 13,535 contacts	Averaging 25% growth YoY for the last 5 years	Through market research	Using the market research and GWI insights





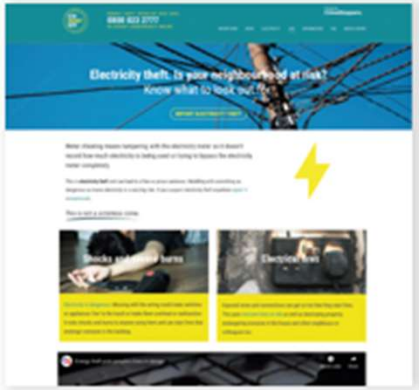




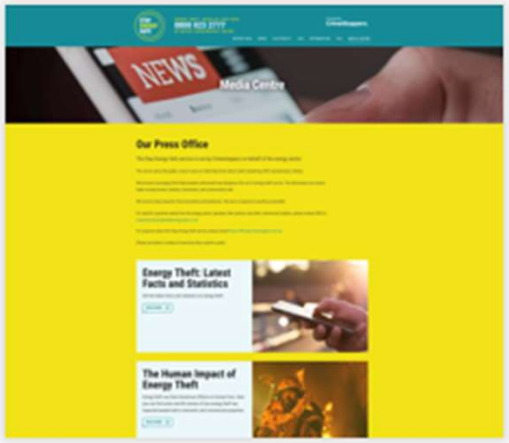
Reporting Assets for Paid







New Website Designs



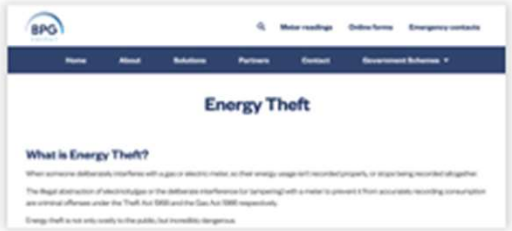
Media Page





Email Signatures for Partners





RECCo partners engagement



24/25 Marketing Strategy

The Stay Energy Safe Personas

1 Firsthand Experience of energy theft

10%



HOW DID WE DEFINE THEM? People who have already encountered a situation where they have suspected or been approached by someone to steal energy.

2 Consider 'altering meter to reduce bills' low-level crime

11%



HOW DID WE DEFINE THEM? Said that 'altering your gas or electricity meter to reduce bills' is a low-level crime that does not concern them.

3 Aware of Stay Energy Safe

8%



HOW DID WE DEFINE THEM? All those aware of Stay Energy Safe pre proposition exposure.

4 Would definitely report energy theft

10%



HOW DID WE DEFINE THEM? All those who said they would report Energy Theft in all 4 scenarios.

5 Non-reporters that you could persuade

32%



HOW DID WE DEFINE THEM? People who said they would **not report Energy theft** in all 4 scenario (but could do other actions, such as for e.g. looking for information online). After reading the Stay Energy Safe proposition, they said would be likely to report energy theft.

6 Would do nothing but could be persuaded

6%



HOW DID WE DEFINE THEM? People who said they would **do nothing** in all 4 scenarios of Energy Theft (not even indirect actions). However, after reading the Stay Energy Safe proposition, they said would now be likely to report energy theft if they came across it.

Energy Theft is not safe

Long Term Objective

Make energy theft socially unacceptable
because it is very dangerous and causes injury, death and destruction

STAY ENERGY SAFE

Strategic Themes

Awareness / Deterent

Tune Up & Leap Forward 2024/25

1. Energy Theft as a thing
   - People stealing energy/meter tampering.
   - NOT energy suppliers stealing from us.
2. Brand – "Stay Energy Safe"
   - Here for the good of the public.
   - Keep everyone safe Crimestoppers as an endorser.
   - Dial up the CS messaging – coming from the charity rather than the energy companies.
3. Message that energy theft is dangerous and illegal.

Challenge

- Awareness/comprehension of energy theft and Stay Energy Safe is low.
- Niche/hidden/low level – not on people's radar.
- Consequences of energy theft
  - Unknown.
  - Not considered personally relevant.
  - Social consequence/ neighbourhood.
  - It is dangerous and can cause injury,death and destruction.
  - It is illegal.

Levers to Pull

- Define and clarify what energy theft is and what it isn't.
- Energy theft affects everyone and is happening all around you. You could be affected by it too.
- Big picture risk – it's dangerous and illegal

Tactics

- Paid Social – Meta/Youtube.
- Above the line marketing – radio/podcast.
- Local and community focus – door drops.

Education & Comprehension

1. How to spot energy theft – gas and electricity.
2. Dangers of energy theft – bring them to life.
3. Real life cases of energy theft –
   Real life experts – Gas Safe Engineers/Electricians.
   Local/community focus - neighbourhood watch, Next Door.
4. Affordability - how to save money on your bills the safe way.

