



Retail Market Design

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Retail Market Design

Conditions:

- 3rd EU Energy package contain some specifications for retail market (switching, ...)
- 3rd EU Energy package must be implemented by national states by March 2011
- Some time is needed to be able to evaluate these new processes

- Functioning retail market needs a functioning wholesale market
- Roles and responsibilities must be defined
- Keep in mind the evolving smart world (smart grids, smart metering)

Switching

- EU Directive:
 - switching within 3 weeks
 - without costs for customer
 - customer must receive final bill 6 weeks after switching
- Implementation of these guidelines in national markets may lead to changed market rules – this shall be done with lowest costs (for all market participants)
- **Market participants need adequate time to operate switching process**



Switching

- switching process is much more than gathering an accurate metering value
- contractual arrangements like contract duration, cancelation period, etc. have to be taken into account
- Switching process must be transparent for all market participants
- **From our point of view it is of paramount importance that the switching process is as comfortable and simple as possible, free of charge and realized in high quality**



Billing

- Customer friendly
- For the average customer
 - Understandable!!!
 - Relevant information only
 - Practical & well functioning
 - Transparent
- Electronic billing should be promoted



Billing

GEODE considers that the obligations on billing already introduced by Directive 2006/32/EC, on end-use efficiency and energy services area sufficient.

GEODE asks deep cost-benefit analysis to be done before imposing obligations on billing to distributors/supply, as for instance as regards the need to hourly meters.

GEODE finds the Commissions recommendations on billing, presented at the London Citizens Energy Forum in 2009, well balanced and sufficient guideline for the near future

Contractual Relationship

- different types of contractual relationship between customer and supplier and DSO.
- contractual relationship between customer and supplier (e.g. Germany)
- contractual relationships between customer and supplier and customer and DSO (e.g. Austria, Denmark)
- Contractual relationships mainly based on legal basis of national laws.

Customer Interface

- Different types of customer interface models:
 - single point of contact (mostly supplier oriented)
 - dual point of contact
- Each model has advantages and weaknesses that have to be analysed.
- A change of current customer interface models would occur cost for all market participants e.g. for changes in IT and business processes .
- It should be the responsibility of the Member States to choose the best model for their country.
- **DSO as one natural and neutral contact with customer.**



Thank you

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