

Ethiopian Electric Utility

Annual Citizen Engagement Report

2023

Prepared By	Ethiopian Electric Utility
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1. Background

The Ethiopian Government has established the National Energy Strategy (NES-2016) as a roadmap to achieve universal electricity access across the country by 2025. To complement NES-2016, the National Electrification Program (NEP) - Implementation Roadmap (IRM) has been developed, providing a comprehensive action plan for expanding electricity access in a strategic and transparent manner. The Ethiopian Electrification Program (ELEAP) has been initiated to support the NEP's implementation, aiming to enhance institutional capacity and increase electricity access in Ethiopia.

ELEAP focuses on two main pillars. Pillar 1, known as densification, aims to scale up electricity connections within the existing network reach. Pillar 2 focuses on increasing access to off-grid technologies such as stand-alone solar systems and mini-grids. Additionally, Pillar 3 is dedicated to sector capacity building and institutional reform.

Recognizing the importance of citizen engagement in efficient electricity service provision, the Ethiopian Electric Utility (EEU) has developed a 5-year Citizen Engagement (CE) Work Program. This program aims to promote citizen engagement within the operations and projects of the EEU throughout the country. The report presented here mainly focuses on the progress of the Citizen Engagement Work Program from July 2022 to July 2023.

To effectively implement ELEAP, the EEU has established an integrated citizen engagement program that involves citizens (customers) at all levels of its organizational structure. This program includes engagement activities at the EEU headquarters, regional offices, and service centers. Key directorates within the EEU play a crucial role in monitoring, coaching, and supporting citizen engagement activities across regions, districts, and service centers.

Historically, energy planning in Ethiopia has given limited attention to gender and citizen engagement aspects. This has resulted in a lack of public consultation on service quality and inadequate re-training of staff to adopt consumer-centered approaches. To address these gaps,

Pillar 3 of ELEAP now incorporates sector capacity building and institutional reform, with a specific focus on improving gender equality and citizen engagement in the energy sector.

The citizen engagement work program is included in the results-based financing approach adopted by ELEAP. This approach provides funding for activities under the NEP's three pillars, including a specific budget allocation for gender and citizen engagement initiatives. DLI 6, a disbursement-linked indicator, focuses on gender and citizen engagement and has a budget allocation of USD 4.5 million.

The progress report presented here focuses on the implementation progress of citizen engagement initiatives during the reporting period from July 2022 to July 2023. It covers priority areas identified in the EEU Citizen Engagement Work Program adopted in July 2018. The report highlights major activities and achievements, such as customers' satisfaction, media campaigns, stakeholder forums, grievance redress mechanisms (GRMs), and customer-centric capacity building trainings.

Citizen engagement remains a primary focus for the EEU in promoting effective and inclusive provision of electricity services. The efforts made during the reporting period demonstrate the commitment to engage citizens, ensure transparency, and enhance the overall efficiency and effectiveness of the energy sector. By integrating citizen engagement into the implementation of ELEAP and aligning with the NEP's objectives, the EEU is working towards achieving universal electricity access in Ethiopia by 2025.

2. Introduction:

Ethiopian Electric Utility (EEU) is a prominent public utility company that serves the entire population of Ethiopia, with a customer base of approximately 4.5 million. EEU plays a vital role in providing reliable electricity services and maintaining a vigorous infrastructure across the country. Since its implementation in July 2018, EEU has been committed to implementing Citizen Engagement initiatives to foster transparency, accountability, and customer participation.

One of EEU's significant achievements lies in its efforts to electrify villages and rural towns. Utilizing data from the 1999 census, EEU has successfully electrified nearly half of these households. To ensure efficient operations, EEU operates through regional offices, district offices, and customer service centers, employing a dedicated workforce of 24,000 individuals.

Recognizing the importance of modern technologies, EEU has embraced an Enterprise Resource Planning (ERP) system. This strategic adoption has significantly improved various aspects of the organization, including customer service, grievance redressal and operational processes.

To further enhance its operations, meet customer expectations, and align with organizational strategies, EEU has initiated a comprehensive Citizen Engagement Program. This program aims to promote transparency, accountability, and active participation from customers. Additionally, it seeks to optimize operational efficiency, address customer needs, and align with community expectations. Recognizing the importance of central office support, EEU has formed ad hoc teams at headoffice level to support the implementation of these initiatives.

The Citizen Engagement Initiative introduced by EEU builds upon existing customer engagement practices while incorporating industry best practices. This comprehensive approach encompasses independent customer satisfaction measurements, improvements in the grievance redressal system, media campaign strategies, and customer-centric training for employees. The scope of this initiative covers operational activities and projects across all EEU work units, focusing primarily on regions, districts, and service centers.

Given the ambitious goals of expanding the grid and implementing off-grid electrification projects, citizen engagement becomes even more crucial. With less than half of the Ethiopian population having access to electricity, the national electrification plan aims to reach the entire population by

2025 through grid and off-grid solutions. Achieving this target necessitates aggressive stakeholder engagement.

In light of these requirements, EEU has taken significant steps to strengthen its Citizen Engagement Program. As part of these efforts, EEU has decided to enlist the expertise of a consultant. Beginning on July 8, 2023, the consultant will work closely with EEU to enhance and streamline the citizen engagement initiatives, ensuring they align with industry best practices and national electrification objectives.

EEU's Mission

To become the utility that under spins the economy and social transformation through delivery of cost effective, safe, reliable and high-quality power. Bulk Power purchase and sale, construct & operate off grid Generation, sub-transmission and distribution Networks. EEU shall strive towards achieving international standards of customer care through sustained capacity building, operational and financial excellence, state-of-the-art technologies while ensuring highest standards of corporate governance and Ethics.

EEU's Vision

Become the utility that fully Energizing the Ethiopian Economy and People in 2030.

EEU's Core Values

- **Integrity:** Conducting operations with ethical behavior, transparency, and accountability.
- **Innovation:** Embracing technological advancements and creative solutions.
- **Customer Centricity:** Focusing on customer needs, satisfaction, and enhancing the customer experience.
- **Safety:** Prioritizing the safety of employees, customers, and the public.
- **Respect:** Valuing diversity, inclusivity, and treating all stakeholders with respect.
- **Sustainability:** Promoting environmentally sustainable practices in power generation and operations.
- **Operational Excellence:** Striving for efficiency, effectiveness, and continuous improvement.

3. Annual Customer Satisfaction Survey

The Ethiopian Electric Utility (EEU) is committed to ensuring customer satisfaction and regularly conducts independent customer satisfaction surveys to assess and measure the level of satisfaction among its customers. These surveys serve as valuable tools for evaluating the customer experience and identifying areas for improvement.

The year of 2023 customer satisfaction survey has conducted by ENA - Ethiopian News Agency (third party) & the result has been submitted. To ensure transparency and inclusivity, the TOR has been proactively communicated to all relevant stakeholders involved in the customer satisfaction survey, including the World Bank expert teams currently supporting this program. By sharing the TOR, EEU aims to engage stakeholders and promote a collaborative approach to enhance the survey's effectiveness and improve the overall customer experience.

The customer satisfaction survey conducted in the year 2023 covered eleven regional states and two city administrations. The survey targeted 26 districts, 142 customer service centers, and 57 EEU satellite stations operating in 176 towns and cities. Data was collected using a mixed approach of quantitative and qualitative methods from October 20, 2023, to November 10, 2023 for 20 days.

A total of 45,467 customers responded to the survey, with an additional 390 customer service center heads participating in interviews and 42 customers each consisting of 8–10 participants from different tariff categories, were held in focus group discussions. The data collection process was verified through confirmation letters. The collected data was coded using SPSS Version 23, and the study involved 391 workers.