Challenges and Levers to Pull

Challenge

- Lack of real-life stories – how do we bring energy theft to life?
- How do we make the message stick so people report it when they come across it?

Levers to Pull

- Generate more stories from local communities, influencers and figures of authority.
- Energy theft is real and happening where you live.
- Make consequences more visual.

Tactics

- SEO – people searching for related keywords.
- Paid ads – educate on signs to spot and dangers of energy theft – trial Tik Tok, Digital PR, influencer.
- Drive education in schools, universities – digital PR, local targeting i.e. leaflets.
- Community – local paid test for communities that speak different languages.

Reporting

1. Online Form Submissions.
2. Calls to SES & CS.
3. Total reports monthly, yearly, year-on-year.
4. Reporter Profiling - understanding the hotspots of energy theft.

Challenges/Levers to Pull

- Immediate vs delayed action - How do we keep people aware and engaged so that if they come across energy theft they know what to do?
- Emphasis on the anonymity guarantee.
- Reporting journey – smooth and straight forward, compelling and motivating.
- Reinforcing the messaging that the user is doing the right thing by reporting.
- Tailoring to niche communities to encourage reporting.

Tactics

- Search Ads (making up around 60% of all reports).
- Test different messaging on social to see what lands.
- Test different channels to assess overall impact and growth in reports.

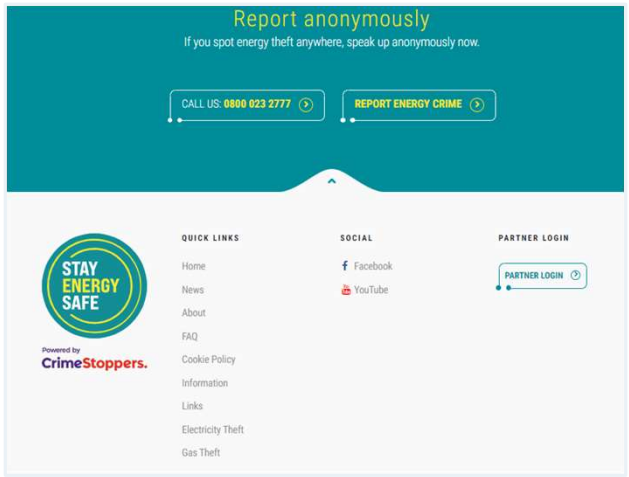
Aligned to RECCo's strategy of delivering positive consumer outcomes to the retail energy market

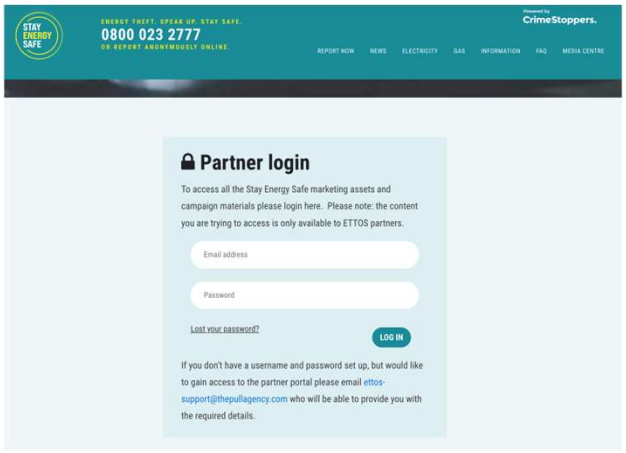
Plan for the next 6 months

Paid Strategy Testing & Optimising	Digital PR Initiatives	Website and Content Strategy	New Initiatives
Creative refresh, new channels, audience targeting	Drive for quality backlinks and brand mentions	Roll out new upgrade and test video content	Bing test, community targeting and influencer

The Partner Portal

- The Partner Portal is available to all REC partners, and you can access all the assets we create for Stay Energy Safe, brand guidelines website copy, and monthly social calendars.





https://www.stayenergysafe.co.uk/



The Creative Venture Marketing Agency

Contact me: eleni@bhandp.com

Energy Theft Calculator Potential Changes

William Jamieson

energy saving trust

Theft Calculator Workshop



Agenda



Tool issues reminder



Additional functionality

Tool issues - REMINDER

- Theft calculator support email available:

- theftcalcsupport@est.org.uk

- Use for any issues/questions with the tool that aren't covered in the manuals. E.g.
    - Calculations aren't working
    - Suspected errors
    - Requests for additional functionality

Additional Functionality



Are there any features that could be improved?



Are there any features that you would like added?



We have proposed a few example ideas over the next few slides for discussion

New functionality – custom appliances

- Potentially for both tools
- Allow users to enter custom appliances in the non-dom calculations
- Would specify power output, usage factor, number of hours?
- How many would be useful?

