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The Social Action Plan is one of the ways we choose to illustrate our vision. It reflects our business ethics; which lie at the heart of our brand and are fundamental to the way we work.

- Respect for individuals
- Respect for the environment
- Excellent performance
- Social responsibility
- Integrity



**SUPPORT FOR  
PREPAYMENT  
CUSTOMERS**



**SAFE, WARM  
AND WELL**



Gloria Hunniford, our 'Safe Warm and Well' campaign ambassador sent this message.

08



*"Shockingly, last year 25,000 elderly people in England and Wales died of preventable, cold-related illnesses. This is an extremely serious issue that really needs to be addressed. Which is why I'm asking you to create a bit of community spirit and encourage friends, neighbours and relatives to look out for vulnerable people and help keep them warm.*

*To assist you, EDF Energy has put together a few simple ways to stay warm. They're not complicated or expensive, in fact one of the best things you can do is make yourself a nice, warm drink. But of course staying warm is just part of the story, we also want everyone to be safe and well. Every year as many as 36 people die from Carbon Monoxide poisoning, a figure that could be eradicated if everyone had a Carbon Monoxide Detector in their home.*

*By working together we can make sure everyone stays safe, warm and well this winter. Now that's got to be worth raising... a cup of tea to!"*

A handwritten signature in white ink, reading 'Gloria Hunniford' with a small 'x' at the end.

# OUR COMMITMENTS





**“EDF Energy: going further than any other energy supplier to develop sustainable solutions to support vulnerable customers.”**

## CONTINUING SUPPORT FOR THE NATIONAL RIGHT TO FUEL CAMPAIGN



*Lesley Davies, Chair of the National Right to Fuel campaign and Jo Steven, Director of Specialist Marketing*

In 2007 we continued our support for the National Right to Fuel campaign, sponsoring and contributing to two stakeholder forums, and maintaining our position as point of reference in matters relating to vulnerable customers.

We also took part in a debate entitled *Who pays for a sustainable energy policy?* on the affordability of supply as it relates to the fuel poor and the role of energy efficiency in delivering a sustainable, accessible and affordable energy policy.

**EDF Energy:** going further than any other energy supplier to develop sustainable solutions to support vulnerable customers.

## OUR COMMITMENT TO ENSURE CONTINUITY OF SUPPLY

### *Our pledge:*

*We will lead the industry in protecting vulnerable customers from the adverse effects of power cuts.*

The Priority Service Register is a register of customers who have special requirements and we offer a range of priority services to accommodate the needs of this group. One of the services we offer is to support customers who depend on electricity for health reasons, people who are reliant on electricity for medical equipment or for those with a special need.

The register keeps details of these customers so that we can proactively provide assistance to them if there is a supply interruption. Although this won't necessarily mean we can restore their power more quickly, it means we can offer additional help and support.

Building on this principle, as part of our Social Commitments we are working with Ofgem towards developing a single, industry-wide database of the most energy-reliant customers, covering both suppliers and distributors.

Smart meters are being trialled that can provide real-time information about a customer's electricity consumption.

We are also putting together a package of assistance in case of power failure, which will be tailored to the specific needs of the customer, such as uninterruptible power supply (UPS) devices to provide emergency light and power for medical equipment.

## OUR SAFETY

### *Our pledge:*

*We will build on our ambition to achieve Zero Harm in our workforce by extending our health and safety activity to support children, community groups and our customers.*

One of our health and safety aims is to reach Zero Harm within our workforce. We also have a responsibility to ensure the public remains safe and understands the dangers of electricity.

