



POWER2PEOPLE

Working together for a customer driven
energy transition

Who is Eurelectric?

Eurelectric is the federation for the European electricity industry. We represent the power sector in over 32 European countries, speaking for more than 3,500 companies in power generation, distribution and supply.

We contribute to the competitiveness of our industry, provide effective representation in public affairs and promote the role electricity in addressing the challenges of sustainable development.

We draw on more than 1000 industry experts to ensure that our policy positions and opinions reflect the most recent developments in the sector. This structure of expertise ensures that Eurelectric's publications are based on high-quality input with up-to-date information.

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Introduction



The achievement of the EU's energy transition and carbon neutrality targets in the coming decades requires the significant involvement of all stakeholders within the energy system. Customers hold a central place in this system and in achieving Europe's recently reinforced decarbonisation ambitions. Their active participation should be fostered through energy policies and by all actors in the energy system, including suppliers.

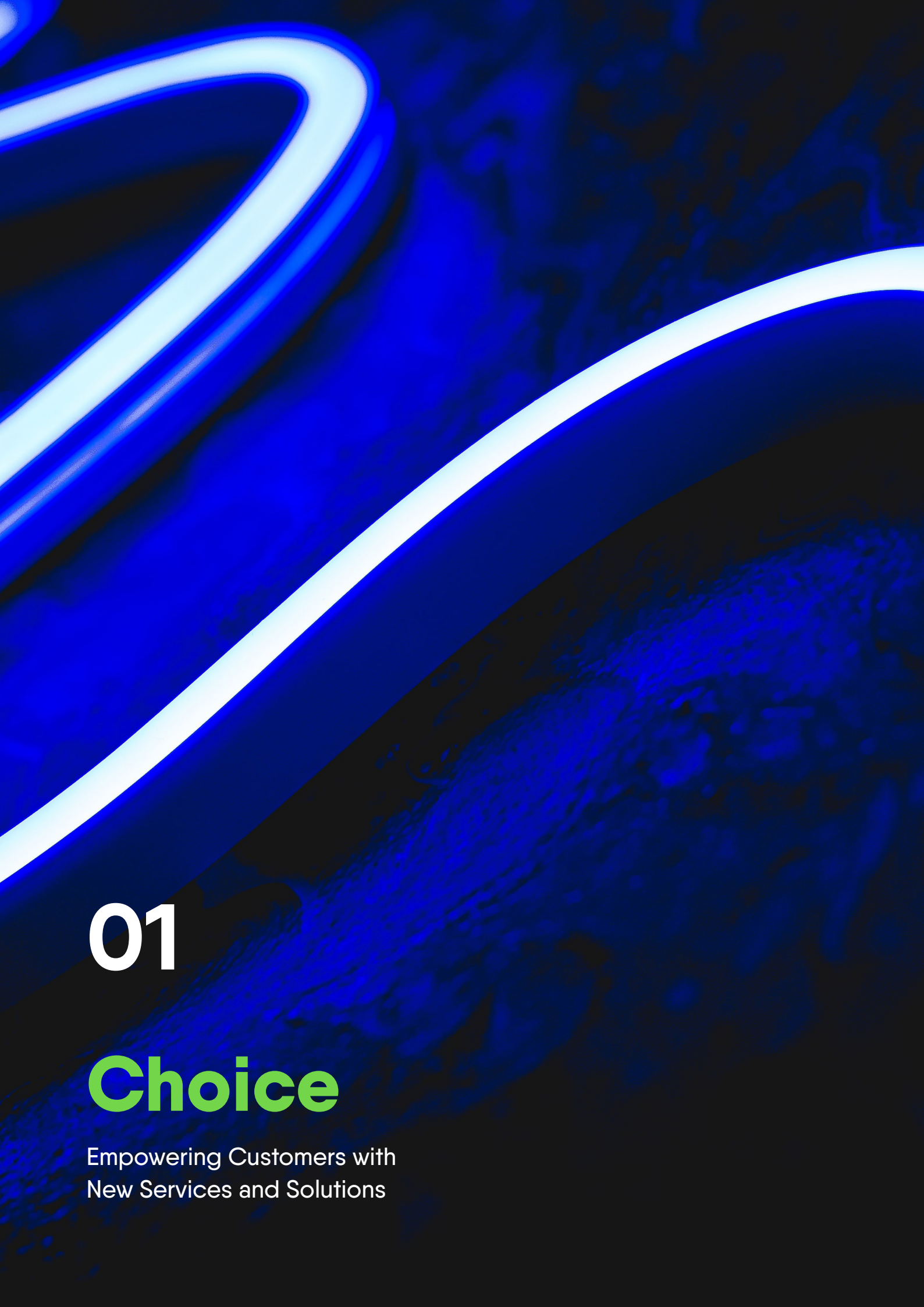
In July 2021, the EU's Fit for 55 Package embedded the role of electricity and electric solutions within its decarbonisation ambitions and called for the further empowerment of customers to achieve them. In March 2020, European electricity suppliers had already made their 15 Pledges to Customers, a commitment to accompany them on the energy transition.