New functionality – Heat pumps

- Add heat pump functionality for non-domestic and domestic properties
  - More straight forward for non-dom as uses bottom up approach
  - Domestic would require some correction to the current lookups to be devised
  - How accurate would you need the efficiency to be? Could vary it based on insulation and distribution system but would that be worth it?

New functionality – EV module

- Additional module for electricity tool to estimate EV electricity use
- Will allow various inputs to determine the following:
    - Energy Consumption per km
    - km driven – exact or low/high usage
- Potential to work with both domestic and non-domestic charging (non-dom simplified model)



New functionality – additional business types

- Add additional business types to non-domestic tools to allow estimation of energy use
    - Garages
    - Gyms
- Any others – please add to Miro board under ‘Additional business types’

Whiteboard

Please add any data sources you may know for any suggestions into the notes – this can really help us develop the tool more easily

Poll – Which of the following would you find most useful?

EVs

Heat pumps

Custom appliances

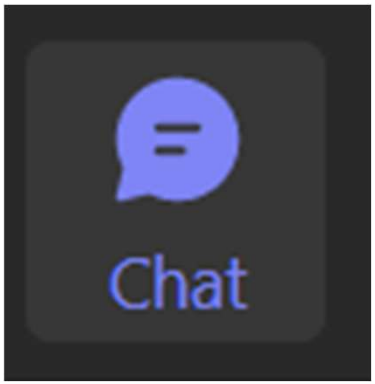
Additional businesses – garages

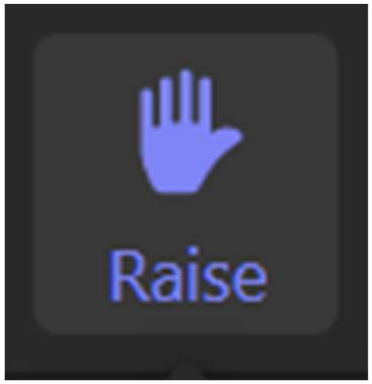
Additional businesses – gyms

Q&A Session 1

Q&A Session

Please use Teams to raise your hand, or type your questions in the meeting chat

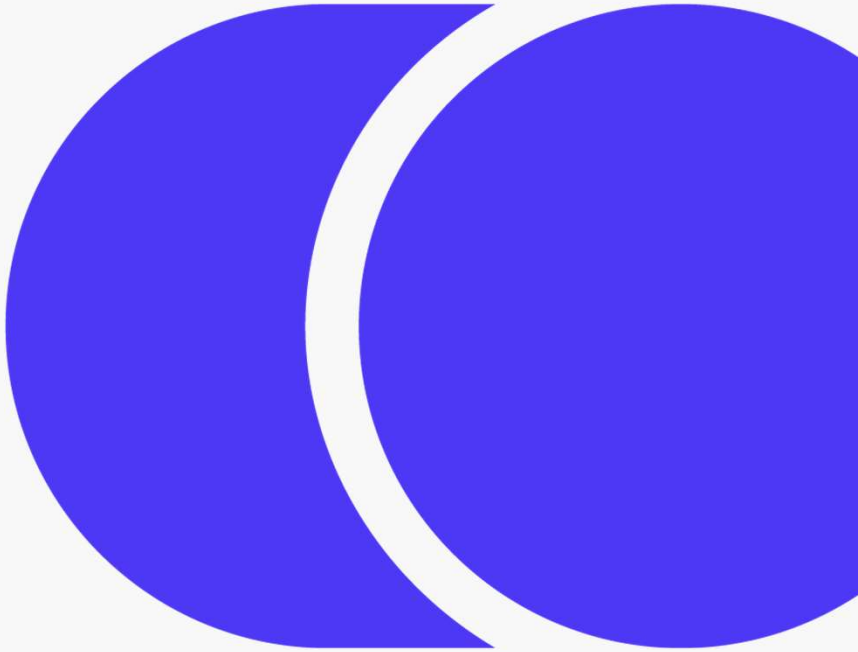




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Part 2

REC Change Updates





The Theft Issues Group

Elise Handy

The Theft Issues Group

- First meeting April 2024.
- Monthly meetings where theft experts are invited to develop solutions to resolve theft issues which may form Change Proposals and alterations to the REC.

Current Issues

Short Term

I0172 – Improvements to the Theft Detection Incentive Scheme (TDIS) (targeting implementation for April 2025)

I0174 – Mandating ETTOS follow up

I0XXX – Schedule 8 Review and Best Practice Guidance development (targeting implementation for April 2025).

Medium Term

I0175 – Introducing a Reasonable Endeavours Scheme within the REC

I0176 – Creation of an Energy Theft Detection and Resolution Body.

