



WORKGROUP COMMUNICATION

To rethink the role of UCTE in a reformed electricity legislative environment does not imply only to reconsider the scope of operability of a TSO association but also the interrelation within the organization and with the external world in order not to lose the exclusivity for guaranteeing security and reliability of the transmission system.

Considering the increasing numbers of actors and associations in the context of the liberalized electricity market, it is fundamental to show the capability to innovate and diversify services in accordance with the member's needs.

Through adequate and "lived" Communication Policy, WG Communication strengthened the image of the UCTE as Reference Centre for reliability and technical consultancy towards European institutions, market parties and other external stakeholders.

Over the last year the Association has undertaken considerable actions in order to make its day by day work, services, products and actions transparent and visible to all the members. Adequate communication/information platforms were established for UCTE groups, bodies and member companies, ensuring consistent, regular, transparent and reliable information flows within the Association and the coordination of external communication activities.

For UCTE communication, the 2008 year was a year of major events and new projects and services for all members that rewarded and encouraged membership participation and satisfaction.

For the first time in the history of UCTE:

- A Crisis Communication tool was developed and implemented. The brown-out of November 4, 2006 in the UCTE system had as an immediate positive consequence that UCTE started an active process for the definition and implementation of a reliable and professional crisis management system, especially from a communication perspective. The Communication Working group launched an initiative that led to the constitution of a communication and information platform aiming at an effective alert mechanism, as well as a fast, consistent and correct channeling of information and reporting of events in case of major disturbance in the UCTE system. It is important that TSOs share the same basic information about facts and speak with one voice, thus giving proof of their professionalism and coordination capacity. It is also important that the necessary level of confidence be created within parties so that information can be duly shared.

- A Conference on Reliability of Power Grids in Europe was organized. The Conference confirmed a great consensus in the key role of Transmission System Operators in the reliability of the European electricity grid and the achievement of the ambitious 20-20-20 targets of the European Commission. It was underlined that reliability today can only be ensured by system operators, provided that their efforts are backed by a consistent action at the interfaces of system operation, namely by policy-makers, regulators, grid users, and R&D entities. The conference was attended by some 380 participants from 42 countries who actively participated in a broad exchange of views on expectations of all involved parties.

A new concept for UCTE website was implemented with the goal of ensuring the recognition of our association as the reference centre for the TSO industry, as it was recognized that besides the UCTE members as a primary target group, it is indisputable that both media and political representatives need to be supported and informed about any international TSO topic.

