



The Consumer Voice in Europe

A consumer centred energy market

Walk it like you talk it !

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Energy markets still score low for consumers – why ?

- Not so many improvements for the retail consumer since CEF 2011
 - Liberalisation process in transition
 - Liberalisation does not naturally equate competition
 - Competition where it exists does not deliver consumer benefits (eg UK)
 - Major concerns with energy prices
 - Energy poverty not systematically addressed
 - Switching remains difficult
 - Inaccurate and unclear billing
 - Aggressive marketing practices
 - Poor complaints handling practices

What needs to be achieved for a consumer centric vision ?

- Close monitoring of markets
- Strict enforcement of consumer legislation
- Single point(s) of contact
- Fair contract rules
- Look into consumer behaviour and needs
- Actions to promote sustainable choices
- Protection of vulnerable consumers

The end of the tunnel ?

- Major developments in attitudes of policy makers
 - CEER coordinates NRA's *customers first* approach
 - DG ENER and DG SANCO have enhanced their engagement with consumers, as illustrated by CEF
 - Industry representatives have endorsed the joint CEER/BEUC statement for a 2020 energy customer vision
 - The right challenges have been identified :
 - Reliability
 - Affordability
 - Simplicity
 - Protection & Empowerment

Now need to walk it like you talk it !

- CEER vision an excellent starting point
- Next step is to make it become a reality for the consumer
- Need for engagement of regulators and consumer associations, but, above all of the energy industry in its different segments
- Question : what is industry going to do to implement the 2020 vision ?



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