

13:30 – 15:00 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