Using the SERVQUAL model and descriptive analysis, the survey revealed that the overall satisfaction level of EEU customers increased to 61.8% in 2023, compared to 60.3% in 2022. The satisfaction level for residential and general tariff customers was 62%, for industrial customers it was 61.6%, and for waiting customers it was 61.8%. There were improvements in satisfaction for residential and general tariff as well as industrial customers & the satisfaction level of waiting customers similarly increased.

The survey highlighted positive improvements in relative high satisfaction with the payment options, customer awareness, timely meter readings, quick maintenance of electric lines, and faster power restoration. EEU staff showed initiative in problem-solving, refused to accept bribes, and notified customers about planned power outages, which also showed improvements. However, the result shows that, despite the ongoing efforts of the utility to reduce the frequency of power interruption, power fluctuation and voltage drop which can significantly affect the satisfaction of customer need more efforts. The system failure and long queues are also the frequent problems during top up and bill payment. In addition Customer has low satisfaction regarding the services complaint receiving phone with its indicators the operation of phone, speed of answering the phone and the behavior and manner of phone operators.

The customer satisfaction survey study has conducted with the budget costed 8,421,724.8 (ETB eight million four hundred twenty one thousand seven hundred twenty four & eighty cents).

The survey results have been published on the EEU website and shared with the World Bank. The next customer satisfaction survey will proceed in 2024 for the survey is determined yearly. EEU aims to address the highlighted weak points revealed in the previous survey and improve its services accordingly.

4. Media Communication and Campaigns

The Annual Citizen Engagement Report of the Ethiopian Electric Utility (EEU) highlights the various initiatives undertaken to engage and communicate with customers and citizens. These efforts aim to establish a positive relationship between EEU and the public, addressing key issues related to public relations, infrastructure restoration, service provision, safety, community engagement, and current concerns. Through a comprehensive communication strategy that includes TV and radio spots, press releases, media interviews, website articles, social media posts, and audio-visual works, EEU has successfully reached a wide range of stakeholders, including the general public, customers, law enforcement bodies, media outlets, partners, and private companies. This introduction provides an overview of EEU's approach to citizen engagement and the benefits derived from these programs.

During the fiscal year, the communication department at the corporate level implemented various media campaign strategies to achieve specific objectives. These objectives include raising public awareness about EEU's services, promoting energy conservation practices, ensuring customer satisfaction through accurate information, and raising trust and transparency by disclosing data on EEU's strategies, operations, projects, and financial performance. Strategies employed included broadcasting Public Service Announcements (PSAs) and service promotions via television, radio, and social media platforms. Media communication methods such as press conferences, press releases, media interviews, and a weekly program on Walta Television were also utilized.

Social media campaigns were conducted on platforms like Facebook, Twitter, YouTube, and Telegram to engage customers, stakeholders, and the general public, provide service updates, and address queries or complaints promptly. The company's website served as a platform for educating readers and facilitating two-way customer interactions. Online feedback mechanisms were implemented via social media platforms to gather customer input, address concerns, identify areas for improvement, and handle complaints efficiently. Media engagement and monitoring were prioritized to ensure positive coverage and manage public perception of EEU. Crisis communication was effectively utilized during and after the war to inform war-affected

customers and the general public about service restoration, contributing to a positive company image.

EEU has adopted a multi-faceted approach to citizen engagement through media communication and campaigns. It recognizes the importance of effective communication in building trust, enhancing infrastructure protection, promoting ethical practices, and ensuring the efficient delivery of electricity services.

The communication strategy covers a diverse range of topics to address the concerns and interests of the target audience. EEU has utilized these platforms to raise awareness about timely bill payment, promote modern payment systems and safety measures, educate the public on energy use and efficient methods, emphasize the protection of electrical infrastructure, promote ethics, and combat bad governance. Updates on infrastructure restoration projects, such as electric infrastructure in war-affected regions, condominium electrification, and distribution network rehabilitation, have been provided. Additionally, EEU has highlighted its commitment to service provision, law enforcement actions, power supply, and the implementation of prepaid metering systems.

The citizen engagement activities carried out by EEU have yielded significant benefits for both the organization and the public. By disseminating information through various media channels, EEU has reached a large audience, informing them about important issues related to electricity services. The awareness created through these initiatives has enhanced a common understanding among stakeholders and contributed to a positive image of the organization. Moreover, the engagement programs have facilitated revenue growth by promoting modern payment systems and encouraging timely bill payment. Safety precautions and awareness have reduced accidents and protected the public from potential hazards. The restoration of electric infrastructure in war-affected regions and other projects has improved the reliability of electricity supply and contributed to community development. Furthermore, the engagement activities have fostered community engagement and stakeholder relations through media forums, meetings, and interviews, enabling EEU to address concerns and gather valuable feedback.

In summary, the citizen engagement activities conducted by the Ethiopian Electric Utility (EEU) through media communication and campaigns have played a crucial role in promoting transparency, trust, and effective service delivery. EEU's diverse communication strategy has successfully reached a wide range of stakeholders, addressing key issues related to public relations, infrastructure restoration, service provision, safety, community engagement, and current concerns. The benefits derived from these programs include enhanced infrastructure protection, revenue growth, improved service usage, common understanding, and a positive public perception of EEU's commitment to serving the Ethiopian community. Please refer to the table below for a summary of all the engagement activities conducted through media

Table 1 : Media Campaign summery report

S.no	Communication Strategy	Main Issues Covered	Number of Repetition	Date/Month	Language	Target Group	Coverage Location	Total Number of People Addressed	Expected Result	Annex/Supporting Document
1	TV and Radio Spots Airing	Public holiday greetings, promotion of modern payment systems and safety, awareness on protecting electrical infrastructure from theft and damage, ethics and combating bad governance, energy-saving methods, importance of timely bill payment.	399 times	July 1, 2022 - May 30, 2023	Amharic	General public, customers, law enforcement bodies	Nationwide	Maximum audience reach	Awareness creation, common understanding, enhanced infrastructure protection, revenue growth	Spots audios, videos, company social media pages, reports, media package agreement
2	Press release	Preparation for public holiday service provision, law enforcement against unethical practices and ill-governance, restoration of electric infrastructure in war-affected regions, condominium electrification, updates on AA distribution rehabilitation project, Six Town rehabilitation, Arusi Negel water project, progress of off-grid projects, etc.	19	July 1, 2022 - May 30, 2023	Amharic	National public, private and online media outlets, company social media followers, customers, general public/non-customers	Nationwide	Wide audience reach	Clarification, common understanding, extensive awareness creation	Emails, company social media pages, website, reports

S.no	Communication Strategy	Main Issues Covered	Number of Repetition	Date/Month	Language	Target Group	Coverage Location	Total Number of People Addressed	Expected Result	Annex/Supporting Document
3	Media Interviews	New connection criteria, modern payment systems, infrastructure theft, restoration of electric infrastructure in Amhara, Tigray, and other regions, law enforcement actions, power supply, distribution networks rehabilitation, prepaid metering system procedures, all-over service provision, etc.	75 interviews	July 1, 2022 - May 30, 2023	Amharic	National public, private and online media outlets, urban and rural customers, general public/non-customers	Nationwide	Maximum audience reach	Common understanding, effective electric service usage, revenue growth, enhanced infrastructure protection from the public	Twitter, Telegram, media monitoring reports
4	Website	Safety precautions, rehabilitation projects' status, impact of theft on electric infrastructure, ethics, rural electrification access, modern payment methods, media forum stakeholder meetings, infrastructure restoration, etc.	28 articles	July 1, 2022 - May 30, 2023	Amharic, English	Partners, urban literate customers, literate non-customers, private companies	Nationwide	Maximum audience reach	Service usage, common understanding, in-depth knowledge	Company website page, reports

