



EURELECTRIC views on CEER/BEUC RASP Principles

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EURELECTRIC FULLY SUPPORTS THE ‘RASP’ PRINCIPLES

- ✓ **Customers should benefit from simple, reliable and competitive offers to gain confidence and become active**
- ✓ **Customers will be better off if suppliers and ESCOs are able to innovate**
- ✓ **The identified principles interact with one another and a balanced and integrated approach is needed**



A CHANGING RELATIONSHIP BETWEEN CONSUMERS AND UTILITIES

- ✓ The **power sector** is undergoing one of the most **profound changes** in its history:
 - **Liberalisation / Decarbonisation & RES / IT developments** → **Decentralised green power system**
 - **New service model** emerging based around **energy efficiency offerings, smart grids, decentralised generation, new products**
 - **New customer archetype** emerging: **more aware and demanding, more engaged and active.**

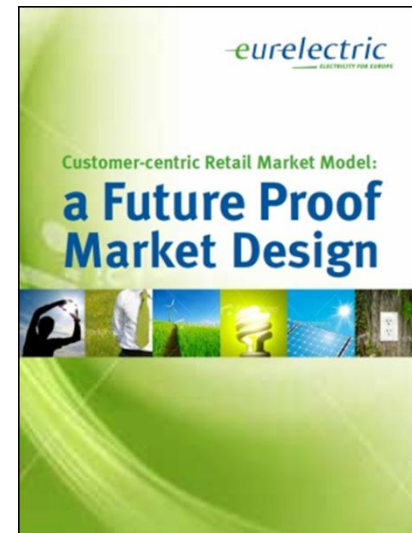
- ✓ We are committed to **pursue these changes** while maintaining **energy security** and **keeping costs for consumers at affordable levels.**





EURELECTRIC MARKET MODEL

- A **fully-fledged market model centred on customers** and allowing them to benefit from:
 - **Choice of services and suppliers** based on their preferences
 - **Confidence** in proper market functioning and **market players**
 - **Benefits** of market-driven **prices**
 - **Reliable and easily accessible information**
 - Adequate **customer protection** rules





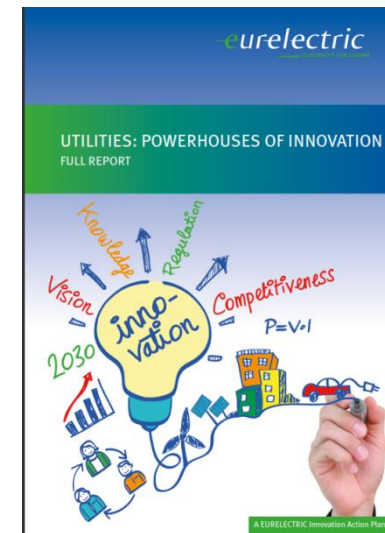
NEW REPORTS (1)

- **Utilities: Powerhouses of Innovation (May 2013)**

- A dramatically different business model for serving customers' needs is emerging
- No longer kWh sold but directly benefits that consumers derive from appliances and services

- **Communicating smart meters to customers – which role for DSOs? (June 2013)**

- Explain to consumers what a smart meter is, how it works, and where to go for impartial advice
- Present a series of best practice of DSOs across EU





NEW REPORTS (2)

- **Towards a smart energy system: Power to the consumer** (December 2013)
 - What is a smart energy system?
 - What's in it for consumers?
 - Why would consumers want to become active?
 - Can such a system bring benefits to all consumers?
- **EURELECTRIC views on the RASP principles** (December 2013)
 - Explain the industry's views on the RASP principles
 - Draw lessons from consumer surveys
 - Showcase best practices





DIALOGUE WITH STAKEHOLDERS AND PROMOTION OF GOOD PRACTICES

- **Exchange and promotion of best practices within EC WGs:**
 - E-billing & data management (→ 2013)
 - Vulnerable consumers (→ 2013)
 - Transparency in the energy sector (2012)
 - Alternative Dispute Resolution (2011)
- **Structured input to the EC TF Smart Grids**
 - EG3 (market model)
 - EG2 (data privacy and security)
- **Exchange of views with stakeholders on market developments and their effects on consumers:**
 - BEUC workshop on collective switching in April 2013





EU LEGISLATION ON CONSUMER ISSUES

✓ We are doing our best to help improve the EU legislation on consumers, e.g.:

- Inclusion of Electricity in the **Consumer Rights Directive**:

- Excluded in the first version of the directive

- **Full support** to the EC's proposal on **Alternative Dispute Resolution (ADR)**:

- To guarantee a high level of **consumers' protection, confidence** and thus **participation** in the market

- To **set minimum common cross-sectorial standards** across EU Member States as ADR vary considerably across the EU today





EURELECTRIC INTERNAL ORGANISATION

June 2013

The **EURELECTRIC Board of Directors** endorsed a **restructuring** proposal built on:

- **More resources** will be dedicated to **retail and consumer issues** within the association
 - Creation of a **new fully-fledged Retail Customers Committee**
 - Backed by a **new unit at Secretariat level**
- The **relationship with our customers** will be a **main focus** of newly elected EURELECTRIC President Johannes Teyssen



PILOT PROJECTS

EURELECTRIC members are involved in **pilot projects** aiming to **empower consumers**, e.g.:

- The **InovGrid project** in Évora by EDP in Portugal:
 - A €15 million **smart grid** pilot project launched in 2009 by EDP
 - 30,000 **smart meters** have been installed
 - A communication office set up to provide local citizens with **simple information** about the project
- A project launched in Breda by Enexis in the Netherlands:
 - A new **solar powered washing machine** allowing citizens to maximise the use of sunshine thanks to the smart grid
 - The system will give them **information** about their **energy usage** and record their **preferences**
 - A website has been created to **keep citizens informed**
 - This project will help to develop the technology and provide an understanding of how people use it.





EXAMPLES OF BEST PRACTICES ON RASP

- **Reliability**

→ In BE, **NRAs evaluate quality of services** by energy suppliers and **publish results on their website** (e.g. ranking of suppliers based on the nb of complaints per 5,000 customers)

- **Protection**

→ In FR, **customers** benefitting from basic **social health coverage** now **automatically benefit** from the **social tariff**. This has already allowed the nb of beneficiaries to double.

- **Empowerment**

→ In FI, “**Free My Consumption**” is a free service that allows **customers to follow their hourly consumption on the internet** (also includes outdoor temperatures, comparisons with previous consumption and similar customers)





THANK YOU!