

## 2nd Joint CEER – ECRB Customer Workshop

1 October 2014, 10:00 – 16:30

CEER Offices, Cours Saint-Michel 30a (5th floor)

1040 Brussels

### Draft Agenda (v1)

*Co-chairs: Patricia de Suzzoni, CEER CRM WG Chair - Edin Zametica, ECRB CRM WG Chair*

<b>9:30 – 10:00</b>	<b>Registration and coffee</b>	
<b>10:00 – 10:10</b>	<b>Welcome Address</b>	
	Opening remarks and organisation of the workshop	Patricia de Suzzoni, CEER CRM WG Chair Edin Zametica, ECRB CRM WG Chair
<b>10:10 – 10:30</b>		
	Rethinking European retail electricity and gas markets	Jan Panek, European Commission, DG ENER, Head of Unit Internal Energy Market: Retail Markets
	Questions & Answers	
<b>10:30 – 11:45</b>	<b>Retail Markets in the EU and Energy Community</b>	
	Presentations	Moderators: Patricia de Suzzoni and Edin Zametica
	- What is the EC strategy for increasing customer engagement?	Carina Törnblom, European Commission, DG SANCO, Head of Unit, Consumer Strategy, Representation and International Relations
	- How do EU NRAs want to achieve “smart” retail energy markets?	Roberto Malaman, CEER CRM WG Vice-Chair
	- How to make customers active in energy markets? – Global experience meets local knowledge	Philip Lewis, VaasaETT
	- Retail market opening in the Energy Community – how to get real? - Potentials and barriers	Branislava Marsenic, Energy Community Secretariat
	Questions & Answers	
<b>11:45 – 12:00</b>	<b>Interactive Session</b>	
	Preparation - description of interactive activity and formation of groups	Nina Grall-Edler, Energy Community Secretariat
<b>12:00 – 13:00</b>	<b>Lunch</b>	

**13:00 – 15:30**

**Interactive Session**

Concept of the interactive sessions

Groups rotate from one “work station” to the next in intervals of 30-40 minutes. A work station is a designated area with a table and a flipchart covering one key area of interest. Each group spends 30-40 minutes at each work station and discusses the topic. After the groups run through each work station, the key issues arising from the discussions will be reported during the summary and wrap up session.

**Guidance for Work Station Moderators:**

The Moderator briefly explains the key questions for his/her workstation and kicks off the discussion among the participants, after explaining the topic and task of the station. The Moderator jots down ideas/comments on the flipchart.

Use the questions on the agenda, below, (or the case studies presented) to stimulate and guide the discussions – beware of diverging to topics too far from the theme of the workstation, unless relevant. If debate wanders, bring the participants back with one of the questions below.

The role of the work station host is to listen to the conversation, encourage the participants to speak/exchange and try to dig deeper where possible, i.e. ask questions such as ‘can you give an example of xyz?’, ‘how did you come to that conclusion?’, ‘what could be a solution to problem xyz?’

For the case studies, the presenters should keep in mind that they should present their example at each rotation of the workstations.

During the coffee break immediately following the session, the Moderators should briefly report to Edin Zametica the main points emerging from the work stations. Edin can then provide a summary during the final session.

**Work Station 1 – How to raise consumer awareness?**

Moderated by:

- Short introduction by the moderator - food for thought  
Which instruments can regulators use to raise consumer awareness – media, campaigns, events, etc.
- Are coordinated activities with other public bodies an effective tool? If so, which bodies should be addressed?
- How to address customers – choosing the right language
- Examples

Philip Lewis, VaasaETT

**Work Station 2 – Will smart meters promote demand response?**

Moderated by:

- Short introduction of case studies - smart meter roll out
  - o Gunilla Abrandt, Ei
  - o Montenegro
- Lessons learnt, challenges experienced, cost benefit analyses, data protection, customer acceptance, cost coverage

Gunilla Abrandt, RMF TF Chair CEER

**Work Station 3 – Collective switching**

Moderated by:

- Short introduction of case studies
  - o Spain – Gema Rico, CNMC
  - o Austria – Florian Pichler, E-Control
- Experiences, lessons to be learnt for other markets

Gema Rico Rivas, SC TF co-Chair CEER

**15:30 – 16:00**

**Coffee break**

**16:15 – 16:30**

**Summary and Wrap Up**

Summary of interactive sessions

Edin Zametica, ECRB CRM WG Chair

Conclusions

Patricia de Suzzoni, CEER CRM WG Chair

Edin Zametica, ECRB CRM WG Chair

16:30

**Closing of the workshop**

## Directions



### How can I reach new CEER Premises?

The office is located approximately 2 minutes' walk from metro station Merode.

From the metro station Merode take Exit Avenue des Celtes. Cross the Avenue des Celtes (with your back to the Arch), continue straight ahead and then take the second right at Rue Père de Deken.

The CEER office is located in the Securex building (entrance "a") just opposite to Rue Père de Deken n° 36.

#### By metro

The nearest metro station is "Merode" (Lines 1 and 5).

#### From the National Airport

Take Airport Bus 12 to Schuman, then:

- Take metro lines 1 or 5 (direction Hermann-Debroux or Stockel), 1 stop to Merode
- Or on foot 15 min. across the Parc Cinquanteaire

#### From Gare du Midi

Take metro line 6 (direction Simonis Elisabeth), 6 stops to Arts-Loi.

Then change to metro line 5

(direction Hermann-Debroux), 3 stops to Merode

#### From Gare Centrale

Take metro line 1 or 5 (direction Hermann-Debroux or Stockel), 5 stops to Merode

#### From Gare Bruxelles-Luxembourg

Take Bus 27 (direction Andromede), 5 stops to Merode

#### By taxi

Please always ask for Rue Père de Deken 36. Our offices are located directly opposite.