



The Consumer Voice in Europe

Energy consumers in transition

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26 April 2018

- ❑ Bureau Européen des Unions de Consommateurs
- ❑ Established in 1962 by consumer organisations from 6 countries
- ❑ 43 member organisations 31 European countries
- ❑ Mission: promote, defend and represent the interests of EU consumers in the EU Institutions' decision making process



Clear information is essential



You shouldn't need a PhD to understand your energy bill

Will consumers engage?

- What is in it for consumers?
- Are there barriers for consumers to access the market?
- What are the conditions for benefits to materialise?
- How do consumers (really) make decisions?
- How to make sure consumer's privacy is protected?
- Are there alternatives to “old players”?



New opportunity & challenge: Smart, flexible electricity offers

9 consumer principles:

1. Our choice
2. Not just for techies
3. Lower electricity bills
4. Clear information
5. Increase the trust
6. No bill shocks
7. Respect our privacy
8. Contact point in case of problems
9. Interoperable tools



What did we learn from CLEAR 2.0 project

CLEAR = **C**onsumers **L**earn about, **E**ngage with, and **A**dopt **R**enewables (IEE co-funded project) => Clear 2.0 (by Horizon 2020)

Why consumers fall for renewables?

- Lower energy bills
- Better for the environment
- Easier control over energy consumption

What stops them from installing renewables?

- High initial investments
- Changing public policies
- Difficult for tenants

How to overcome barriers?

- Understand consumers and help them make better informed choices
- Accompany the consumer to buy cheaper and smarter (financial incentive, collective purchase, testing)
- Good EU and national energy policy (easy administrative process, grid access, remuneration)

Keys to a consumer-led and affordable energy transition

- 1. Guarantee consumers can easily navigate the energy market** (comparable offers, clear contracts, user-friendly bills, accredited comparison tools, smooth switching, minimum requirements from smart meters)
- 2. Modernise the consumer rights framework** to support consumers' participation in flexible electricity markets and reward consumers for their flexible electricity consumption by making them pay lower energy bills.
- 3. Enable consumers to engage in the energy market** by making it easy for consumers to produce their own electricity, to access the grid and to be fairly remunerated for selling excess electricity they don't consume.
- 4. Ensure effective market surveillance and dispute resolution** by reinforcing powers and enlarging the duties of regulators to respond to new challenges. Breaking the silos is not always easy but is necessary.

Thank you for your attention

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