Overview of SDEP Theft Related Changes

Elise Handy

Secure Data Exchange - Theft General Queries

- Secure Data Exchange Portal (SDEP) – Energy Suppliers and electricity Distribution Network Operators securely exchange customers' personal data, and raise / track queries related to specific use cases

- Approved new use cases for Theft in R0121 – SDEP Review Improvements – Process Types for implementation **23 August 2024**:
  - General Query (no direct escalation route, other than Contract Manager General Query)
  - Gas (Supplier to Supplier) and Electricity (Supplier to Supplier/DNO to Supplier/DNO to DNO) versions
  - General obligation to use SDEP effectively way and resolve queries promptly

Theft General Query (Electricity)	- MPAN (DI90232) (Non-mandatory) - Additional comments (DI90218) (Non-mandatory) - Address (DIs tbc, e.g. 50488-96 and 40266/7/8...) (Non-Mandatory)
Theft General Query (Gas)	- MPRN (DI90234) (Non-mandatory) - Additional comments (DI90218) (Non-mandatory) - Address (DIs tbc, e.g. 50488-96 and 40266/7/8...) (Non-mandatory)

- Approved text in Schedule 8 - Unbilled Energy Code of Practice:
  - ***Secure exchange of information between Network Parties and Energy Suppliers***
  - *6.21. Energy Suppliers and DNOs may raise queries and otherwise securely exchange personal data relating to a Consumer with other Energy Suppliers and DNOs in respect of Energy Theft, via the Secure Data Exchange Portal using Market Messages PT00xx Theft General Query (Elec) and PT00xx Theft General Query (Gas).*

R0162 – Access to SDES for Gas Networks

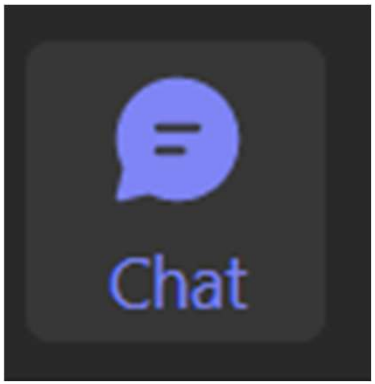
- This change is impacted by the MHHS Code Freeze due to consequential restrictions for functionality changes to SDES due to the shared technical architecture with EES and capacity of SDEP Service Provider to contribute to solution development and provide impact assessments, alongside MHHS implementation activities and the validity of a commercial impact assessment with a long lead time.

