

Citizens' Energy Forum



**Involving Consumers in the 2020
Vision: A European Energy Dialogue**

17 December 2013



The European Economic and Social Committee

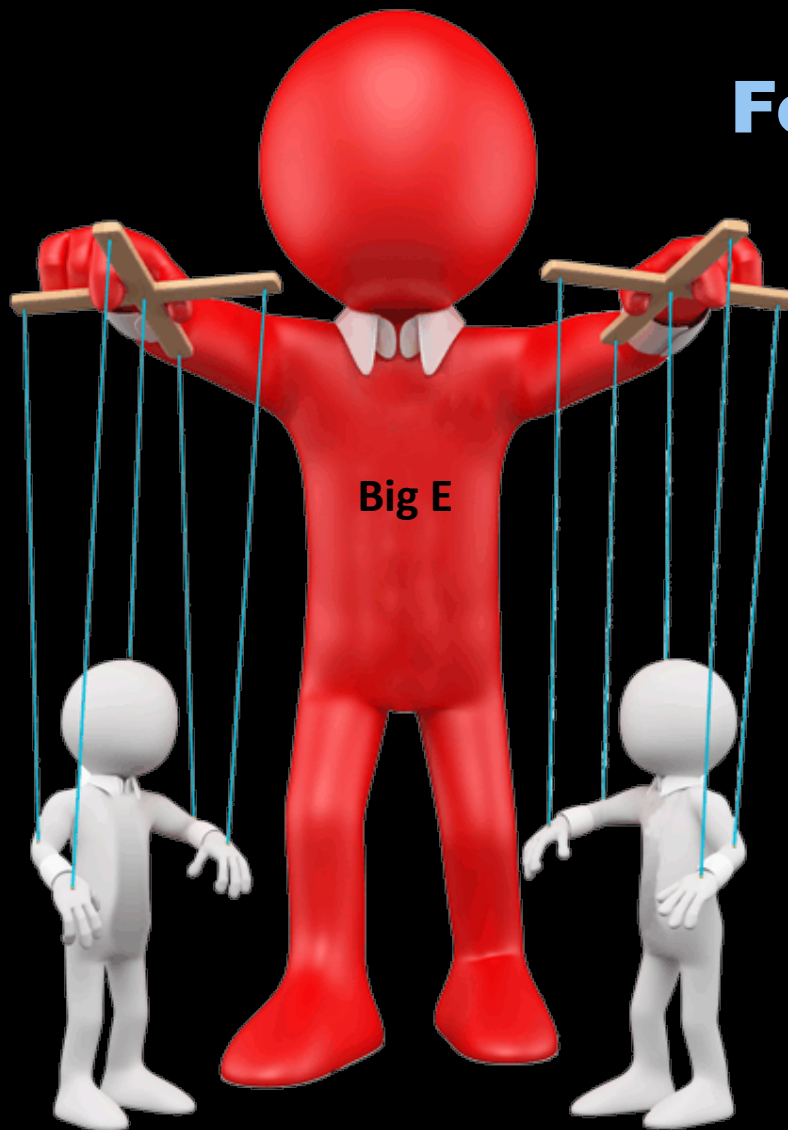


Road or river?

- **Energy is dynamic**
- **Production = Consumption**
- **Consumers pay the bill**

**Modest
consumer
Influence on
market**

**Few providers,
vertically
integrated**



**International,
cost/profit
transfer**

**Regulatory
catch-up**

Price impact = new, non-market leverage

New types of consumer influence

Demand management

Prosumer

Consumer political power



Energy – an election winner/loser



Economic
Social
Environmental

Reliability
Affordability
Simplicity
Protection/
empowerment

**Responsible consumer power = understanding objectives
and limits of energy policy**

EESC calling for a European Energy Dialogue





European Energy Dialogue



- A century of transition to a low-carbon, global economy
- Energy policy to include values , norms and principles above the purely scientific & technical
- Public understanding creates political confidence
- Consumers as active partners

A 'total energy system' approach



...conflicts, trade-offs, national priorities, eEfficiency, eCost, ePoverty

Social brand



FAIRTRADE



Trusted by all
participants

Reliable,
authoritative



Clear social and
ethical
principles

A process rather than a product



Energy - defined and discussed as an essential social issue



‘ Hearts and minds’ campaign

for example..

“Power to connect, Power to change”



Building trust and confidence

- Identify key trade-offs in system change, stakeholder & public responses
- Build knowledge and understanding of public attitudes, values and acceptability
- Develop a range of generic materials as a basis for working with varied public groups

Low Carbon

Price



Price

Imaginative,
equitable social
tariffs

Decline of energy
intensive industry?

Low Carbon

Energy efficiency

Cost-effective low
carbon generation

Critical review of structural change

Risk and benefit shared equitably



European Economic and Social Committee

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