

**ACER-CEER webinar: active consumer participation is key to driving  
the energy transition: how can it happen?**

**Monday, 7 October 2024 | 14:00 - 15:00 CET**

Online, MS Teams platform

**DRAFT AGENDA**

Indicative time	Webinar items	
13:45 - 14:00	Webinar open for log-in	Starts promptly at 14:00
14:00 - 14:05	<b>Introductory Remarks</b> Jana HAASOVÁ, CEER	
14:05 - 14:15	<a href="#">2024 Market Monitoring Report: conclusions and recommendations</a> Séamus BYRNE, ACER	
14:15 - 14:50	<a href="#">Q&amp;A Panel discussion on the potential of new contracts and how effective communication can inform consumers' decisions</a> <b>Moderator: Natalie McCOY, CEER</b> Philip LEWIS, Vassa ETT Pete LUNN, ESRI Blanca RODRIGUEZ, CNMC (tbc)	
14:50 - 15:00	<b>Closing Remarks</b> Csilla BARTOK, ACER	

## Webinar objective

The energy transition will not occur without more power system flexibility and the active participation of energy consumers. However, do consumers have the adequate tools to actively participate in the energy transition? Are they truly benefiting from recent low (and even negative) wholesale electricity prices?

This webinar presents the main recommendations from the ACER-CEER 2024 Market Monitoring Report: Active consumer participation is key to driving the energy transition: how can it happen?

Barriers to demand response and distributed energy resources persist (see the [ACER report on barriers to demand response](#)). Changes are required now as the retail energy sector must contribute to decarbonisation goals. This requires barriers to entry to be dismantled and supportive investment frameworks to be created to enable small, climate-compatible flexibility resources to participate in all electricity markets on an equal footing with traditional centralised sources of flexibility.

As more Europeans move to electric vehicles and heat pumps, electricity consumption will rise driving the need for demand-side flexibility by consumers. During the event, ACER and CEER will address:

- Decarbonisation enabling tools, such as smart meters and dynamic price contracts that allow consumers to play their part in the clean energy transition.
- The importance of flexibility at consumer level, the need for efficient grid use, and the urgency of accelerating the roll-out of smart meters. It is necessary to create incentives for consumers to actively adapt their consumption when needed and for storage to be operated dynamically.
- How dynamic pricing and flexible contracts can empower consumers to play their role in driving a sustainable energy future. Traditional fixed/flat price contracts are insufficient; embedding flexibility and participation in the electricity market is essential.

## Pre-reading:

Active consumer participation is key to driving the energy transition: how can it happen? – 2024 Market Monitoring Report (to be published on 30 September 2024).