This summer we talked to thousands of our customers to understand how our efforts are making a positive difference, and where we can do more. What we found is that despite a general awareness of environmental issues, a large number of customers are not yet fully involved in the energy transition. Customers also want to participate in different ways – some are actively seeking and using new electric solutions while others are preparing to do so. A third group wants the service, not the hassle.

But common to all customers is the need for clear and reliable information to make informed choices, an easy process for adopting carbon-neutral electric solutions, and solutions that reduce energy consumption and manage their energy bills. The last point demands a special focus on vulnerable customers to ensure a just transition.

We, electricity suppliers, are committed to empowering European energy customers; however, we cannot achieve this alone. The new energy ecosystem requires a collective commitment. Governments have a critical role in enabling customers to go electric through advocacy and financial support. They are also leaders, setting the strategic direction of the transition, providing regulatory guidelines that ensure fair and well-functioning markets, and stepping in where markets alone cannot provide the necessary solutions. Governments must meet this challenge responsibly.

The partnership between energy suppliers and policymakers should truly empower customers on their energy transition journey. The following policy asks to the EU and the Member States aim to ensure that we arrive at our decarbonised destination.

The background is a deep blue with a textured, almost crystalline appearance. Two bright, glowing white lines curve across the upper half of the image, creating a sense of motion and depth. The lines have a soft, ethereal glow that fades into the surrounding blue.

01

Choice

Empowering Customers with
New Services and Solutions

Markets & tariff structures

Stimulate active participation of electric solutions in the energy system through greater differentiation in price signals, cost reflective network tariffs (e.g., static time-of-use tariffs) and efficient use of smart meters and the grid.

Incentivise innovation through competition and well-functioning markets based on a level-playing field for all market players.

Regulation, streamlined rules & processes

Stimulate innovation and entrepreneurship through a stable regulatory framework that moves away from prescriptive rules and focuses on defining enforceable principles and high-level guidelines.

Promote the uptake of affordable electric solutions through the review of the Energy Taxation Directive:

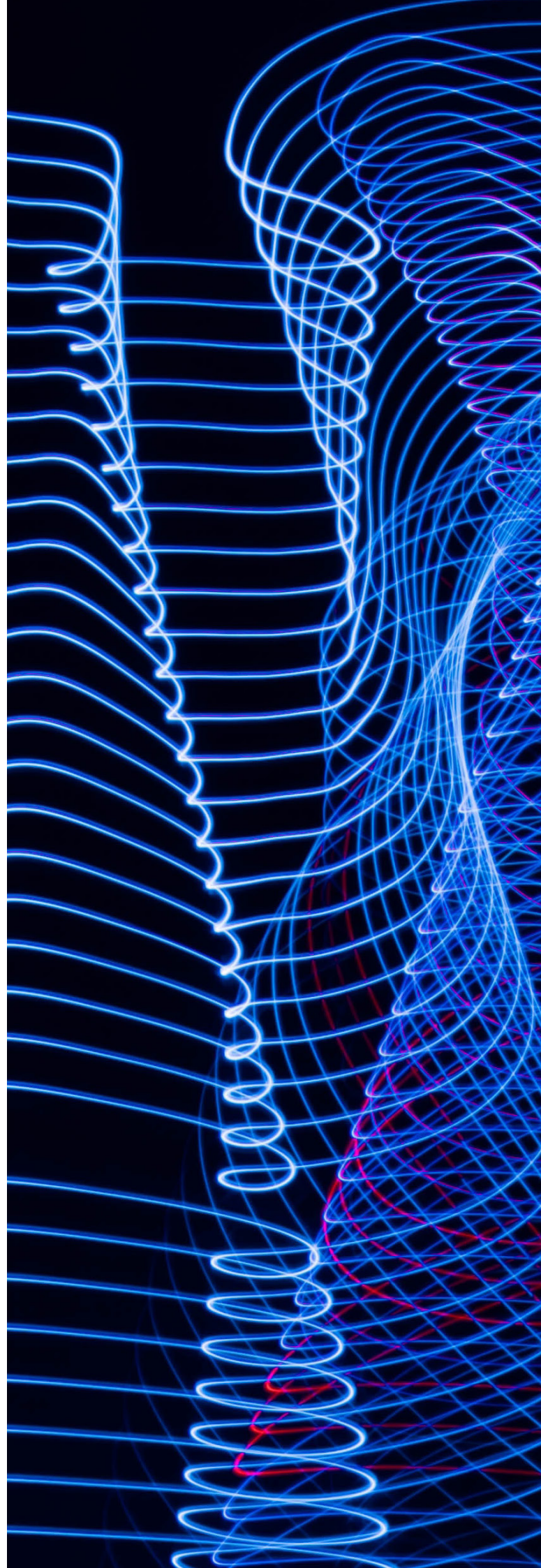
Harmonising taxes and levies across energy carriers based on energy content and environmental impact.