S.no	Communication Strategy	Main Issues Covered	Number of Repetition	Date/Month	Language	Target Group	Coverage Location	Total Number of People Addressed	Expected Result	Annex/Supporting Document
5	Social media posts	Current issues, power interruption notices, public holiday greetings, power saving methods, awareness on electrical safety, promoting modern bill payment systems, ethics, rehabilitation, off-grid technology, etc.	Facebook (468), Twitter (135), Telegram (488), YouTube (31), Art of designed works (173)	July 1, 2022 - May 30, 2023	Amharic, English	Media outlets, partners, urban literate customers, literate non-customers, private companies, Smart Mobile subscribers	Nationwide	10,640,000 reach	Positive company image, common understanding, wide awareness, effective usage of EEU service, enhanced infrastructure protection	Company social media pages, reports, designed works

S.no	Communication Strategy	Main Issues Covered	Number of Repetition	Date/Month	Language	Target Group	Coverage Location	Total Number of People Addressed	Expected Result	Annex/Supporting Document
6	Audio - Visual Works	Forums, stakeholder meetings, internal meetings, interviews, electric distribution lines, solar projects, current issues, etc.	239	July 1, 2022 - May 30, 2023	-	Media outlets, social media users, customers, internal employees, publication readers	Nationwide	Every reader	Visualization	Pictures, videos, company social media pages, website, reports, documentation
7	Audio - Visual Works	Forums, stakeholder meetings, internal meetings, interviews, electric distribution lines, solar projects, current issues, etc.	239	July 1, 2022 - May 30, 2023	-	Media outlets, social media users, customers, internal employees, publication readers	Nationwide	Every reader	Visualization	Pictures, videos, company social media pages, website, reports, documentation

4.1. Media Campaign Overview

The media landscape has become increasingly diverse and dynamic, with various strategies and platforms being utilized to reach a wide audience. A comprehensive media campaign involves a combination of different types of media campaigns and strategies, tailored to specific regions and target demographics. In a recent analysis of media campaigns in Ethiopia, several key media types and their respective coverage were examined across different regions. These included TV and radio spots, documentaries, press conferences, press releases, media interviews (broadcast, print, and online), TV programs, website articles, social media platforms (Facebook, Twitter, YouTube, Telegram), audio-visual works, and media monitoring and news coverage. Each of these mediums played a crucial role in disseminating information, promoting awareness, and engaging with the public. This article aims to review the media campaign data and provide an overview of the statistics across the various regions in Ethiopia.

No	Type of Media Campaigns/ strategies	Head Office	Oromia	Amhara	Harar	Dire dawa	Benshangul Gumuz	Sidama	SNNPR	Addis Ababa	Gambella	Afar	Somali
1	TV and Radio Spots d Total Airing Redundancy	399 times	10	3	90	7	11	5	31	16			
2	Documentary			2				1	1	1			
3	Press Conference	2			1	4	8	2	2	1			
4	Press Release	20	1		10	1	1	2	5	1			
5	Media Interviews - Broadcast	49	11	19	6	2	8	12	12	189			
6	Media Interviews - Print	14	0	7	11		0	-	2	3			



No	Type of Media Campaigns/ strategies	Head Office	Oromia	Amhara	Harar	Dire dawa	Benshangul Gumuz	Sidama	SNNPR	Addis Ababa	Gambella	Afar	Somali
7	Media Interviews - Online	13	3	8	25		0	1	-				
8	TV Programs	9	0	4	2		1	5	1				
9	TV studio panel discussion	0	0	0	0		0	-	-				
10	Website - posted Articles	28	0	0	60	101	0	0	-				
11	Social Media - Facebook	468	155	181	60	107	65	93	202	360			
12	Social Media - Twitter	135							-	20			
13	Social Media - YouTube	31							-				
14	Social Media - Telegram	488	155	181	5		48	214	290	360			
15	Audio – Visual Works	239	30	60	14		17	38	41	7			
16	Media Monitoring and news coverage - Broadcast	318	15	3 Media per day	9		25	2	32	8			

No	Type of Media Campaigns/ strategies	Head Office	Oromia	Amhara	Harar	Dire dawa	Benshangul Gumuz	Sidama	SNNPR	Addis Ababa	Gambella	Afar	Somali
17	Media Monitoring and news coverage – Print	46	5	1 Media per day	32	107	1	0	1	3			
18	Media Monitoring and news coverage - Online	445	3	5 Media per day		7	9	5	-	5			

The media campaign data reveals an interesting pattern in the level of engagement across different regions in Ethiopia. While some regions, such as Oromia, Amhara, Harar, Benshangul Gumuz, Sidama, Dire Dawa, Addis Ababa, and SNNPR have actively participated in various media strategies, including TV and radio spots, press conferences, and media interviews, other regions have shown limited involvement. Unexpectedly, Somali, Afar and Gambella have had no engagement in the media campaigns.

One notable observation is that the head office level, located in Addis Ababa, still in charge of a significant portion of the media campaigns. This centralized approach is evident in the high number of TV and radio spots, press releases, media interviews (broadcast,

print, and online), website articles, social media posts on Facebook and Twitter, audio-visual works, and media monitoring and news coverage. It appears that the head office takes the lead in ensuring extensive media coverage and redundancy across different platforms.

However, this centralization raises concerns about the level of active engagement from other regions. Some regions show minimal participation or no reported activities in certain media categories, such as documentaries, TV studio panel discussions, and social media platforms like YouTube and Telegram. This discrepancy suggests that there may be a need for greater regional involvement and coordination in media campaigns to ensure a more comprehensive and inclusive approach to information dissemination and public engagement.

In summary, while the head office level in Addis Ababa has played a crucial role in orchestrating and implementing a wide range of media campaigns, the data suggests that some regions in Ethiopia are not actively engaging the public through various media strategies. Addressing this discrepancy and fostering regional participation could enhance the effectiveness and reach of media campaigns, ultimately ensuring a more inclusive and comprehensive communication approach throughout the country.

4.2. Publications

The Ethiopian Electric Utility (EEU) has implemented a comprehensive range of publication initiatives to achieve multiple objectives. These initiatives are designed to generate awareness, enhance the visibility of the EEU brand, and facilitate meaningful information dissemination to the target audience. The assortment of publications encompasses diverse mediums such as Addis Zemen newspaper articles, promotional materials, banners, billboards, magazines, brochures, flyers, and posters. These publications cover a wide array of topics including rehabilitation programs, customer responsibilities, safety measures, new connection procedures, updates on EEU's billing systems, and more. By leveraging a diverse range of communication channels and publications, the EEU effectively cultivates its image and ensures widespread awareness among its stakeholders.

Table : EEU publications

Sno	Communication Channel	Date of Publishing	Types of Publication	Main Issue Covered	Language	Publication Copies	Expected Result
1	Addis Zemen Newspaper	Every 15 days	10	Rehabilitation programs, customers responsibility, theft prevention, safety measures, EEU new billing systems (E-payment Systems)	Amharic	25,000 copies	Creating awareness regarding rehabilitation programs, customers responsibility against corruption, theft on electric infrastructure, customers Safety and promoting EEU new billing systems (E-payment Systems)
2	Addis Zemen Newspaper	Oct. 8, 2022	2	Holiday wishes, E-payment system, proper usage of electric energy	Amharic	25,000 copies	Image building and creating awareness
3	Promotion & Branding Materials	Sept. & Oct. 2022	1	Table Calendar, Diary, Post Card, Spiral Notebook, Press Kit Folder, Chest Pin, Flag Outdoor, Indoor Flag	Amharic & English	Various quantities	Image building, promoting EEU, and creating brand awareness



