4th Joint CEER-ECRB Customer Workshop

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

10:30 – 10:40  Welcome address  Mr Edin Zametica | ECRB
Opening remarks and organisation

10:40 – 12:00  Presentations session

10:40 – 11:00  Empowering consumers  TBC |EC
- Upcoming European legislation to bring on the New Deal for Energy Consumers

Questions & Answers

11:00 – 12:15  Barriers to market entry and switching

ECRB
- Key retail market development data
- 2015/2016 assessment of retail market entry requirements and recommendations for improvement
- 2014 review of supply contract clauses

Mr Edin Zametica, Ms Branislava Marsenic | ECRB

CEER
- 2016 report on market entry barriers – status quo and guidelines of good practice
- 2016 report on commercial barriers to supplier switching

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
Interactive sessions „Practical insight: regulatory experience on removing entry barriers and stimulating consumer engagement“

**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
- 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 (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 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

**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

*Moderators*

Presentation and discussion of main results

**16:00 – 16:15** Summary and wrap up

*Roberto Malaman | CEER*

Conclusions

**16:30** Closing of the workshop