



**CEER key principles and standards for comparison tools (past work and proposed new declaration)**

**PEER Online Regulatory Roundtable on Digital Comparison Tools in Customer Journeys**

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# CEER key principles and standards for comparison tools

## What has to be ensured?

- Easy access to neutral and objective information on available offers for energy supply is one of the key elements that can empower customers to play an active role in energy retail markets
  - ▶ Web-based price comparison tools (PCTs) can offer a smart and easy access to this kind of information
  - ▶ It is crucial to ensure that PCTs are actually well-functioning, i.e. providing genuine, useful and usable information to customers
  - ▶ It is equally important that customers feel that they can trust PCTs



# CEER key principles and standards for comparison tools

## What regulators stood for in 2012?

- In 2012, CEER published the Guidelines of Good Practice (GGP) on PCTs
  - ▶ Based on a set of 14 recommendations on how PCTs can function effectively to the benefit of energy customers
  - ▶ Covered multiple themes:
    - Independence
    - Transparency
    - Exhaustiveness
    - Clarity and comprehensibility
    - Correctness and accuracy
    - User-friendliness
    - Accessibility
    - Customer empowerment



# CEER key principles and standards for comparison tools

## What regulators stood for in 2017?

- In 2017, CEER up-dated the Guidelines of Good Practice (GGP) on PCTs:
  - ▶ As a result of this revision, some new elements were introduced that derived from the experience of the five years, technological and market evolution and the stakeholders consultation. The updated guidelines, and, in particular, the two new guidelines under the heading of “future developments” made this update much more future proof compared to the 2012 version.



# CEER key principles and standards for comparison tools

## What regulators stand for today?

- Need for an update of the 2017 Guidelines of Good Practice on Comparison Tools because of the CEP (and the forthcoming Gas Package):
  - ▶ Several new business models are possible in the future:
    - e.g. dynamic contacts, aggregation, self-consumption, etc.
  - ▶ In light of the even more dynamic nature of contracts in various market places:
    - due to digitalisation, technology developments and decentralization and updated legislation.



# New context: Protecting European consumers - Five key areas of the New Consumer Agenda



1. Green Transition
2. Digital Transformation
3. Effective Enforcement and Redress
4. Consumer Vulnerability
5. Consumer Protection in the Global Context

## New context: New role of NRAs in CEP

- Regulatory authorities are at the forefront of the energy transition
- Safeguarding the market – effective separation of network activities
- Consumer protection
- Market monitoring
- **New tasks in the Clean Energy Package:**
  - Dynamic price contract
  - Contract exit fees
  - **Comparison tools**
  - Electricity sharing
  - Framework for demand response
  - Consumption data



## New context: How can we promote consumer protection?

Through competitive retail markets, transparency of information for consumers and careful monitoring:

### 1. Better informed consumers

- Clearer energy bills
- **Certified price comparison tool**
- Access to fit-for-purpose smart meters

### 2. Protected consumers

- Monitoring of energy poverty (governance)
- No prepayment meter surcharges
- Out-of-court dispute settlement

### 3. Empowered consumers

- Easier switching conditions
- Reward demand-response
- Active customers and Citizen Energy Communities





## New CEER's regulatory perspective: 3 regulatory dimensions

Well-  
functioning  
markets /  
IEM

- Flexibility

Consumer-  
centric  
dynamic  
regulation

- Vision 2030

Energy  
system  
integration

- Sustainable  
infrastructure

# CEER's perspective in retail and consumer issues

## Consumer-centric dynamic regulation:

- Let's ASPIRE principles
- Consumer rights and protection
- Energy efficiency
- Consumer groups
- Energy poverty and vulnerability
- Data management

**Consumer-centric design**



- Energy communities
- Self-consumption
- Demand-side response
- Peer-to-peer trading
- Distributed energy resources
- New business models

**Decentralised and local energy**



## CEER-BEUC 2030 Vision for Energy Consumers

*“Looking ahead to 2030 and the EU’s 2050 sustainability and climate neutrality objectives, we envision a future where effective policies and frameworks ensure that consumer rights are promoted and protected, whilst delivering these objectives.”*

*No one is left behind*

# CEER-BEUC 2030 Vision for Energy Consumers

CEER-BEUC 2030 Vision for Energy Consumers  
Long-term Energy Transition for Sustainability and Climate Neutrality



**AFFORDABILITY**



**PROTECTION**



**RELIABILITY**



**SIMPLICITY**



**INCLUSIVENESS**



**EMPOWERMENT**

LET'S **ASPIRE**

# LET'S ASPIRE

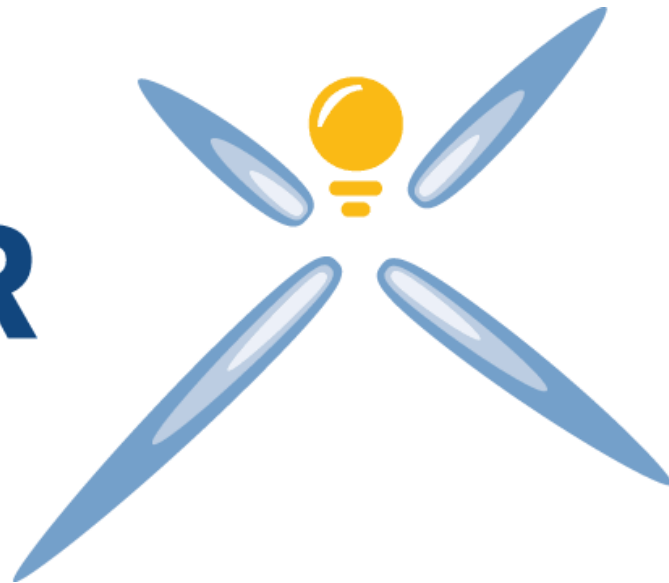
- To promote functioning markets
- To help consumers understand their options
- To enable innovative solutions which benefit consumers



# Thank you for your attention!

## CEER

Council of European  
Energy Regulators



[www.ceer.eu](http://www.ceer.eu)

# BACK-UP SLIDES



## CEER's perspective in retail and consumer issues (1)

- Greater acknowledgment of **consumers as key drivers of the green and digital transitions**
- Ensuring that **information and advice** provided to all EU consumers **is transparent, simple, readily accessible and comparable**
- The importance given to **protecting consumers against 'greenwashing'**
- Empowering consumers of gas and district heating with the **same rights and choices** as those of electricity



## CEER's perspective in retail and consumer issues (2)

- Addressing the increasingly dynamic nature of contracts in the various marketplaces, which would require closer cooperation between regulators across sectors to ensure that **comparison tools can result in significant gains for consumers** from engaging or switching
- Allowing consumers to **use their data, in a protected and consensual way**, to fully take advantage of ever-increasing digital services (including those in the energy sector)

## CEER's perspective in retail and consumer issues (3)

- Linking with the EU's recovery plan for a more **sustainable, resilient and fairer Europe** for the next generation
- Emphasising on affordability to enable access to products and services for low income consumers, particularly in the context of **vulnerable energy consumers**