Sno	Communication Channel	Date of Publishing	Types of Publication	Main Issue Covered	Language	Publication Copies	Expected Result
				with Stand, Table Flag with Stand			
4	Banners	Starting from July	48	Holiday messages for different events	Amharic	48	Image building and creating awareness
5	Roll Up Banners	Starting from July	15	Exhibition banners for different events	Amharic & English	15	Image building and creating awareness
6	Billboards	August	2	EEU Future Technology Center	English	2	Image building and creating awareness
7	Annual Magazine	Sep-22	2	EEU annual performance, EEU 3-year strategy, ethics, technology, safety, good governance, media monitoring, HIV issues and other issues	Amharic	3,000 copies	Image building and creating awareness
8	Brochure	Sep. & Nov. 2022	3	Ethics, White Ribbon Day & EEU Technology Center	Amharic	3,000 copies	Image building and creating awareness
9	Flyer	Nov. 2022	1	Ethics	Amharic	3,000	Creating awareness



Sno	Communication Channel	Date of Publishing	Types of Publication	Main Issue Covered	Language	Publication Copies	Expected Result
						copies	
10	Poster	Sep. & Nov. 2022	1	White Ribbon Day	Amharic & English	30	Creating awareness

5. Forums - Internal and External

A) Annual Forums Organized by EEU Head Office

The Electric Utility Company (EEU) conducts two types of annual forums to engage both internal and external stakeholders. The internal forum, coordinated by the head office, consists of the annual general meeting of senior management, heads, and managers at all levels of the hierarchy. This forum focuses on discussing the annual plan, evaluating performance reports, and providing refreshment trainings on topics such as leadership, attitudinal change, and customer handling. This year, the program took place in Adama and saw the participation of 875 males and 75 females, totaling 950 attendees. The primary objective of this forum is to create awareness and common understanding of EEU operations and projects, while also maximizing internal commitment to achieve EEU's targets.

Furthermore, managers who received training in the above-mentioned sessions also organize separate meetings with their respective employees. These meetings focus on communicating directives related to the annual plan, performance reports, and current organizational and national issues. The reported attendance for this meeting was 1,538 individuals, comprising 903 males

and 635 females. Similar to the internal forum, the purpose of these meetings is to raise awareness and foster a shared understanding among employees.

EEU head office communication directorate also organizes an external forum called the Media and Communication Forum, which brings together stakeholders from outside the organization. Held on Tikimt 28/2015 E.C., this forum had a participation of 85 individuals, including 65 males and 20 females. The main objectives of this forum are to increase awareness and promote a common understanding of EEU operations and projects, as well as to garner support from external stakeholders. Additionally, EEU conducted a workshop for members of the parliament's standing committee who oversee EEU's activities. The aim of the workshop was to raise awareness among committee members and inform them about the required support.

In addition to these forums, EEU utilizes SMS messages as a means of communication. These messages are sent to 25,000 EEU employees and 4.3 million EEU customers. The content of these messages covers various topics, including current issues, public holiday greetings, power outage alerts, power-saving methods, electrical safety awareness, protection of infrastructure from theft and damage, prevention of power theft and loss, importance of timely bill payment, promotion of modern bill payment systems, ethics promotion, combating ill-governance, rehabilitation, and modern payment methods. The SMS campaign ran from July 1, 2015, to Hidar 30, 2015, with the expected outcomes including a positive company image, a common understanding among employees and customers, widespread awareness, effective utilization of EEU services, and improved protection of infrastructure against vandalism and theft.

B) Regular Decentralized customer Forums

The Ethiopian Electric Utility (EEU) regularly organizes public forums as part of its citizen engagement program. The Addis Ababa region has been particularly successful in consistently improving the conduct of these forums in a timely manner. These forums are organized at the regional, district, and customer service levels. Other regions, including Oromia, Amhara, SNNPR (Debub), Somali, Southwest, Benishangul, Hareri, and Dire

Dawa, are also actively conducting customer engagement meetings and maintaining the forums initiated by this program.

However, the effectiveness of planning and implementing citizen engagement meetings in most regions is hindered by ongoing security issues. Specifically, in the Gambella region, it was impossible to conduct forums during this reporting period due to security concerns, which posed significant challenges to their successful execution. Additionally, the Tigray region is beyond the scope of this reporting period due to the effects of the ongoing war, and thus, the status of citizen engagement activities in this region is not included in the current assessment.

To gain a comprehensive understanding of regional participation and budget allocation in Ethiopia from July 2022 to June 2023, the table below presents relevant data. It provides insights into the number of male and female participants, the total number of participants, and the allocated budget for each region. Notably, the table reveals significant disparities in participation rates and budget allocations among the regions during the specified period. While certain regions report no participants, others receive substantial budgetary support.

The primary objective of this data presentation is to shed light on the regional dynamics and resource use within EEU throughout the given timeframe. It emphasizes the importance of effective planning and resource allocation to facilitate successful public forums.

Table: Decentralized Public forums

S.No.	Regions	Male Participants	Female Participants	Total	Budget Utilized
1	Oromia Region	6,572	1,965	8,537	2,987,950.00
2	Amhara Region	1,298	145	1,443	51,150.00
3	Addis Ababa Region	571	181	752	51,400.00
4	SNNPR (Debub) Region	335	37	372	151,000.00
5	Somali Region	221	46	257	110,500.00
6	S.West Region	421	17	434	52,322.85
7	Dire Dawa Region	160	52	212	114,937.77
8	Harari Region	87	50	137	13,700.00
9	Benishangul Region	60	0	160	6,000.00
10	Afar Region	49	1	50	5,000.00
11	Sidama Region	30	5	35	3,500.00
12	Gambella Region	0	0	0	0
13	Tigray Region	0	0	0	0
Total		9,804	2,499	12,389	3,547,460.62

EEU conducts public forums with the objective of encouraging effective communication and engagement with its various stakeholders, including customers, employees, and the general public. These forums serve as platforms for exchanging information, addressing concerns, and working towards improvements in service delivery and customer satisfaction. The agenda of these forums revolves around key topics and areas of interest within the EEU's mission to the general public.

During these forums, the EEU provides participants with comprehensive information on various aspects related to customer service. This includes policies, procedures for service provision, customer rights and obligations, EEU's rights and obligations, service standards, as well as new rules, directives, and any limitations or challenges that EEU is

currently facing. The aim is to ensure that participants are well-informed about the company's operations and the expectations from both from EEU as a service provider and from customers and stakeholders.

Conversely, customers are encouraged to actively raise issues and concerns that they would like to see addressed or improved. This provides them with a platform to express their opinions, suggestions, and grievances related to EEU services. These discussions may cover a wide range of topics, including service quality, infrastructure development, power interruptions, ethical concerns, and governance issues.

It is important to note that all the discussions and deliberations during the public forums are carefully monitored and recorded for future reference. This documentation helps the EEU track the progress made on addressing the raised issues and ensures accountability for any commitments made during the forum. By keeping a record of these discussions, the EEU can demonstrate transparency, track improvement efforts, and ensure that the concerns and expectations of both customers and stakeholders are duly considered and acted upon.

Overall, the EEU's public forums serve as a valuable platform for open dialogue, knowledge sharing, and collaboration, with the ultimate goal of improving service delivery, customer satisfaction, and the overall efficiency of the Ethiopian electric utility sector.

6. Customer Centric Trainings

Electricity Utility Company (EEU) has taken significant measures to improve its employees' ability to deliver customer-centric services through a series of training programs conducted throughout the year. These training programs can be categorized into eight different modules, each addressing specific areas of expertise.

In Module 1, EEU conducted multiple rounds of training on customer service, including proficiency in meter sealing systems. This comprehensive training package covers various aspects to enhance customer service, meter sealing system proficiency, business ethics, and management skills. Employees undergo repeated training sessions to become proficient in meter sealing systems, ensuring accurate measurements. The customer service training programs focus on developing a customer-centric mindset, effective communication techniques, conflict resolution strategies, and building strong customer relationships.

