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**From:** [REDACTED]  
**Sent:** 18 October 2018 16:28  
**To:** Future Retail Regulation  
**Subject:** Ofgem's statutory consultation on domestic supplier-customer communications --

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Katherine Harris and Ruth Saunders, Future Retail Regulations

**Re: Statutory consultation: Domestic supplier-customer communications rulebook reforms**

At Pure Planet, a young, app-only renewable energy supplier to the British domestic market, we welcome the proposals made in this consultation.

As a firm which is embracing modern technology to help our members have a more personalised relationship with their energy use, account, and billing information - as well as supporting a low carbon future - we applaud the direction Ofgem is taking, and each of the communications/service enhancements proposed within the consultation.

Principles which encourage innovation and better, more modern consumer experiences are far superior to prescriptive innovation-choking rules.

In particular, we note and welcome your stated aim (p.4):

“Suppliers should have room, and be incentivised, to innovate and improve their communications, so consumers, including those in vulnerable situations, get truly engaging, informative and accessible communications with information tailored to their characteristics and preferences.”

This is the kind of perspective which allows for development of technological, flexible, and adaptive solutions to communications and service, which will help consumers engage with their energy provision much more easily. In turn, we would expect this to lead to more engaged and informed consumers, which can help Britain progress to a more energy efficient culture.

We encourage you to continue to adopt principles-based, outcomes-orientated regulations in a bid to modernise the energy market as swiftly as possible.

You have permission to make this response public.

Yours sincerely

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**Pure Planet**

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