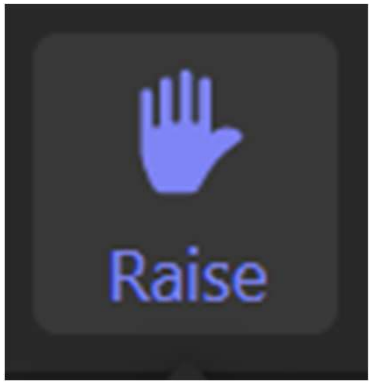


Q&A Session 2

Q&A Session

Please use Teams to raise your hand, or type your questions in the meeting chat





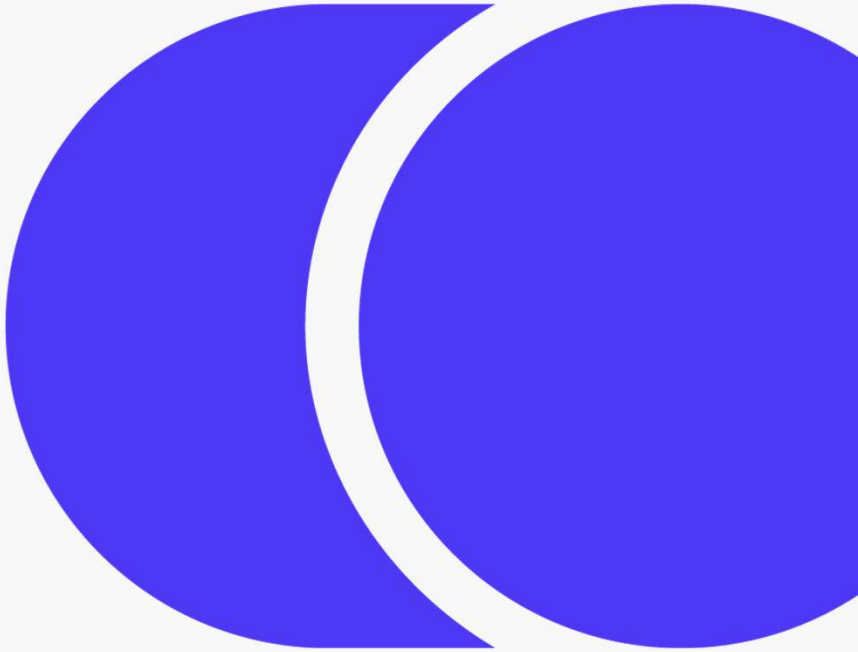


Break

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Part 3

Theft Reduction Strategy Updates



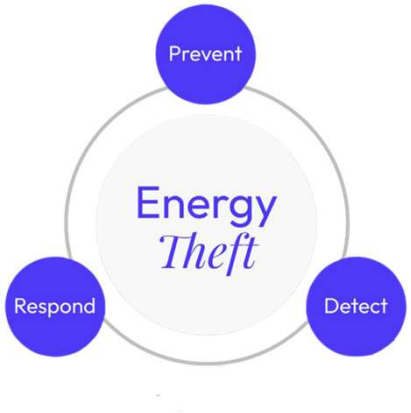
Police Partnership

Jon Dixon

Energy Theft Reduction Strategy

The Energy Theft Reduction Strategy aims to empower REC Parties to prevent, detect, and respond effectively to energy theft. Currently, RECCo provides tools and services such as the Energy Theft Tip-off Service (ETTOS) operated by Crimestoppers, the Theft Estimation Methodology (TEM), and the Theft Detection Incentive Scheme (TDIS) and facilitates the sharing of best practices through the Energy Theft Reduction Expert Group (ETREG).

These areas focus on collaborating with industry parties, raising awareness through campaigns like Stay Energy Safe, leveraging data-driven analytics and insight, enhancing incentives, and strengthening enforcement measures.



Engagement	Awareness	Data and Insights	Incentives	Enforcement
• Hosting the Energy Theft Reduction Expert Group and Theft Stakeholder Forums with industry players. • Providing regular external updates on the progress of the Theft Reduction Strategy.	• Working with Crimestoppers on the Stay Energy Safe campaign to raise public awareness. • Develop training and guidance materials to equip stakeholders with necessary tools and knowledge.	• Identifying and leveraging data sets and sources to enhance theft detection. • Partnering with DeterTech to establish a theft data portal for industry-wide data-sharing, analysis and threat assessment	• Enhancing existing Supplier Theft Detection Incentive Schemes. • Developing a broader targeted incentive regime to appropriately reward theft prevention and detection efforts.	• Commission research and advice on the legal landscape to inform Party guidance. • Collaborating closely with **City of London Police** and other relevant agencies to tackle energy theft **City of London Police Partnership**

Strategic Case

The proposed unit's overarching goal is to ***reduce energy theft*** and ***mitigate associated health and safety risks.***

The proposed partnership with the City of London Police seeks to emulate successful collaborations in insurance, intellectual property, and banking industries. By adopting similar models, we can harness law enforcement expertise and resources to tackle the urgent issue of energy theft.

The City of London Police operates several industry-funded units, such as the:

- Insurance Fraud Enforcement Department (IFED)
- Police Intellectual Property Crime Unit (PIPCU)
- Dedicated Card and Payment Crime Unit (DCPCU)

The unit's overall objectives would be:

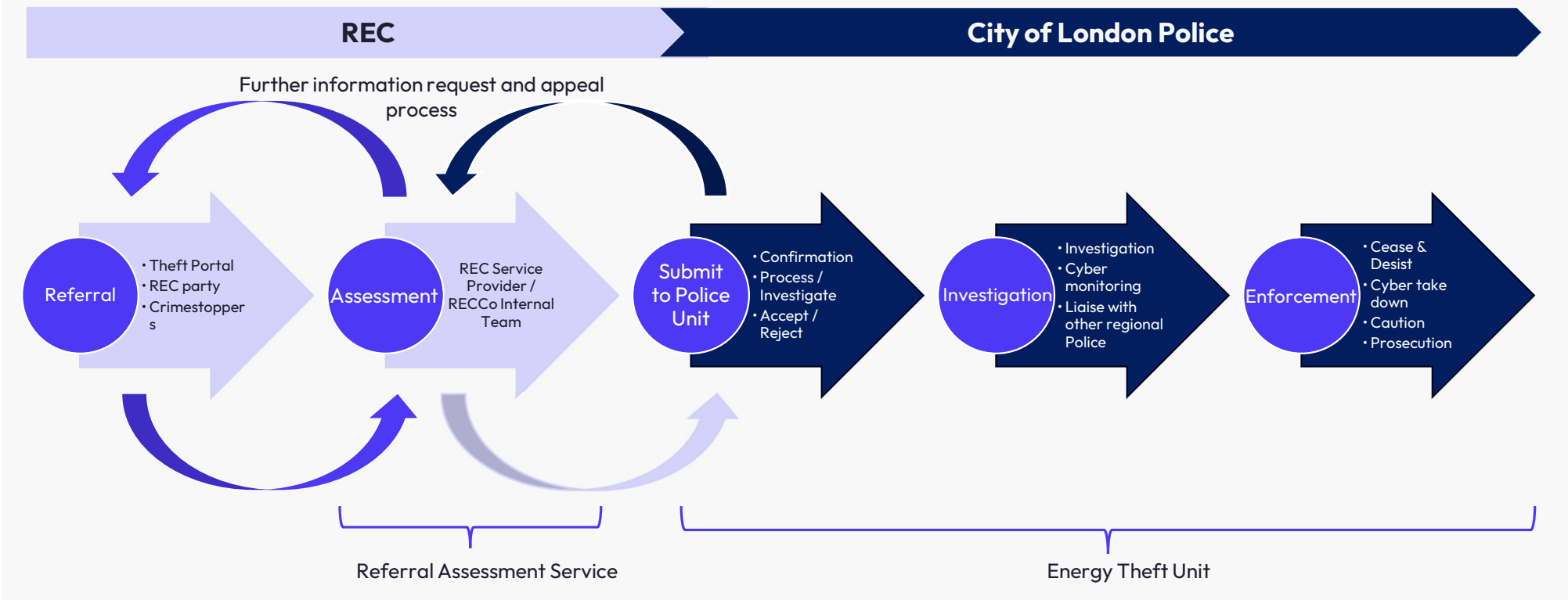
- ***To increase detection rates;***
- ***To improve prosecution outcomes;***
- ***To provide effective deterrents, and;***
- ***To raise public awareness about the consequences of energy theft.***