Removing ad-hoc taxes and policy costs from the electricity bill and allocate them to the state budget.

Seize the opportunity to promote and create momentum in energy efficiency upgrades through the Fit for 55 review process.

Industry standards

Ensure full interoperability between different EV charging networks and increase interoperability of existing infrastructure over time.



A person is seen from behind, wearing a white t-shirt and glasses, standing in a dark environment. Two bright, vertical blue light beams illuminate the scene, creating a futuristic or technological atmosphere. The person is looking towards the beams.

02

Control

Pursuing for an Affordable
and Inclusive Energy Transition



Clear & reliable information

Provide government-certified information (i.e., certified comparison websites) for estimating carbon footprint and costs reduction on key electric solutions (EVs, heat pumps, home management systems, etc) vs. incumbent technologies (ICEs, boilers, etc).

Financial support

Facilitate access to financing by:

Developing independent evaluation tools to assess the financial viability of energy efficiency investments designed in partnership with the financial sector to ensure wide uptake among finance providers.

De-risking investments for commercial banks through public guarantees where necessary.

Provide financial support to facilitate customers' access to advanced and innovative energy services by mitigating upfront costs and allowing for co-investment.

Vulnerable customers

Strengthen the role of social services in identifying and supporting vulnerable and low-income customers early.

Co-invest with private parties in energy saving initiatives (e.g., buildings renovation) that help vulnerable customers save costs and adopt sustainable energy solutions.



03

Customer Experience

Improving the Energy Experience
through Simplicity and Transparency

Promote electric solutions to achieve decarbonisation alongside increased convenience, and reduced energy costs, through the implementation of the Fit For 55 Package & New Consumer Agenda.

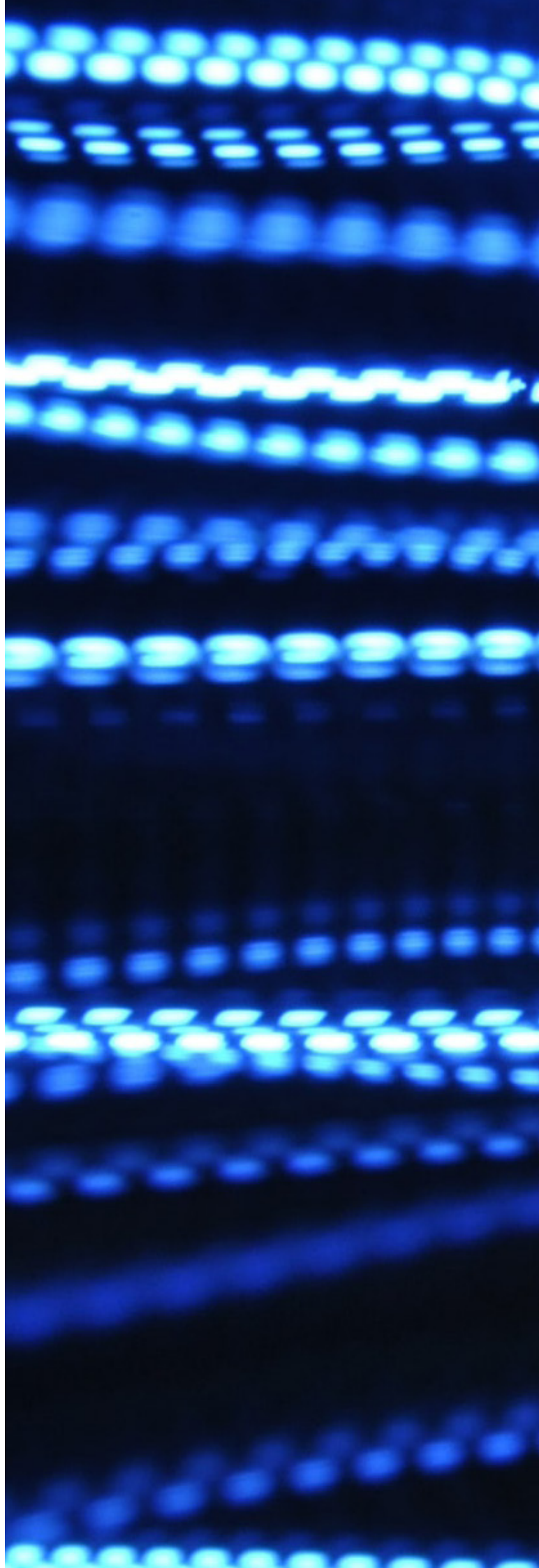
Maximise synergies between education, digital literacy programmes, and electrification promotion initiatives to boost the energy transition.

Data and digital governance

Guarantee data privacy and security of personal energy/meter data without hindering safe and secure network management and the development of innovative market services crucial to the energy transition.

Incentivise innovative services through the effective use of high-quality data across the energy system to help customers choose and use the digital solutions (i.e. smart devices and services) that deliver the most benefits to them.

Encourage a simple and interoperable customer data exchange interface for innovative services that successfully engages customers in the twin green and digital transition.





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