

CEER Citizens' Q&A

Digitalisation as a Driver for Better Retail Market Functioning – Key Challenges and Actions

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Digitalisation is driving change for the whole economy, including the energy sector. By 2030, new business models and technology are likely to fundamentally change energy retail markets. As the availability and value of data increases (e.g. smart meters, network flexibility), the main role for regulators is to consider relaxing or removing rules which get in the way, where relevant to promote interoperability, and to consider whether additional consumer protection measures are needed while taking into account risks associated with data, in particular privacy and data protection.

Drawing from the Council of European Energy Regulators (CEER) and the European Consumer Organisation (BEUC) [joint 2030 Vision for European Energy Consumers](#), this paper seeks to identify opportunities, challenges and risks associated with the digitalisation of the energy sector, while putting forward recommendations to NRAs on how to best benefit from it.

1 What is the impact for energy customers?

As new business models and technologies emerge, consumers stand to benefit from new services, better and faster customer support, increasingly more accurate energy bills that reflect consumer's consumption, as well as improved system flexibility and security of supply. In this fast-changing and innovative milieu marked by automated and data-driven solutions, regulators must ensure consumers both benefit from these changes and remain protected, leaving no one behind. Consumers must continue to have access to affordable, and reliable energy services and products that do not hinder data privacy provisions and consumer trust in energy markets.

2 How does it work?

Drawing from the six "ASPIRE" principles put forward in the CEER-BEUC 2030 Vision for Energy Consumers, this paper analyses a set of risks, challenges and opportunities associated with affordability, simplicity, consumer protection, inclusiveness, reliability and consumer empowerment in an age of increasing digitalisation.