Key performance indicators will be established to measure the effectiveness of these objectives.

By enhancing regulatory measures, leveraging technology, and fostering collaboration among stakeholders, the dedicated unit aims to create a more resilient and secure energy supply system.



High-level process flow



Proposed key criteria for assessment



Severity of Energy Theft:

- Evaluation based on threats identified in the Energy Theft Strategic Threat Assessment.
- Alignment with CoL Police's National Lead Force Priorities.
- Assessment of complexity using the PIP Level, as determined by the Investigation Introduction (College of Policing).

Evidential Assessment:

- Consideration of the timing of the offence.
- Evaluation of available or obtainable evidence supporting the allegation.

Offender Assessment:

- Identification of named suspects.
- Assessment of the scale of the offence, ranging from:
  - individual suspects in their own property
  - individual suspect over multiple properties
  - professional enabler offering a service
  - organised crime groups.
- Exploration of links to other criminal activities.

Victim Assessment:

- Identification of victim types, including Energy Suppliers/Network Operators, members of the public, and vulnerable individuals.
- Evaluation of community impact.
- Consideration of the number of victims involved.

Harm/Impact to Victims

- Assessment of public risk levels, including potential risks, ongoing risks, and escalated risks.
- Evaluation of financial implications, including the volume and value of stolen kWh and financial gain from stolen energy use.
- Consideration of reputational damage to both referring parties and the City of London Police.

Marketing and Provision of Unauthorised Work:

- Identification of unauthorised services advertised and charged for, such as installation of gas and electricity services.
- Evaluation of false claims regarding meter replacement or removal.
- Assessment of meter tampering services offered for profit.

Next Steps

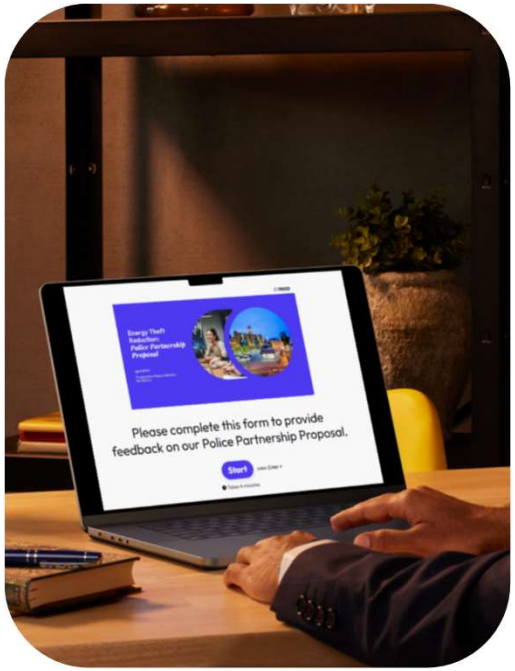
Strategic Outline Case → Outline Business Case → REC Change Proposal, including Final Business Case and Impact Assessment

Consultation on Strategic Outline Case closed 14 June – though additional comments still welcome via: https://orsnoq1e00j.typeform.com/to/RGX5ojJZ

Or scan QR Code

Based on the level of support received to date, we are now developing the Outline Business Case, and aim to invite views on that in September.

Subject to continuing support, we will then raise a REC Change Proposal to give effect to the necessary governance and funding arrangements





Data Sharing & Analysis

Jon Dixon

Role of Smart Meter Data

- **Role of Smart Meters in Reconciliation:** Smart meters provide precise, real-time data on energy usage. This level of detail allows for a thorough comparison between actual consumption and expected patterns. Such a comparison is crucial in pinpointing unusual usage that could suggest theft.

