

**SET
PLAN**
Conference
2015

Research, innovation
and competitiveness
for the Energy Union

**CONSUMER'S ROLES AND RESPONSABILITIES
IN THE EUROPEAN ENERGY TRANSFORMATION**

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SESSION 3

Participation of the consumer in the energy transition
Tuesday 22 September 2015

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BEUC

Sveriges
Konsumenter



Which?

verbraucherzentrale
Bundesverband



Test



Consumer Focus
Campaigning for a fair deal



FRC
FÉDÉRATION ROMANDE
DES CONSOMMATEURS

FORBRUKERRÅDET

APC
ROMÂNIA
Vocea consumatorilor



STOWARZYSZENIE
KONSUMENTÓW POLSKICH



QUE
CHOISIR

ALTROCONSUMO
Il tuo punto di forza

AKTIVNI
ПОТРЕБИТЕЛИ
Consumers
society of Ireland

L-GHAQDA TAL-KONSUMATURI
MALTA

TEST
Expert - Ind...
Proche de vous

Consumentenbond

Konsument.at



ZPS
20 years
SLOVENE
CONSUMER'S
ASSOCIATION

DECO

FORBRUKERRÅDET

KULUTTAJA-LIITTO

fk
Federacja
Konsumentów

ÖSTERREICH

OTM



Έτος ίδρύσεως 1973
Founded in 1973

ZDRUŽENIE
SLOVENSÝCH
SPOTREBITEĽOV

CONFEDERACIÓN DE CONSUMIDORES Y USUARIOS

KKV
Finnish Competition
and Consumer Authority

CiO
consumatori italiani per l'Europa

- ❑ Energy services are essential for consumers but affordability becomes a real challenge
- ❑ Energy markets don't live up to consumer expectations (lack of clear & comparable information, increasing market complexity...)
- ❑ Household consumers = passive players in the energy market

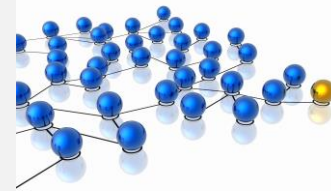
Energy market r(e)volution

Decentralisation



Digitalisation

Demand
response



Data
protection



Storage

Smart meters



‘Our vision is of an Energy Union with citizens at its core, where citizens take ownership of the energy transition, benefit from new technologies to reduce their bills, participate actively in the market, and where vulnerable consumers are protected.’

European Commission’s Energy Union Package, February 2015

Towards a consumer-centric energy market (1)

- ❑ **Consumers as partners** => Changing role of consumers + prosumers
- ❑ **Understand consumer diversity & behavior** => Nudging consumers to engage; incentivise and provide personalised advice
- ❑ **Improve consumer trust** => Need for truly competitive market which is transparent, easy to navigate and provides consumers with tools
- ❑ **'Do it for me'** => **Collective action and new intermediaries**
- ❑ **Some consumers will need assistance** => **markets must be inclusive; consumer's choice must be respected; consumers in vulnerable situations need to be protected**

Towards a consumer-centric energy market (2)

- ❑ Ensure **smart technologies & new services** truly benefit consumers => new technologies (such as smart meters) must meet the necessary functionalities & interoperability
- ❑ Consumer participation needs to be **voluntary** and their flexibility must be **rewarded** => need for transparency, comparability and advice
- ❑ Improve **sustainability of and information about products** (Ecodesign measures successful in improving the energy efficiency and energy consumption of products; Simplification of the EU Energy Label and back to well-known A-G scheme)

Towards a consumer-centric energy market (2)

- ❑ **Smart appliances and the impact on people's lives** (user experience, comfort, safety) => ensure that this is not at the expense of efforts for improving the energy efficiency of products
- ❑ **Electric cars** => need for an adequate recharge network and common standards for charging
- ❑ **Consumer-friendly self-generation schemes** (consumers willing to start self-generation lack knowledge, political and administrative reliability, access to capital) => **Simplify! Connect! Support!**

R&I plays a key role in transforming the current system into a more efficient and sustainable energy system. Some examples:

- ❑ **Promote durability of products and smart design** => make products repairable, upgradeable and long lasting. Focus on consumers' needs and expectations.
- ❑ **Further research to prepare for a potential wider roll out of alternatively powered vehicles** => research programmes and demonstration projects to improve some performance characteristics and increase public awareness.
- ❑ **Energy storage technologies** to improve system flexibility => combine storage with smart grids, demand response, their integration with advanced ICT and virtual power plants.



Consumers' homes need to be a comfortable energy efficient living space in which consumers can benefit from self-generation, smart and interoperable appliances which have been designed to last long as well as to control consumption through consumer friendly smart metering systems if they choose so.



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Ministère de l'Économie



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Ministère du Développement durable
et des Infrastructures

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Co-funded by
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This conference has received funding from the European Union Horizon 2020 research and innovation programme under the grant agreement No 681163