

# 2025 Annual Plan ACM



The Netherlands Authority for Consumers and Markets (ACM) ensures that markets work well for all people and businesses, now and in the future, and has societal impact, particularly on the energy transition, digital markets, and the sustainability transition, by actively engaging with the outside world as a mission-driven, authoritative, agile, and cost-conscious regulator.

Goals	Strategies	Measures
<p><b>Well-functioning markets</b></p> <ul style="list-style-type: none"> <li>• People and businesses know what their rights and obligations are and act accordingly.</li> <li>• Businesses do not harm anyone with illegal or undesirable practices that impede the well-functioning of markets, now or in the future.</li> </ul> <p><b>Societal impact and mission-driven</b></p> <ul style="list-style-type: none"> <li>• All of ACM's efforts are aimed at realizing its mission, and particularly the below objectives.</li> <li>• The transition to sustainable energy in the Netherlands is accelerated, and everyone can take part in it.</li> <li>• People and businesses are able to navigate digital markets with confidence.</li> <li>• People's confidence in businesses undergoing a meaningful sustainability transition is bolstered.</li> </ul> <p><b>Authoritative</b></p> <p>ACM is known as an independent, approachable, and professional regulator that aims to ensure that markets work well.</p> <p><b>Agile and cost-conscious</b></p> <ul style="list-style-type: none"> <li>• ACM is an agile, cost-conscious, effective, and efficient organization.</li> <li>• Despite a saving on its resources, ACM has realized a greater societal impact.</li> <li>• ACM employees can be widely deployed within the organization, and adapt quickly to both internal and external changes.</li> </ul>	<p>ACM executes its <b>mission</b> by:</p> <ul style="list-style-type: none"> <li>• providing people and businesses with accessible <b>information and communication</b>;</li> <li>• preventing or taking action against <b>harmful practices</b> by businesses, or by drawing up rules;</li> <li>• conducting <b>studies</b> into the functioning of markets;</li> <li>• giving solicited and unsolicited <b>advice</b> about how markets can work better.</li> </ul> <p>ACM realizes <b>societal impact</b> by:</p> <ul style="list-style-type: none"> <li>• making <b>smarter choices</b> about what it can and cannot (or no longer) do, with an eye to its mission;</li> <li>• executing those choices as <b>effectively and efficiently</b> as possible.</li> <li>• being <b>agile</b> in a changing environment;</li> <li>• conducting <b>data-driven</b> oversight, and using innovative instruments where such is effective.</li> </ul> <p>In the eye of society, ACM is an <b>authoritative</b> regulator by:</p> <ul style="list-style-type: none"> <li>• actively engaging, either by itself or <b>together with other regulators</b>, with the outside world with new initiatives;</li> <li>• taking into consideration all public interests on the basis of <b>fact-based analyses</b>.</li> </ul> <p>ACM is an <b>attractive employer</b> because of:</p> <ul style="list-style-type: none"> <li>• its mission-driven culture aimed at societal impact;</li> <li>• its <b>open and inclusive workplace</b>.</li> </ul> <p>ACM's operations are <b>professional</b>, and ACM has a <b>cost-conscious</b> culture because:</p> <ul style="list-style-type: none"> <li>• departments are fully responsible for their budgets, staff, output, and compliance;</li> <li>• all employees actively help improve the efficiency and effectiveness of the entire organization.</li> </ul>	<ul style="list-style-type: none"> <li>• Optimizing recognizable ACM-wide educational formats.</li> <li>• Campaigns by ACM ConsuWijzer and Business Desk.</li> <li>• Implementing a harmonized approach to market studies.</li> <li>• Selection of enforcement investigations and market studies in mutually coordinated plans of enforcement departments.</li> </ul> <ul style="list-style-type: none"> <li>• Implementation of oversight vision, including the role of communication therein.</li> <li>• Discussions within all departments as well as ACM-wide about what societal impact is and how that can be achieved in an effective and efficient manner.</li> <li>• Prominent attention for strategic objectives and results in annual plan/annual report.</li> <li>• Legislative letter with annual report.</li> </ul> <ul style="list-style-type: none"> <li>• Revision of strategy regarding external communications/publications.</li> <li>• Recognizable format for new-style Feasibility and Enforceability Assessments (UHTs).</li> <li>• Execution of actions following reputation study.</li> <li>• Leading role in the Digital Regulation Cooperation Platform (SDT).</li> <li>• Study into other useful cooperation platforms.</li> </ul> <ul style="list-style-type: none"> <li>• Revision and execution of strategic HR agenda.</li> <li>• Follow-ups to action plan regarding employee satisfaction survey (MTO).</li> </ul> <ul style="list-style-type: none"> <li>• Execution of 'insight and accountability' program.</li> <li>• Study and follow-up steps regarding AAA status (ZBO).</li> <li>• Strengthening the organizational structure.</li> </ul>