# Retail Energy Market: from advocacy to action – A Supplier View on the Vision

## CEER 2014 Customer Conference

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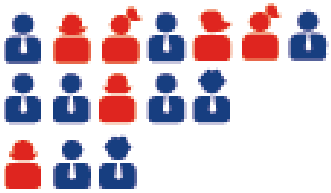
# Who is CEDEC?

1500
companies

120 bn €
turnover

350.000
employees



85.000.000 consumers

**CEDEC members:**

European Federation of Local Energy Companies

# Self-Concept

## CEDEC Represents

- Publicly owned
- local  enterprises
- Special social responsibility
- but, due to liberalisation: market player

## Members

activities as:

electricity and heat generators,

electricity and gas distribution grid & metering operators,

energy (services) suppliers.

## Special role

Supplier of last resort

## Intrinsic urge to be a reliable energy company

| | |
|---|---|
| Residential costumers own us. | Municipal politics monitor us, in addition to other mechanisms. |

## We feel accountable to the „RASP“ principles

| | |
|---|---|
| Support of CEER/BEUC initiative | Welcome the opportunity to take part in the discussion. |

# We are on our way - Reliability

## Switching and Billing

- Requirements in 3rd package
- Evaluation of progress in every MS

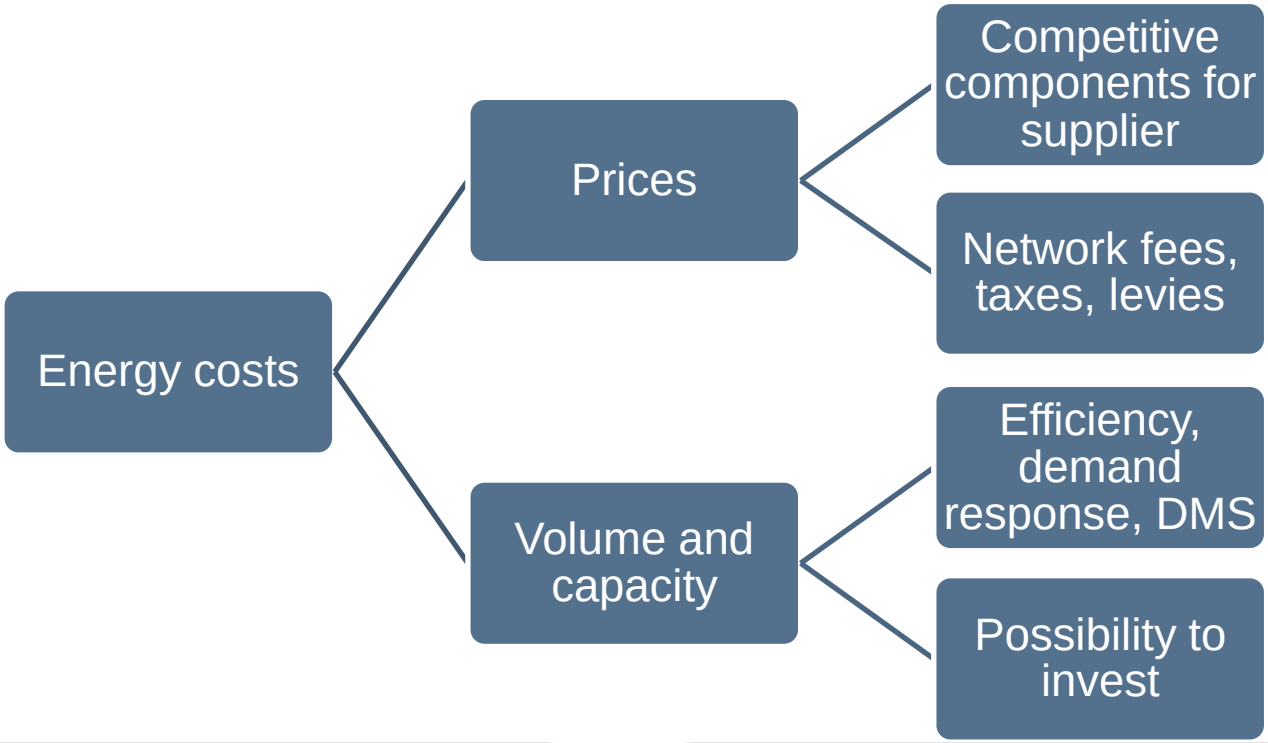
## Dispute solving mechanisms

- Internal solution
  - More than 3rd package requires, e.g. Wien Energie, Vienna
- External solution – ombudsmen & Consumer organisations

## Additional services

- increase overall customer service level
- e.g. face-to-face contact
- offers for deprived costumers: energy consulting, debitor consulting, minicontracting → „Wuppertaler Model“

# A big issue: affordability – the German view




## Competition

- Amount of competitors increases
- Competitive component of energy price does not increase

## Vulnerable Costumer

- Because of taxes, levies, etc. prices increase
- Necessity to act

# Politics matter:

## Need for reliable and predictable targets.

- Formulation of a framework.
- Minimise trade-offs. Accuracy vs. Simplicity – e.g. Requirement for billing and readability of the bill.

## Considering that:

- Cheapest supplier is not necessarily a reliable one.
- Customers also benefit from services.
- (Many) Customers are willing to pay for services and trust in reliable suppliers.

## Protect vulnerable customers.

- Carfully identify relevant customers!
- Most customers are empowered. Business models for participation evolve parallel to the maturing of the market.

# Thank you for your attention!

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