- **Detecting Irregular Patterns**: One of the key strengths of smart meters is their ability to detect irregular and anomalous consumption patterns. These patterns can often indicate unauthorised use or tampering with the energy supply.

- **Remote Monitoring and Alerts**: Smart meters allow for remote monitoring, meaning that energy suppliers can receive alerts of potential tampering or unusual activity without the need for on-site meter readings. This significantly enhances the speed and efficiency of detecting energy theft.

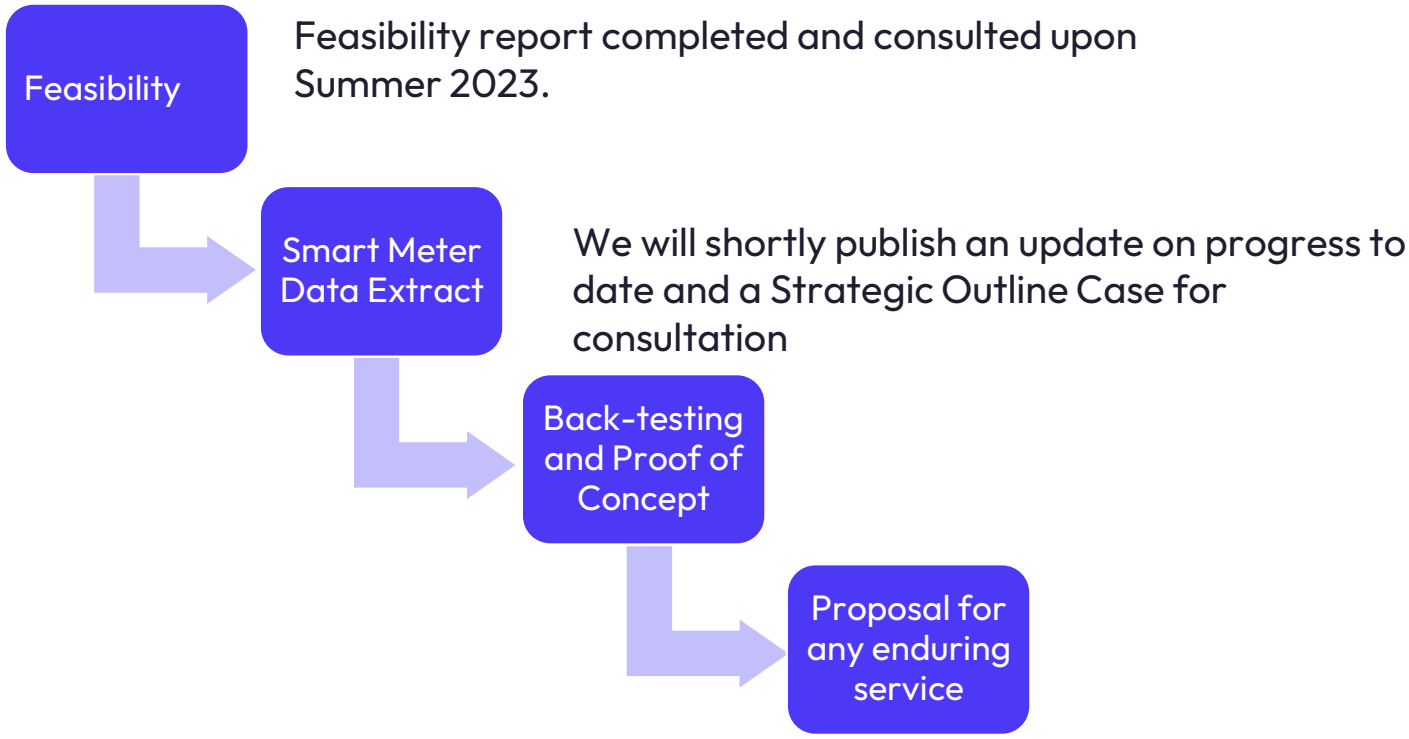
- **Improved Accuracy and Reduced Errors**: The high accuracy of smart meters reduces the likelihood of billing errors and false accusations of theft. This precision is vital in ensuring fair charges for consumers and identifying genuine cases of theft.

- **Enhanced Consumer Engagement**: Smart meters also empower consumers by providing them with detailed information about their energy usage. This can help in raising awareness about energy conservation and reducing unintentional energy wastage.

