

## PROMOTING ENERGY EFFICIENCY

Consistent with its commitment to sustainability and environmental conservation, **IBERDROLA** considers energy efficiency to be one of the fundamental principles guiding its activities. This is from a triple perspective: as an electricity company, as a supplier, and as a consumer of energy.

**IBERDROLA** as an electricity company: the company strives to optimize energy efficiency by introducing new technology in generation, transmission and distribution of electricity. Among the main measures adopted by **IBERDROLA** are:

1. A balanced generation mix, able to respond to changing situations such as increased fuel costs with a wide range of energy sources, which internalises the cost of CO<sub>2</sub> and meets international and domestic environmental norms.
2. Reduce grid leakage with initiatives such as shorter transmission lines between generation and supply points, by building new substations and increasing the capacity of existing ones, remote control systems to balance supply and transformers with low leakage levels.

**IBERDROLA** as a supplier: the company offers its customers a wide range of products and services that incentivate efficient use of electricity, among them the Green Energy product based on renewable sources and free of emissions.

The company has also launched programmes such as the Green Imprint to reduce CO<sub>2</sub> emissions in the home through simple tips, electronic bulletins for the home and offices to encourage responsible energy use, and the **IBERDROLA** Bus, which travels around the country offering public awareness programme on energy efficiency.

**IBERDROLA** as an energy consumer: its corporate headquarters have intelligent lighting systems, are designed to minimise water consumption and have centralised climate control systems which permit individualised adjustment of hot and cold air.

Finally, the company has made available to its employees a bus transport service at its Madrid, Bilbao and Valencia headquarters. This seeks to reduce individual vehicle use and reduce pollution.

