

Changing role of the consumer

GEODE spring seminar

Silvia Angelo,
Austrian Chamber of Labor



Introductory remarks

- The **Austrian Federal Chamber of Labour** is the legal representative of 3,2 million employees and consumers in Austria.
- Legal representation means, that we are financed by an obligatory fee of all employees and we are obliged to comment on all legal issues in Austria.

A new development in energy policy: Empowered consumers

- According to our understanding protection and information are a pre-condition to the empowerment of consumers.
- Empowered consumers should be able to **reduce their electricity consumption** as much as possible without loss of convenience.
- The reduction of electricity consumption has to result in a **cost reduction** for comfortable energy consumption.
- This would also bring the EU closer to its new **40/27/27 energy + climate targets by 2030**.



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Consumers – SAME, SAME BUT DIFFERENT

- Income, information, urban/rural or lifestyle do make a difference in consumer's possibilities
- Consumers are not professional energy experts who have the knowledge and time to closely study every day's price peaks of electricity.
- The change of electricity supplier is not comparable to the change of a brand: It is a contract of continuing obligations providing a service of general interest.



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Smart meter – Benefits and challenges ahead

- Smart meter offers a **data flow** on household consumption every 15 minutes => **Data protection**
- The consumer will be **overnewsed** about his power consumption but **underinformed** about the most effectiv way to save power => They need **energy advice** offered by professionals.
- With the knowledge of the consumer profils new tarif models could be implemented => **Transparency of tarif structures**



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What do we need, to make the new system work for all

- The main and highest priority has to be set on the implementation of energy efficiency measures
- Fair distribution of costs and of benefits of measures
- Tariffs shall be simple and comparable. A jungle of tariffs blurs the target of lower prices and more competition.
- Base and time-independent tariff for households, which should be the standard-tariff.



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On the road to the EU-energy targets: Energy efficiency is the key

- EE is the most important part of the triad EE, RES, GHG
- The Austrian Law on EE: AK positive towards
 - Obligation, that 40% of energy efficiency measures have to become effective in private households
 - Reductions of energy consumption in low income households count with a factor of 1.5.
- Increased EE is one building block of combating energy poverty



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Thank you for your attention!

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