Objectives of Smart Meter Data Project

- Obtain data to better inform current Theft work (including next iteration of Theft Estimation Methodology)
- Build towards proposal and decision on replacement of a central theft analytics and lead generation service

Phased approach with results of one phase informing scope (or need) for subsequent steps



Energy Theft Reduction Hub

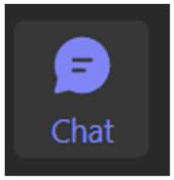
Paul Sutherland

REC Portal – Energy Theft Reduction Hub – Overview

- **My Energy Theft Reduction Obligations** - REC Schedules 7 & 8, Ofgem Licence Conditions
- **Information and Guidance** - Theft Calculators, Calculator Guidance, ETTOS Guidance
- **News and Events** - Previous events, ETREG minutes, Webinars, new proposals, upcoming events
- **Collaboration Forum** - Not used as yet, but the Theft Issues Group and ETREG are of course providing positive collaboration and a problem solving approach
- **Stay Energy Safe Website link** - Further news and info on marketing campaign and reporting
- **Stay Energy Safe Partner Portal** - (Parties have full access and free use of SES social marketing campaign material)

Share your thoughts...

Energy Theft Reduction Hub



Please add to chat to share your thoughts for us to take away



Add a like reaction to anything you agree with

1: Are you fully aware of the information and guidance within the Energy Theft Reduction Hub?
(Poll in chat)

2: How often do you visit the Theft Hub?
(Poll in chat)

3: How do you rate the Theft Hub?
(Poll in chat)

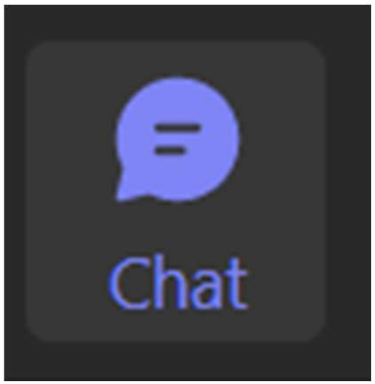
4: What is the main reason why you visit the Theft Hub? (Free text in chat)

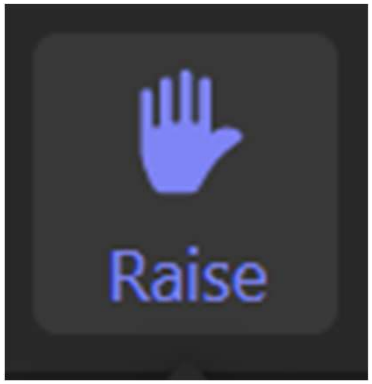
5: What could be included or adapted within the Hub to increase your rating and usage?
(Free text in chat)

Q&A Session 3

Q&A Session

Please use Teams to raise your hand, or type your questions in the meeting chat

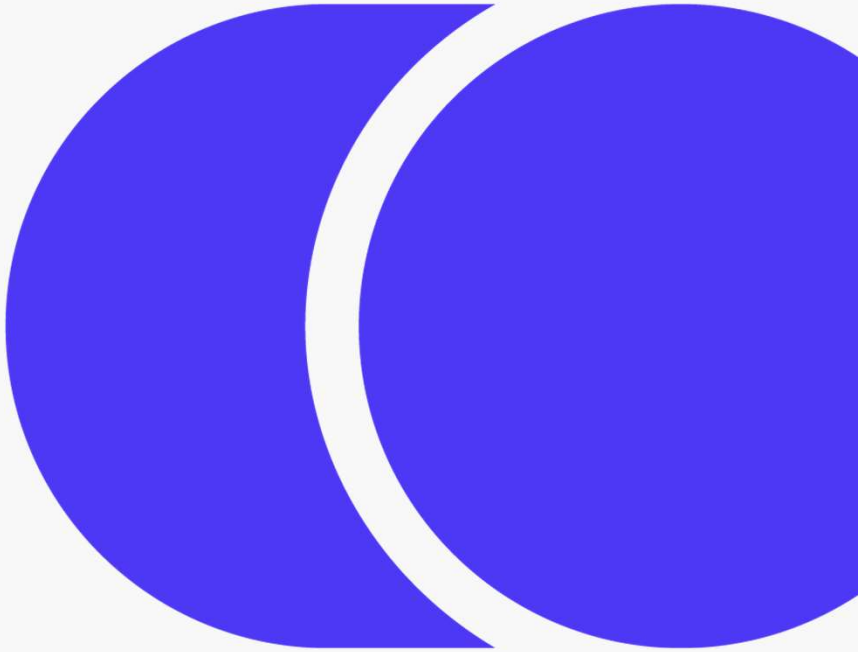




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Part 4

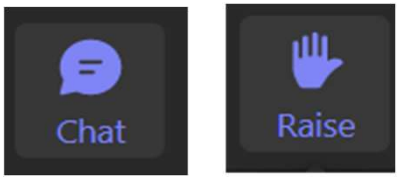
Attendee Sharing Session



Share your successes and challenges....

1. Do you have any energy theft related successes you would like to share?

2. What are your organisation's biggest challenges when it comes to preventing, detecting and resolving energy theft.



Please raise your hand or add to chat.



Add a like reaction to anything you agree with.

AOB

Thank you for Attending

If you have a discussion topic for the next forum, email us at TechnicalEnquiries@recmanager.co.uk