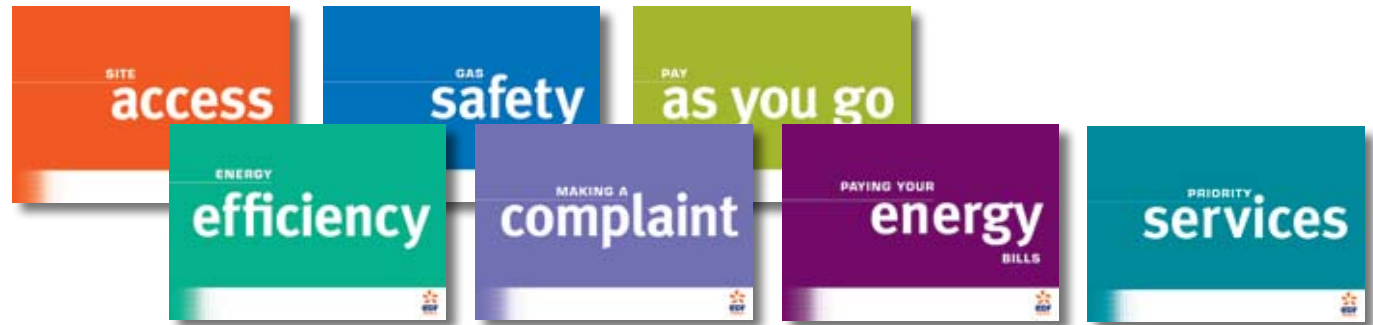
Our safety teams currently work with 100,000 school children every year, delivering hard-hitting messages that teach children to stay safe around electricity. We aim to double our efforts by visiting more schools, delivering more interactive safety workshops and improving our online resources. We aim to reach one million children by 2012.

We have also committed to providing Carbon Monoxide detectors free of charge to 30,000 of our most vulnerable gas customers and to offer the detectors at cost price to all of our customers. These measures will provide protection against this potentially deadly and difficult to detect gas. ●

**BEST  
PRACTICE**



*“In October 2007 we launched new booklets.”*



## EDF ENERGY'S PRIORITY SERVICES REGISTER ACQUIRES ITS 200,000<sup>th</sup> CUSTOMER

EDF Energy's Priority Services Register helps vulnerable customers including the elderly, disabled, chronically sick and low-income families. We are the first energy company whose Priority Services scheme has broken the 200,000 customer mark.

### CLEARER, CUSTOMER FRIENDLY COMMUNICATIONS

In July 2007 Ofgem reviewed their Supply Licence Conditions with a view to removing a lot of the complexity associated with the Codes of Practice. The review provided us with the opportunity to develop and improve our existing suite of booklets making them clearer, easier to understand and more customer friendly.

The existing Codes of Practice booklets were very formal and often contained large amounts of information, making it difficult to access the information that was useful and important.

In October we launched the new booklets. These are available through Customer Services or they can be downloaded from the EDF Energy website. Braille or large print versions are available through the Priority Services team.

The newly launched Information Booklets cover Site Access, Priority Services, Paying Your Energy Bills, Pay As You Go, Making a Complaint, Gas Safety and Energy Efficiency. Later this year they will be available to download from the website in Bengali, French, Gujarati, Hindi, Punjabi, Somali, Turkish, Urdu and Welsh.

### GRANTS AVAILABLE FOR LOFT AND CAVITY WALL INSULATION FOR THOSE ON PENSION CREDIT

For a second successive year EDF Energy has led the way on the Government backed Winter Initiative 'Keep Warm, Keep Well', to provide free insulation (and heating measures in England only) to those in receipt of Pension Credit.

The initiative is supported by six major energy suppliers; working with Eaga, the Department for Work and Pensions (DWP), the Department for Environment, Food and Rural Affairs (Defra), Ofgem, and the Department for Business, Enterprise & Regulatory Reform (BERR).

EDF Energy has managed the development of a direct mail pack, offering those eligible free loft and cavity wall insulation. The mailing went out to 250,000 pensioners during January and February 2008 and included a Welsh language version for those customers outside of England and Scotland.

Recipients were invited to call the Energy Advice Line, which offers a free impartial service to help them to improve their heating and reduce their energy bills, as well as finding out if they are eligible for a free grant to insulate their walls and loft (and a grant for heating if they live in England).

# REPORTING