Additionally, specialized modules emphasize the intersection of customer service and ethics, highlighting efficient business processes, ethical practices, and customer satisfaction. Managers receive targeted training in customer service management, leadership, and decision-making, empowering them to oversee and optimize customer service operations. By integrating these training initiatives, the organization aims to equip its workforce with the necessary skills and mindset to deliver exceptional customer service while ensuring compliance and operational efficiency in distribution activities.

EEU also recognizes the significance of customer service and has developed a comprehensive training program called "Customer Service Mindset Training." This program is specifically designed for senior management, regional district and customer service level heads, and managers at EEU. The training aims to cultivate a customer-centric mindset among participants, emphasizing the importance of customer satisfaction and engagement. By enhancing their understanding of customer needs and expectations, EEU employees can provide personalized and efficient service experiences. In addition to these training programs, EEU offers various other initiatives such as CRM (Customer

Relationship Management) training and mentorship programs for female leaders. These programs collectively contribute to building a skilled and customer-oriented workforce within EEU.

Module 2 focused on project management and ERP (Enterprise Resource Planning) systems. EEU provided training on effective project management and various aspects of ERP systems. The training aimed to equip employees with the necessary skills to manage projects efficiently and utilize ERP systems for data analysis and information management.

Module 3 covered performance management and competency-based training. EEU conducted training sessions on the competency-based performance system and performance management to ensure employees can fulfill their duties efficiently and effectively. These training programs were repeated multiple times and had a duration of three days.

Module 4 concentrated on procurement and record management. Training sessions were conducted to enhance employees' understanding of procurement processes, including the acquisition of goods and non-consultant services. Additionally, record management training aimed to improve employees' skills in organizing and maintaining records. The duration and repetition of these training sessions varied throughout the year.

Module 5 prioritized smart network distribution management. EEU organized two rounds of training on smart network distribution management, targeting its engineers. These sessions aimed to enhance their knowledge and skills in managing smart distribution networks.

Module 6 centered on communication and leadership skills. EEU conducted various training programs in this area, including personal development and communication skills, leadership and communication management, effective communication and news writing, and presentation skills. The goal was to equip employees with the necessary communication and leadership skills to effectively interact with customers.

Module 7 covered occupational health and safety training. EEU conducted training sessions on OHS and related topics to ensure a safe working environment for its employees.

Lastly, Module 8 focused on HR and employee development. EEU organized training programs on various HR-related topics, including hiring, discipline and grievance committees, developing corporate business cultures, leadership, contract administration, HIV prevention, and training of trainers. These sessions aimed to enhance employees' knowledge and skills in HR, fostering a conducive work environment.

Through these comprehensive training programs, EEU has made significant investments in improving its employees' capacity to provide customer-centric services. By focusing on customer service, project management, competency-based training, procurement, smart network distribution management, communication and leadership skills, occupational health and safety, and HR and employee development, EEU remains committed to continuously improving its service quality and customer satisfaction. The following detail list further outlines the key areas covered in these training programs:

By equipping its workforce with these vital skills, EEU strives to provide exceptional customer service and maintain its commitment to customer satisfaction.

**Table: Detail Annual Training Report**

S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
1	July 11-16 , 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	3	7	10	5,200
2	July 14-16, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	1	9	10	5,200
3	July 19-21, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	2	8	10	5,200
4	July 22 -25, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	0	10	10	5,200
5	Aug. 1-3, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	3	12	15	7,800
6	Aug.4-7, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	4	11	15	7,800
7	Aug. 8-10, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	1	14	15	7,800
8	Aug. 12-14, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	0	15	15	7,800
9	Aug. 16-18, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	2	13	15	7,800
10	Aug. 19-21, 2022	Meter sealing System training	ERP	All regions ICT & PLW heads	ERP (PO office)	3	3	12	15	7,800
11	Aug. 15-17	competency based performance system	CHERO	d/f managers	compensation	3	12	40	52	27,040
12	Aug. 29- sep. 2/2022	Project Management round 1	EMI	Project Management Portfolio	EMI	5	5	38	43	26,000
13	Sep. 6-9/2022	Project Management round 2	EMI	Project Management Portfolio	EMI	5	5	38	43	26,000



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
14	Sep. 15, /2022	Customer service, mind setup Training	external	ALL EEU CEO & Managers	Adama	1	120	680	800	416,000
15	Oct. 5-12 /2022	CRM	ERP	ALL region	PO	5	4	6	10	3,070
16	Oct. 12-13 /2022	CRM	ERP	ALL region	PO	2	3	7	10	2,743
17	Oct. 11-14 /2022	Mentorship	EMI	All EEU, females leaders	Adama	4	59	0	59	16,640
18	Oct.17-21/2022	ERP E.M round 1	ERP	Distribution Heads	ERP (PO office)	5	5	20	25	30,680
19	Oct.24-28/2022	ERP system training round 1	ERP	Procurement staffs	ERP (PO office)	5	3	12	15	26,000
20	Nov.4/2022	GVB	External	EEU, Managers	Mexico club	1	13	9	22	6,754
21	Nov. 31-4/2022	ERP system training round 2	ERP	Procurement staffs	ERP (PO office)	5	5	10	15	4,605
22	Nov.7-11/2022	ERP E.M round 2	ERP	Distribution Head	ERP (PO office)	5	7	18	25	7,675
23	Nov.14-18 /2022	ERP E.M round 3	ERP	Distribution Head	ERP (PO office)	5	10	15	25	11,440
24	Nov. 21-Des 3/2022	Procurement of Goods & noon Consultant Service & Procurement Work	EMI	Project Portfolio Procurement Managers & Staffs	D/Z EMI	13	3	7	10	14,180
25	Nov.21-25 /2022	ERP E.M round 4	ERP	Distribution Head	ERP (PO office)	5	4	21	25	7,675
26	Nov.24/2022	WEB SITE	Internal	EEU Staffs	Mexico club	1	1	8	9	2,763
27	Nov.15-17 /2022	Performance Management System Competency Based Training	HR, Compensation	Sidama region	Hawassa	3	3	35	38	38,000



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
28	Nov. 21-23/2022	Performance Management System Competency Based Training	HR, Compensation	Debu region	Hawassa	3	3	35	38	38,000
29	Nov.30-Des. 3/2015	ERP Safety modules	ERP	EHS, Managers	ERP (PO office)	4	5	13	18	5,526
30	Des. 8 to 10/2022	ERP reporting system	ERP	HR, Organization office staffs	ERP (PO office)	3	4	3	7	2,149
31	Des. 5-17/2022	Procurement of Goods & none Consultant Service & Procurement Work	EMI	Project Portfolio Procurement Managers & Staffs	D/Z EMI	13	2	8	10	24,000
32	December 8- 9/2022	HR, Insurance & Different HR, Format Training	HO, HR, Demonstration Office	EEU all, HR, Staffs	Mexico Club	2	13	27	40	12,280
33	December 6 to 8/2022	Performance Management System Competency Based Training	HR, Compensation	Bahir Dar Region	Bahir Dar	3	3	25	28	28,000
34	Des.12 to 16/2022	Customer service, Training	A.A Region	A.A Customer Service Head	Mexico Club	5	7	28	35	10,745
35	Des. 14 -16/2022	Performance Management System Competency Based Training	HR, Compensation	Dire dawa region	Deradawa	3	8	16	24	24,000
36	Des. 19-31/2022	Procurement of Goods & noon Consultant Service & Procurement Work	EMI	Project Portfolio Procurement Managers & Staffs	D/Z EMI	13	3	12	15	37,500



