# Draft Agenda (v1)

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

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

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?**

- 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

Moderated by: Philip Lewis, VaasaETT

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

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

Moderated by: Gunilla Abrandt, RMF TF Chair CEER

**Work Station 3 – Collective switching**

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

Moderated by: 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 Cétes. Cross the Avenue des Cétes (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 nº 36.

By metro
The nearest metro station is “Merode” (Lines 1 and 5).

From the National Airport
Take Airport Bus 13 to Schuman, then:
  a) Take metro lines 1 or 5 (direction Herrmann-Debroux or Stockel), 1 stop to Merode
  b) Or on foot 15 min. across the Parc Cinquantenaire

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

Then change to metro line 5 (direction Herrmann-Debroux), 3 stops to Merode

From Gare Centrale
Take metro line 1 or 5 (direction Herrmann-Debroux or Stockel), 5 stops to Merode

From Gare Bruxelles-Luxembourg
Take Bus 27 (direction Andromède), 5 stops to Merode

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