

# *Energy Efficiency: How to make it work for European consumers?*

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'New Directive –  
New Energy for Housing?'

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# BEUC ? BERRK ? BEUIK ?

## European Consumers' Organisation:

- ❑ Represents Consumer Interests towards the EU Institutions since 1962
- ❑ **2011**: 42 independent national consumer organisations from 31 European countries (EU, EEA and applicant countries)



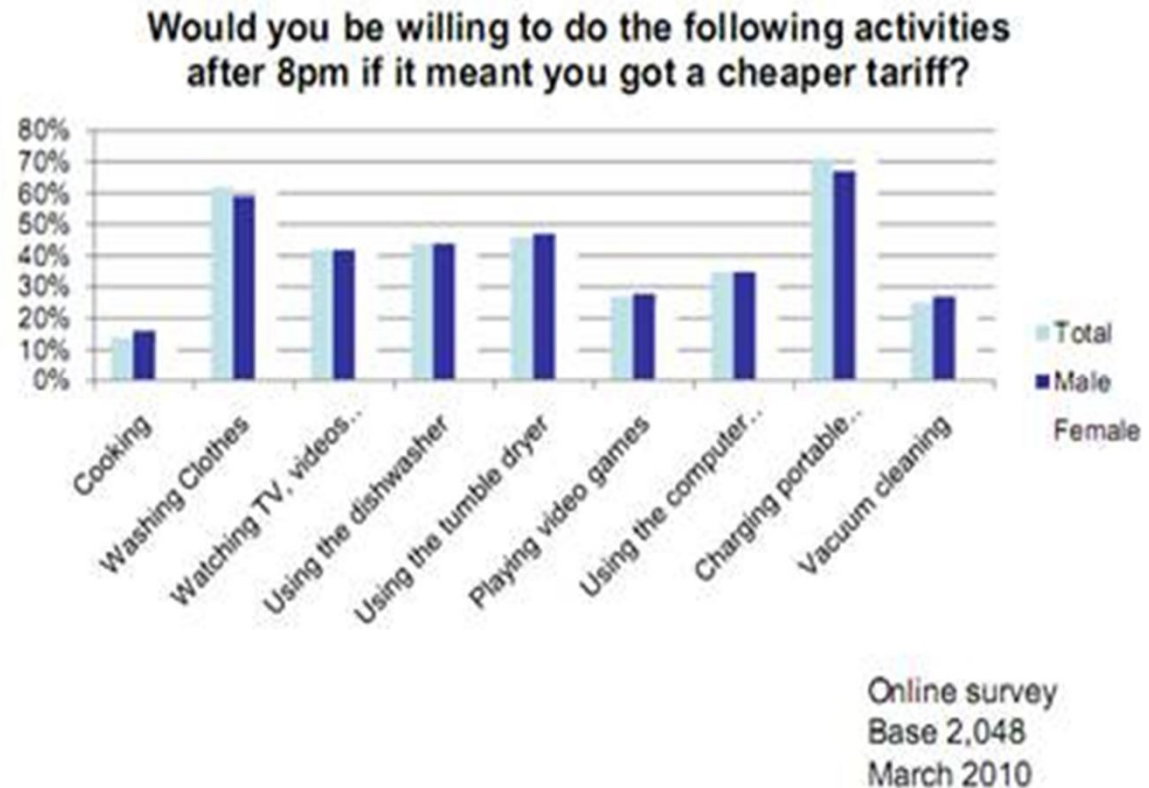
# *Empowering consumers with new technologies*

- ❑ Smart technologies have high energy efficiency potential but may also represent the risks if not carefully assessed prior to their deployment;
- ❑ Assessment of long-term costs & benefits of smart meters;
- ❑ National strategies on SM roll-out and tailored campaigns;
- ❑ Reporting on how smart meters deliver to consumers and tax payers;
- ❑ Real time information as well as historic data on consumer's energy consumption free of charge, in an appropriate format;
- ❑ Sensible requirements with respect to IHD;
- ❑ Information and advice to maximise the potential benefits of smart meters;
- ❑ Impact on vulnerable consumers.



# Demand response - challenge

- ❑ Are people unwilling to change behaviour?
- ❑ Key reason against not taking action link with inconvenience/lifestyle
- ❑ **Recommendations:**  
Pilots of different offerings and consumer engagement strategies to encourage innovation and best practice



# Energy Efficiency Obligation Scheme

- ❑ Monitoring and auditing of actual savings is a key to ensure that measures deliver the carbon or energy savings claimed;
- ❑ Reporting on and transparency of cost-effectiveness of the obligation scheme (that energy savings are delivered at lowest cost to consumers);
- ❑ Focus on measures targeting long-term savings (insulation) & more effective measures to achieve short-term savings.



# Thank you for your attention

More information on  
[www.beuc.eu](http://www.beuc.eu)

 [EC transparency register](#): identification number 9505781573-45 