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
37	Des. 19-21/2022	Performance Management System Competency Based Training	HR, Compensation	Harer Region	Hareri	3	7	15	22	22,000
38	Des. 26-28/2022	Customer service, Training	A.A Region	A.A. R Customer Service	Mexico Club	3	10	17	27	3,070
39	Des. 29-31/2022	Smart Network Distribution Mgt R 1	Distribution	EEU Engineers	Mexico Club	3	7	35	42	12,894
40	January 4 to 6/2023	Smart Network Distribution Mgt R 2	Distribution	EEU Engineers	Mexico Club	3	0	23	23	7,061
41	January 20 to 22/2023	Problem Solving Skill	External	EEU	Hilton Hotel	3	0	3	3	7,500
42	Jan. 10-12/2023	EAM Modules	ERP	Garage & Transport	PO	3	1	4	5	1,535
43	Jan. 23-27 2023	EAM Modules	ERP	Diesel, Facility, ICT, Sub- Transmission & Pole Production Maintenance Teams	PO	5	3	11	14	4,398
44	Jan. 24-26 2023	Social Media & Business Communication	External	EEU	Hilton Hotel	3	0	3	3	7,500
45	Feb.1 to 3/2023	Negotiation Skill & Control Mgt	External	EEU	Hilton Hotel	3	0	3	3	7,500
46	Feb. /2023	EAM Modules	ERP	pool Service	PO	5	2	10	12	3,684
47	Feb. /2023	EAM Modules	ERP	Marketing	PO	5	4	11	15	4,605
48	Feb. /2023	OHS and form related Topic	EMI	OHS	Dbrezeyt (EMI)	5	3	17	20	50,000
49	Feb. /2023	stata modules	ERP	EEU	PO	5	4	16	20	6,140
50	Feb. /2023	Data Analysis	EMI	Planning Staffs	EMI	5	6	14	20	28,360



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
51	Feb. 8-9/2023	Performance Management System Competency Based Training	Compensation & Benefit	W/A/A/D	Mexico Club	2	22	33	55	16,885
52	Feb. 10-11/2023	Performance Management System Competency Based Training	Compensation & Benefit	H.O call center	Mexico Club	2	6	11	17	5,219
53	Feb. 13 to 25/2023	Procurement of Goods & noon Consultant Service & Procurement Work	EMI	Project Portfolio Procurement Managers & Staffs	D/Z EMI	13	2	13	15	37,500
54	Feb. 14 to 18/2023	Record Management	External	EEU ALL, Record office Staffs	Mexico Club	5	4	10	14	4,298
55	Feb. 15-17/2023	Customer Service Management Training	EEU	Oromiya R. Finfine Zuriya C,S,H	EMI	3	0	29	29	41,122
56	Feb. 16-17/2023	Developing Corporate Business Cultures	External	EEU	Hilton Hotel	2	0	3	3	7,500
57	Feb. 24 & 20/2023	Performance Management	External	EEU	Hilton Hotel		1	2	3	7,500
58	Feb. 27-March 6 /2023	ERP	ERP	Adel on group project office	ERP (PO office)	5	2	14	16	4,912
59	March 7-9/2023	Distribution system operation	Distribution office	A.A Region, DistrICT & Service center Distribution Team Leaders	Mexico Club	3	8	20	28	8,596
60	March 9-10/2023	GIS (ERP)	PO	Adel on group project office	PO	2	4	12	16	4,912



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
61	March 20-22/2023	Customer Service, Distribution & Ethics Round 1	HO & Oromia Region	Oromia Region Customer service Managers & Team leaders	Adama	3	4	61	65	97,500
62	March 23-25/2023	Customer Service, Distribution & Ethics Round 2	HO & Oromia Region	Oromia Region Customer service Managers	Adama	3	5	60	65	97,500
63	March 27-29/2023	Customer Service, Distribution & Ethics Round 3	HO & Oromia Region	Oromia Region Customer service Managers	Adama	3	2	64	66	99,000
64	April 03- 05/2023	Customer Service, Distribution & Ethics Round 4	HO & Oromia Region	Oromia Region Distribution Team leaders	Adama	3	26	46	72	108,000
65	March 30- April 01/2023	Customer Service, Distribution & Ethics Round 5	HO & Oromia Region	Oromia Region Customer service Managers	Adama	3	6	76	82	123,000
66	March 27- April 01/2023	Personal Development & Communication Skills (MM) Round 1	EMI	EEU, Gender Office Staffs	Adama	6	12	8	20	30,000
67	March 27- April 01/2023	Personal Development & Communication Skills (MM) Round 2	EMI	EEU, Gender Office Staffs	Adama	6	19	7	26	39,000
68	March 20- 23/2023	Hireling, Discipline& Grievance committees	HO	Oromia Region Committees Members	Adama	4	6	41	47	70,500
69	March 13-15/2023	Distribution Network Design	PMO Engineering	Adel on group project office	Mexico Club	3	2	14	16	4,912



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
70	March 13-17/2023	Performance Audit	EMI	Audit Department	EMI	5	6	14	20	28,360
71	March 13-15/2023	Customer Service, Distribution & Ethics	H.O & Region	Sidama & SPNN Region Customer Service Head,	Hawassa	3	5	55	60	60,000
72	March 16 -18/2023	Customer Service, Distribution & Ethics	H.O & Region	Sidama & SPNN Region CRM Staffs	Hawassa	3	8	53	61	61,000
73	March 20-22/2023	Customer Service, Distribution & Ethics	H.O & Region	Sidama & SPNN Region Customer Service Team Leder	Hawassa	3	6	54	70	60,000
74	March 23-25/2023	Customer Service, Distribution & Ethics	H.O & Region	Sidama & SPNN Region Distribution Team Leader	Hawassa	3	3	58	61	61,000
75	March 20-23/2023	Hireling, Discipline& Grievance committees	EEU	A.A Region Committees	Mexico Club	4	5	34	39	11,973
76	March 27-28/2023	BW/BI	ERP	Planning Staffs	PO	2	2	9	11	3,377
77	March 29-30/2023	BW/BI	ERP	Planning Staffs	PO	2	2	8	10	3,007
78	Mar.31-April 01/2023	BW/BI	ERP	Planning Staffs	PO	2	2	10	12	3,684
79	March 27-29/2023	Customer Service, Distribution & Ethics	H.O	Oromia Region Distribution Team leaders	Mexico Club	3	3	42	45	13,815
80	March 30- April 1/2023	Cyber Security, Prepaid System & Radio Connection System	INSA	EEU ALL, ICT Managers & Directors	Mexico Club	3	6	61	67	20,569



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
81	March 27-31/2023	Quality Management System (QMS) 9001	External	Corporate Working Flow System Group	Mexico Club	5	7	23	30	9,210
82	April. 4-8/2023	Graphics Design Layout Video Editing & Photo Editing	EPD(Ethiopian Press Derjet)	All EEU, PR managers & Professionals Staffs	Soramba hotel	5	1	17	18	238,000
83	April. 4-7/2023	Hireling, Discipline & Grievance committees	EEU	A.A Region & HO HR & D/t Committees	Mexico Club	4	20	32	52	15,964
84	April,24-26/2023	Customer Service Mgt & Attitude	EEU	Oromiy Region Customer Service team Leader	Adama	3	10	50	60	90,000
85	April,27-29/2023	Customer Service Mgt & Attitude	EEU	Oromiy Region Customer Service Teame Leader	Adama	3	12	28	40	60,000
86	April,25-29/2023	Customer service & Distribution & GG	EMI	New Call center staffs	EMI	5	19	22	41	58,138
87	April.25-28/2003	Hireling, Discipline& Grievance committees	EEU HR	Sidama & SPNN Region COMMETES	Hawassa	4	8	38	46	64,400
88	May 2-4/2023	SAP ERP Round 1	ERP	New Call center staffs	PO	3	4	16	20	6,140
89	May 2-15/2023	Wood work Finishing Training	Mertamanet Mashshaya	Work shop (Wood work Staffs)	Mexico Club	10		7	7	21,490
90	May2-4/2023	Effective Communication ,Basic News Writing & News Media Mgt	AAU	EEU Public Relation Managers & Staffs	Mexico Club	3	1	17	18	16,578
91	May 8-10/2023	SAP ERP Round 2	ERP	New Call center staffs	PO	3	4	16	20	18,420



