

4<sup>th</sup> Joint CEER-ECRB Customer Workshop

ECRB

## 24 October 2016, 10:30-17:00

Energy Community premises – Am Hof 4, 1010 Vienna/Austria

	Agenda		
	Co-chairing: Mr Roberto Malaman   CEER and Mr Edin Zametica   ECRB		
10:00 – 10:30	Registration and welcome coffee		
<b>10:30 – 10:40</b>	Welcome address	Mr Edin Zametica   ECRB	
	Opening remarks and organisation		
10:40 – 12:00	Presentations session		
10:40 – 11:00	<ul> <li>Empowering consumers</li> <li>Upcoming European legislation to bring on the New Deal for Energy Consumers</li> </ul>	TBC  EC	
	Questions & Answers		
11:00 – 12:15	Barriers to market entry and switching		
	<ul> <li>ECRB</li> <li>Key retail market development data</li> <li>2015/2016 assessment of retail market entry requirements and recommendations for improvement</li> <li>2014 review of supply contract clauses</li> </ul>	<b>Mr Edin Zametica, Ms Branislava Marsenic</b>   ECRB	
	<ul> <li>CEER</li> <li>2016 report on market entry barriers <ul> <li>status quo and guidelines of good practice</li> </ul> </li> <li>2016 report on commercial barriers to supplier switching</li> </ul>	Mr Julien Janes, Mr Roberto Malaman   CEER	
	Questions & answers		
12:15 - 12:30	Preparation for interactive session		
	Description of interactive activities and formation	of groups	
12:30 - 13:30	Lunch break		

Concept of the interactive sessions         Participants will be separated in three groups, each of them discussing the same topic guided by a session moderator. The key issues arising from the discussions will be reported during the summary and wrap up session.         Discussion groups       WORKSTATION1 Market entry barriers WORKSTATION3 Other barriers including consumer inertia, perception, etc.         Discussion topics       - Is active removal of market entry barriers part of your NRA's activity agenda? If so, which activities does this entail concretely and which have proven to be most successful? Which additional measures would you consider recommendable and which are the barriers you faced? Is cooperation with national consumer / competition organisations seen as a promising tool for removing barriers?         • What regulatory barriers (regulated prices, insufficient unbundling, retail/wholesale connections, incoherent data management processes, lack of standardization, etc.) are recognised in your country? How do they hinder market entry? How are they justified? And what are potential alternatives/solutions to overcoming them? How could the NRA contribute to their solution?         • To what extent do specific commercial practices (e.g. product design, marketing practices, etc.) lead to higher market entry barriers and which ones may be tackled without overregulating the market, and how?         • How should energy products and contracts be designed to transfer all necessary information easily and in a transparent manner? What strategies of consumer lock-in are acceptable, which ones should be banned?         • What do consumers need, what do they want, and what do they not want? How to raise awareness/interest/desire for energy products "beyond energy" (not necessarily en	13:30 – 15:00	Interactive sessions "Practical insight: regulatory experience on removing entry barriers and stimulating consumer engagement"		
groups     WORKSTATION2 Commercial barriers WORKSTATION3 Other barriers including consumer inertia, perception, etc.       Discussion topics     - Is active removal of market entry barriers part of your NRA's activity agenda? If so, which activities does this entail concretely and which have proven to be most successful? Which additional measures would you consider recommendable and which are the barriers you faced? Is cooperation with national consumer / competition organisations seen as a promising tool for removing barriers?       • What regulatory barriers ("guilated prices, insufficient unbundling, retail/wholesale connections, incoherent data management processes, lack of standardization, etc.) are recognised in your country? How do they hinder market entry? How are they justified? And what are potential alternatives/solutions to overcoming them? How could the NRA contribute to their solution?       • To what extent do specific commercial practices (e.g. product design, marketing practices, etc.) lead to higher market entry barriers and which ones may be tackled without overregulating the market, and how?       • How should energy products and contracts be designed to transfer all necessary information easily and in a transparent manner? What strategies does it need to ous comparison which ones should be banned?       • What do consumers need, what do they want, and what do they not want? How to raise awareness/interest/desire for energy products 'beyond energy'' (not necessarily energy consumption)?       • How to better address consumers and access them? What strategies does it need to overcome any gatekeeping by incumbent energy suppliers? What can NRAs do? What can consumer organisations do? What can businesses do?       Work station 1     Moderated by Mr Momir Skopelja   ECRB       Yo		<u>Concept of the interactive sessions</u> Participants will be separated in three groups, each session moderator. The key issues arising from the dis	of them discussing the same topic guided by a	
topics       activities does this entail concretely and which have proven to be most successful? Which additional measures would you consider recommendable and which are the barriers you faced? Is cooperation with national consumer / competition organisations seen as a promising tool for removing barriers?         • What regulatory barriers?       • What regulatory barriers?         • To what extent do specific commercial practices (e.g. product design, marketing practices, etc.) lead to higher market entry barriers and which ones may be tackled without overregulating the market, and how?         • How should energy products and contracts be designed to transfer all necessarily information easily and in a transparent manner? What strategies of consumer lock-in are acceptable, which ones should be banned?         • What do consumers need, what do they want, and what do they not want? How to raise awareness/interest/desire for energy products "beyond energy" (not necessarily energy consumer organisations do? What can businesses do?         Work station 1       Moderated by Mr Momir Skopelja   ECRB         Work station 2       Moderated by Mr Wolfgang Pospischil   Pöyry         Work station 3       Moderated by Mr Florian Pichler   CEER		WORKSTATION1 Market entry barriers WORKSTATION2 Commercial barriers		
Work station 2       Moderated by Mr Wolfgang Pospischil   Pöyry         Work station 3       Moderated by Mr Florian Pichler   CEER         15:00 - 15.30       Coffee Break         15:30 - 16:00       Summary of work stations' results         Presentation and discussion of main results       Moderators         16:00 - 16:15       Summary and wrap up Conclusions       Roberto Malaman   CEER		<ul> <li>What regulatory barriers (regulated prices, insufficient unbundling, retail/wholesale connections, incoherent data management processes, lack of standardization, etc.) are recognised in your country? How do they hinder market entry? How are they justified? And what are potential alternatives/solutions to overcoming them? How could the NRA contribute to their solution?</li> <li>To what extent do specific commercial practices (e.g. product design, marketing practices, etc.) lead to higher market entry barriers and which ones may be tackled without overregulating the market, and how?</li> <li>How should energy products and contracts be designed to transfer all necessary information easily and in a transparent manner? What strategies of consumer lock-in are acceptable, which ones should be banned?</li> <li>What do consumers need, what do they want, and what do they not want? How to raise awareness/interest/desire for energy products "beyond energy" (not necessarily energy consumption)?</li> <li>How to better address consumers and access them? What strategies does it need to overcome any gatekeeping by incumbent energy suppliers? What can NRAs do? What can</li> </ul>		
Work station 3       Moderated by Mr Florian Pichler   CEER         15:00 - 15.30       Coffee Break         15:30 - 16:00       Summary of work stations' results         Presentation and discussion of main results         16:00 - 16:15       Summary and wrap up Conclusions	Work station 1	Moderated by Mr Momir Skopelja   ECRB		
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Conclusions		Presentation and discussion of main results		
16:30 Closing of the workshop	16:00 – 16:15		Roberto Malaman   CEER	
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