

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

24 October 2016, 10:30-17:00

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

### WORKSTATION 3

#### Other barriers to consumer action

**Programme:** Recent CEER publications hint at different kinds of obstacles hindering consumer action in various ways. While market entry and commercial barriers constitute important structural limitations to higher levels of competition and thus shortcomings on the “supply side”, consumers’ behavioral and cognitive restrictions apparently prevent them from getting (more) active on European energy markets, considerably limiting “demand for competition”. In the context of emerging participatory energy markets, inactive consumers pose another challenge: what if efforts fail to engage consumers more heavily in European energy markets? What if supplier switching, but maybe even more importantly, prosuming, energy efficiency and demand response do not attract consumers’ attention to great(er) extents? To make energy markets work for European consumers, this workstation aims at elaborating on these obstacles for consumers and how to overcome them – taking into account what consumers need to participate now and in the near future.

#### Testimonials:

- What consumer activities are feasible/anticipated in your energy markets today/in the near future?
- What is your NRA’s approach towards existing (or forthcoming) barriers to consumer activity?
- Which barriers do you acknowledge/recognize/anticipate in today’s consumer (in)activity?
- What actions are (or are not) planned to strengthen consumer action and increase levels of activity?

#### Discussion:

- How much consumer activity is actually wanted and why?
- What would it need to remove barriers to consumer action?
- How do consumers perceive and justify their level of (in)activity?
- What would consumers need to get (more) active?
- How to best motivate and convince consumers to get (more) active?
- What about the role of service providers? Do they stand a chance to be active on behalf of consumers and share (monetary) benefits of activity with them?
- What is/should be the role of the state and the regulator in this?