S.N	Month	Training Program Name	Trainers	Trainees in Brief	Training Location Venue	Training Duration (Dates)	Trainees			Estimated Training Cost
							Female	Male	Total	
92	May 24-25/2023	Internal Audit & Internal Control	Agency Françoise De De Development	Internal Audit	Hilton Hotel	2	1	4	5	25,000
93	May 15-19/2023	Leadership & Contract Administration	Outsourcing Office	EEU, Outsourcing Staffs & Managers	Mexico Club	5	7	31	38	58,330
94	April 24- 29/2023	Personal Development & Communication Skills (MM) Round 3	EMI	ALL Department PEROFATIONAL	Adama	6	15	11	26	234,000
95	May 8-13/2023	Personal Development & Communication Skills (MM) Round4	EMI	ALL Department PEROFATIONAL	Adama	6	14	12	26	234,000
96	April 6-11/2023	Leadership & Communication MGR	EMI	Communication Managers & Staffs	Adama	5		15	15	112,500
97	May 16-18/2023	HIV Prevention Training	External	EEU, D/Tt staffs	Adama	3	49	54	103	463,500
98	May 18-19/2023	Reporting Writing & Presentation	External	Planning, POM & HR Managers	Hilton Hotel	2	1	5	6	30,000
99	May 29- Jun 2/2023	Training of Trainers (TOT)	EMI	EEU, Trainers	Mexico Club	5	5	22	27	41,445
100	May 29- Jun 2/2023	Customer Service	Internal	Call Center	Mexico Club	5	23	42	65	99,775
101	Jun 7-8/2023	Asset Mgt	External	Finance Team	Hilton Hotel	2	3	2	5	25,000
102	Jun 8-9/2023	Distribution Training	Internal	D/t Staffs	Mexico Club	2	9	62	71	108,985
103	Jun 5-7/2023	ICT R1	ICT	New Call center staffs	Head Office	3	6	14	20	18,420
104	Jun 8-10/2023	ICT R2	ICT	New Call center staffs	Head Office	3	5	15	20	18,420
105	Jun 12-14/2023	ICT R3	ICT	New Call center staffs	Head Office	3	7	13	20	18,420
					Total	410	786	2,914	3,710	4,304,151

7. Grievances Redressal Mechanisms

Ensuring customer satisfaction and effectively addressing their issues require the establishment of efficient grievance redressal mechanisms. This section provides an overview of the progress made in implementing Grievances Redressal Mechanisms (GRM) within the Ethiopian Electric Utility (EEU) across various regions during the reporting period spanning from July 8, 2022, to June 7, 2023. The report aims to evaluate the effectiveness of the grievance redressal process in each regional office during the current year, with a focus on addressing customer issues and ensuring their satisfaction.

1. Addis Ababa Region: With a total of 479,703 customer inquiries registered, it is evident that the Addis Ababa Region receives a high volume of grievances. However, the resolution rate needs improvement, as 70,191 cases remain unresolved. To enhance the grievance redressal process in this region, we should focus on allocating additional resources, streamlining workflows, and providing adequate training to our customer service representatives to handle and resolve customer inquiries more efficiently.
2. Afar Region: In the Afar Region, 5,125 cases out of 8,984 registered inquiries are still unresolved. This indicates a significant gap in the resolution process. To address this, we should consider increasing the staffing capacity in the region and providing targeted training to our customer service teams. Additionally, implementing technology solutions such as a centralized grievance tracking system can help streamline the process and improve resolution rates.
3. Amhara Region: The Amhara Region has made progress in processing 59,155 out of 109,045 customer inquiries. However, with 43,935 cases still unresolved, efforts should be made to reduce the backlog. Allocating additional resources, adopting digital tools for efficient case management, and implementing proactive measures to address customer issues promptly will contribute to enhancing customer satisfaction.
4. Benishangul Region: The Benishangul Region has processed 2,619 out of 5,547 customer inquiries. However, an equal number of cases (2,617) remain unresolved. To bridge this gap, it is crucial to strengthen the grievance redressal process in the region by ensuring adequate staffing, training, and implementing effective escalation procedures to

handle complex cases. Additionally, regular monitoring and reporting on the progress made will help identify bottlenecks and take corrective actions.

5. Dredawa Region: With 7,393 cases processed out of 9,251 registered customer inquiries, the Dredawa Region demonstrates a decent resolution rate. However, 1,644 cases still require attention. To further improve the resolution rate, we should focus on enhancing the skills of our customer service representatives, introducing self-service options for common inquiries, and implementing measures to reduce response and resolution times.
6. Gambella Region: The Gambella Region has addressed 1,592 out of 3,504 customer inquiries, leaving 1,780 cases unresolved. This region requires increased attention and resources to handle customer grievances effectively. It is important to assess the staffing levels, provide additional training where needed, and implement performance tracking systems to ensure accountability and timely resolution of customer inquiries.
7. Hareri Region: While the Hareri Region has processed 10,301 out of 11,773 customer inquiries, the number of unresolved cases (1,149) indicates room for improvement. This region can benefit from adopting best practices observed in other regions, such as implementing digital tools for case management, sharing knowledge and expertise among customer service teams, and conducting regular customer satisfaction surveys to identify areas of improvement.
8. Oromia Region: The Oromia Region faces a significant challenge with 87,815 unresolved cases out of 141,667 registered customer inquiries. To address this backlog, the region needs to allocate additional resources, both in terms of staffing and technology infrastructure. Streamlining the grievance redressal process, implementing efficient case routing mechanisms, and leveraging data analytics for proactive issue identification will contribute to reducing the number of pending inquiries.
9. Somali Region: The Somali Region has processed 3,121 cases out of 8,381 customer inquiries. However, a considerable number of 5,104 inquiries remain unresolved. To ensure timely resolution of customer concerns, it is important to improve the efficiency of the grievance redressal process in this region. This can be achieved through targeted training programs, adopting automated case management systems, and implementing clear escalation paths for complex cases.

10. Southern Region: The Southern Region has made progress by processing 19,168 out of 60,057 customer inquiries. However, a high number of 39,449 cases are still unresolved. The region should focus on enhancing the resolution rate by implementing customer feedback mechanisms, conducting root cause analyses to identify recurring issues, and proactively addressing them. Additionally, continuous monitoring and performance evaluation of customer service representatives will help improve the overall grievance redressal process.
11. Tigray Region: Due to the ongoing circumstances and operational challenges in the Tigray Region, the customer service and grievance redressal system are currently not operational. It is important to closely monitor the situation and liaise with relevant authorities to ensure the resumption of customer service operations as soon as possible. Once the services are restored, collecting updated information on customer inquiries, processing completions, unresolved cases, and cancellations/rejections will be essential to reestablish the grievance redressal process effectively.
12. Sidama Region: The Sidama Region has achieved progress by processing 6,730 out of 9,122 customer inquiries. However, 2,244 inquiries still remain unresolved. Continuing efforts to improve the resolution rate, such as providing comprehensive training to customer service representatives, implementing effective communication channels, and setting clear targets for case resolution, will contribute to better customer satisfaction in this region.
13. South West Region: In the South West Region, 528 out of 1,268 customer inquiries are unresolved. To address this gap, the region should focus on enhancing its grievance redressal mechanisms. Implementing customer self-service options, enhancing communication channels, and investing in technology solutions can contribute to resolving inquiries promptly and improving customer satisfaction.

