



The Consumer Voice in Europe

The consumer perspective

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- ❑ **Bureau européen des Unions de Consommateurs**
- ❑ **Established in 1962 by 6 consumer organisations**
- ❑ **42 member organisations in 31 European countries**

Towards a consumer-centric energy market

- Better understanding of consumer diversity & needs**
=> focus on consumer outcome
- Consumers need clear-cut benefits** if they are expected
to engage
- ‘Do it for me’** => collective actions, new intermediaries
- Digitalisation of energy sector** => information is power
but can harm privacy

Smart demand response scheme?

- Keep it easy, fun & simple**
- Keep it transparent**
- Keep it voluntary**
- Reward flexibility**
- Don't penalise inflexibility**
- Protect personal data**

Dedicated approach to self-generation



pic: City of Eindhoven

A 'bike lane' for the cyclists of electricity markets:

- Dedicated long-term strategy
- Priority grid access and dispatch
- Fair remuneration
- Allow tenants to access solar self-consumption



BEUC The European
Consumer
Organisation

Thank you for your attention

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