

CEER

Council of European
Energy Regulators



Engaging with and protecting consumers EU-US Roundtable

Fostering energy markets,
empowering **consumers**.

Anita Vegter (Authority for Consumers and Markets)
Boston, 13 May 2014

Consumers at the centre of regulation

Putting consumers at the heart of EU energy policy



The Council of European Energy Regulators (CEER) is working hard for consumers, empowering them to engage in and benefit from the new smarter energy markets

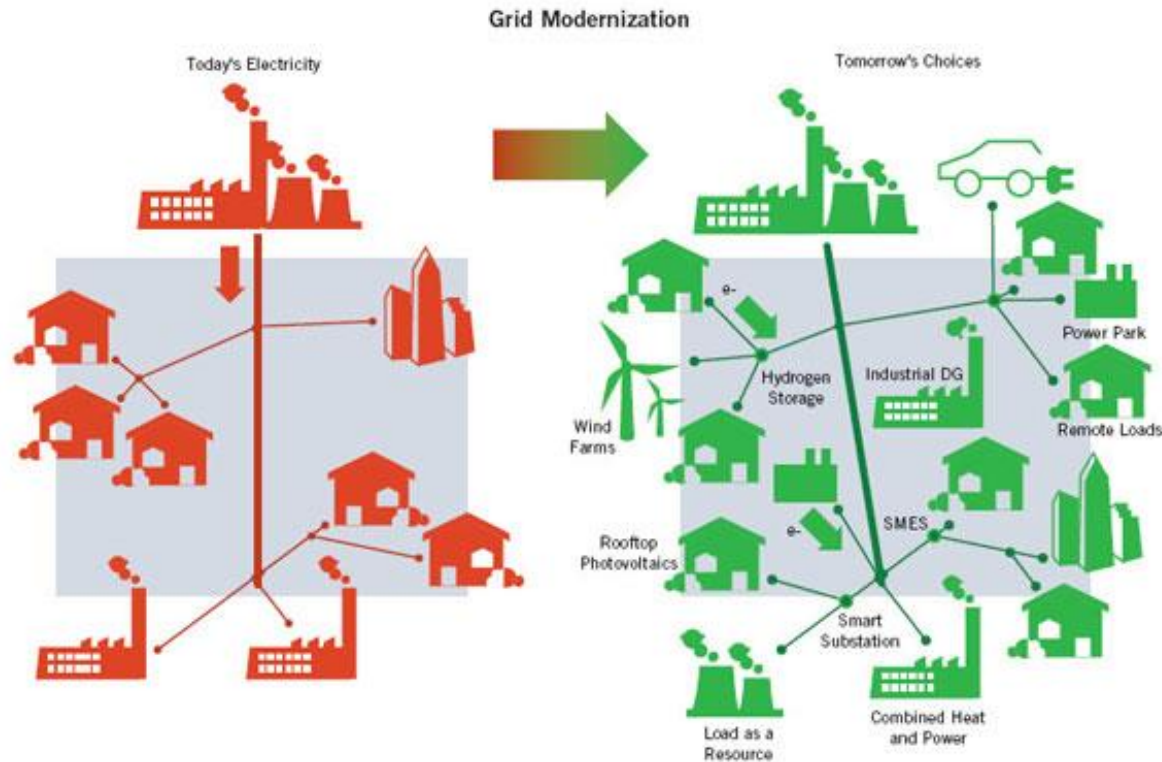
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- Basics must be in place: CEER RASP principles
- Empowered and engaged consumers are the key to effective competition



The energy market: a complex world



- Consumers perceive the energy market as complex: this will increase
- Important to: reduce complexity, inform, educate, and engage consumers



Markets for consumer needs



- An engaged consumer will demand tailored products and services
- This will encourage new entrants and lead to more innovation



Implications for regulators

- Empowered consumers lead to engaged consumers
- Knowledge of consumer behaviour contributes to effective engagement of consumers.



'You snooze, you lose'

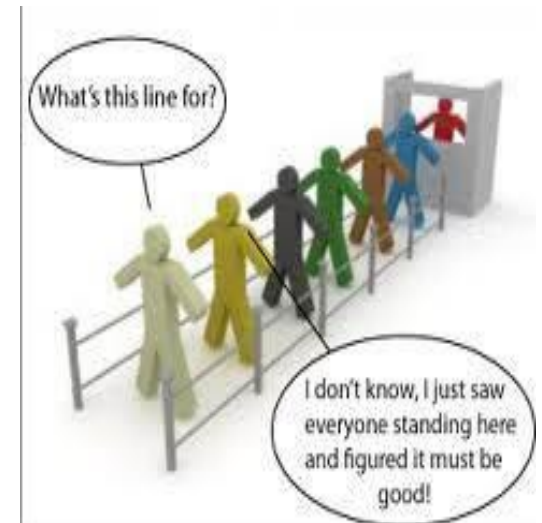
Cognitive biases



Status-quo bias



Loss aversion bias



Social preference



‘You snooze, you lose’

- <http://www.youtube.com/watch?v=iyOjyHzzFcM&feature=youtu.be>



Thank you for your attention!

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