In summary, effective grievance redressal is essential for ensuring customer satisfaction in all regions of Ethiopia. While some regions have made progress in resolving customer inquiries, others face challenges in addressing a significant number of unresolved cases. Allocating resources, implementing efficient strategies, and improving the resolution rate are crucial steps to enhance the overall grievance redressal process and meet customer

expectations. By closely monitoring the progress in each region and implementing targeted solutions, we can bridge the gaps and ensure a higher level of customer satisfaction. Below is the detail table that shows all regions and districts performance on GRM

ተ/ቁ	Region/ Region	Name of Districts	Total registered Customer inquires	Process Completed	Unsolved	Cancelled/ Rejected
1	Addis Ababa Region	Total Addis Ababa Region	479,703	394,108	70,191	15,404
1.1.	Addis Ababa Region	East Addis Ababa District	155,842	119,602	31,880	4,360
1.2.	Addis Ababa Region	South Addis Ababa District	102,348	77,333	21,410	3,605
1.3.	Addis Ababa Region	West Addis Ababa District	133,197	117,052	12,223	3,922
1.4.	Addis Ababa Region	North Addis Ababa District	88,316	80,121	4,678	3,517
2	Afar region	Afar region	8,984	3,499	5,125	360
3	Amhara Region	Total Amhara Region	109,045	59,155	43,935	5,955
3.1.	Amhara Region	BahirDar District	24,946	10,348	13,870	728
3.2.	Amhara Region	Dessie District	29,386	18,897	8,252	2,237
3.3.	Amhara Region	Gondar District	16,109	9,312	5,998	799
3.4.	Amhara Region	Debre Berhan District	11,021	6,879	3,779	363
3.5.	Amhara Region	Debre Markos District	16,265	9,546	5,297	1,422
3.6.	Amhara Region	Woldia District	11,318	4,173	6,739	406
4	Benishangul	Benishangul	5,547	2,619	2,617	311



ተ/ቁ	Region/ Region	Name of Districts	Total registered Customer inquires	Process Completed	Unsolved	Cancelled/ Rejected
	Region	Region				
5	Dredawa Region	Dredawa Region	9,251	7,393	1,644	214
6	Gambella Region	Gambella Region	3,504	1,592	1,780	132
7	Hareri Region	Hareri Region	11,773	10,301	1,149	323
8	Oromia Region	Total Oromia Region	141,667	49,675	87,815	4,177
8.1.	Oromia Region	Adama District	26,397	5,792	19,800	805
8.2.	Oromia Region	Finfine District	31,161	22,948	6,578	1,635
8.3.	Oromia Region	Shashemene District	16,794	3,066	13,311	417
8.4.	Oromia Region	Charo district	16,430	6,870	9,360	200
8.5.	Oromia Region	Jimma District	11,191	1,274	9,732	185
8.6.	Oromia Region	Nekemete District	13,709	3,407	9,950	352
8.7.	Oromia Region	Ambo District	9,489	2,068	7,190	231
8.9.	Oromia Region	Bale Robe District	8,651	2,072	6,393	186
8.10.	Oromia Region	Mettu District	7,845	2,178	5,501	166
9	Somali Region	Total Somali Region	8,381	3,121	5,104	156
9.1.	Somali Region	Jigjiga District	6,440	1,879	4,451	110
9.2.	Somali Region	Gode District	1,941	1,242	653	46
10	Southern Region	Total Southern Region	60,057	19,168	39,449	1,440



ተ/ቁ	Region/ Region	Name of Districts	Total registered Customer inquires	Process Completed	Unsolved	Cancelled/ Rejected
10.1.	Southern Region	Hawassa District	15,576	6,956	8,122	498
10.2.	Southern Region	ArbaMkinch District	9,380	3,862	5,320	198
10.3.	Southern Region	Hossain District	17,796	2,406	15,131	259
10.4.	Southern Region	Bonga District	5,408	2,596	2,623	189
10.5.	Southern Region	Wolayta District	11,897	3,348	8,253	296
11	Tigray Region	Total Tigray Region	5,951	3	5,933	15
11.1.	Tigray Region	Mekele District	4,430	2	4,415	13
11.2.	Tigray Region	Shire District	1,521	1	1,518	2
12	Sidama Region	Sidama Region	9,122	6,730	2,244	148
13	South West Region	South West Region	1,268	711	528	29
		Total	854,253	558,075	267,514	28,664

8. Consumers Energy Education

The initiative is primarily led by the EEU's Energy Management Directorate, which focuses on improving energy education and promoting energy efficiency among consumers. The directorate recognizes the importance of energy conservation and responsible consumption, and as a result, it has undertaken several initiatives to achieve its objectives. These initiatives include raising awareness about energy issues, implementing pilot projects to test new ideas and approaches, and collaborating with relevant stakeholders such as government agencies, businesses, and the public. By working towards these goals, the directorate aims to enhance energy efficiency and contribute to a sustainable energy future.

I. Creating Awareness on Energy Efficiency and Waste:

One of our primary objectives is to improve consumer awareness regarding the economic benefits and other advantages of energy conservation and efficient utilization. To achieve this, we have developed a comprehensive brochure that emphasizes the importance of energy efficiency and waste reduction. This informative brochure was recently released through Artoot and Print Communications, aiming to reach a wide audience and foster a culture of responsible energy consumption.

II. Implementation of Solar-Water Heater Pilot Project:

In line with our commitment to sustainable energy solutions, we are actively working on the pilot design of a solar-water heater project at our headquarters. The project's goal is to educate customers on the benefits of harnessing solar energy alongside electricity to reduce overall energy consumption. By showcasing this innovative integration, we aim to inspire consumers to adopt eco-friendly practices in their daily lives.

III. Collaboration with the Energy Authority for Energy Efficiency Rating:

To encourage energy-efficient practices among local bread pan manufacturers, EEU have collaborated with the Energy Authority to identify ten (10) manufacturers in the region. Subsequently, EEU have provided their details to the Energy Authority to assess

their energy efficiency performance and assign appropriate ratings. This initiative seeks to incentivize sustainable practices within the manufacturing sector and foster energy-conscious choices among businesses.

9. Hiring Citizen Engagement Consultant

Recognizing the significance of citizen participation and involvement in EEU's operational activities and projects, it is essential to leverage the expertise and guidance of a consultant specialized in citizen engagement. The World Bank, a renowned authority in development and governance, has consistently emphasized the value of engaging consultants to enhance institutional capacity and promote effective citizen engagement practices. By adhering to their recommendation, we aim to strengthen our efforts in promoting active citizen participation, ensuring transparency, and achieving sustainable development outcomes. This report will provide an overview of the progress made in the consultant hiring process, outlining the steps taken and the anticipated benefits to be gained from this strategic decision.

The procurement process through International Competitive Bidding (ICB) did not yield candidates with the requisite experience and expertise in citizen engagement. Recognizing the criticality of securing a highly qualified expert, we decided to explore alternative options by soliciting CVs from individual consultants.

After collecting CVs, a comprehensive evaluation process was conducted, focusing on qualifications, expertise, and relevant experience in citizen engagement methodologies, stakeholder analysis, and participatory decision-making processes.

Currently, the contract negotiation phase has been successfully concluded. On July 4, 2023, the contract with the selected consultant has signed. We have been actively engaged in discussions with the consultant to finalize the terms and conditions of the agreement. The contract aligns with the project's objectives and requirements.

With the contract signed, we promptly preceded with the necessary onboarding procedures for the citizen engagement expert. Our immediate focus was to familiarize them with the

program's goals, objectives, and implementation plans. We provided a comprehensive orientation and established clear lines of communication and coordination with the project team to ensure a smooth integration. At this time the consultant has started the program according to the schedule set in time frame work. The consualtant has summtted the inception report & the existing assessment report. According the schedule the traing is being conducting. The whole report will be finalized in 2024.

