

The Swedish Consumer Energy Markets Bureau

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www.konsumenternas.se

- Expert advice body established in 2002
- Agreement between the public (Swedish Consumer Agency, Swedish Energy Agency, Energy Markets Inspectorate) and the private sector (Swedenergy, Swedish District Heating Association, Swedish Gas Association,)
- Representatives from the National Authorities in majority on the board
- Free and impartial advice
- Electricity, gas & district heating
- Contact point Electricity & Gas
- Keep record and report problems
- Around 4.000 enquiries and complaints yearly
- Many visits on the website



Electricity Consumer

- Swedish experiences

- Deregulation in 1999 – Consumers like the freedom of choice but dislike the rising costs and market function
- Good security of supply
- High level of consumer protection

Important improvements

- Glossary with simplified and harmonized terms
- Improved contract terms
- Unit price/kWh indication
- Price Comparison/Switch Tools
- Growing activity
- Harmonized data communication
- Automatic meter (monthly) reading
- Actual consumption on the bill
- Smart meters – Energy/Cost savings

Challenges

- Complicated prices offers
- Persuasion sales
- Nordic retail market
- Simplicity and Knowledge