

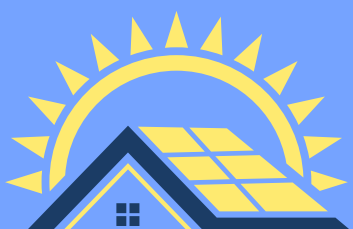
# ACTIVE CONSUMER PARTICIPATION IS KEY TO DRIVING THE ENERGY TRANSITION - HOW CAN IT HAPPEN



## 2024 MARKET MONITORING REPORT - RETAIL

### CLEAN ENERGY TRANSITION

may be hampered without power system flexibility. Consumers can play a pivotal role as providers of flexibility.



Smart meters and dynamic contracts are key for giving consumers control over their energy use, allowing them to benefit from lower wholesale energy prices.



However, only 50% of EU households have smart meters.

In 6 Member States, this number is below 10%.



73% of EU households are on fixed price contracts.

Dynamic and flexible contracts are needed.



Untargeted price interventions (in 8 countries) hinder retail competition, contract innovation and (in turn) flexible consumer behaviour.



### HOW TO ENABLE CONSUMER PARTICIPATION?

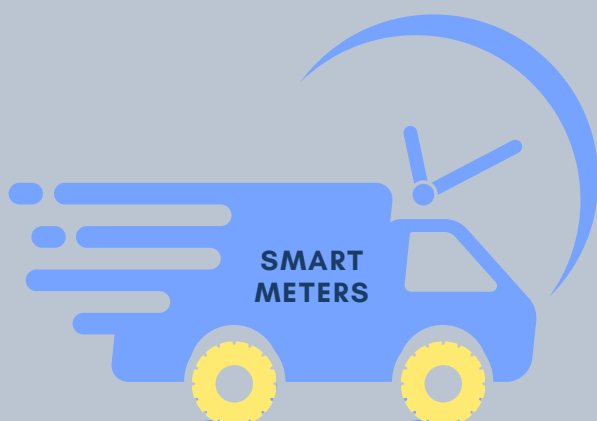
Regulatory frameworks should evolve to promote demand-side response while balancing household consumer protection.



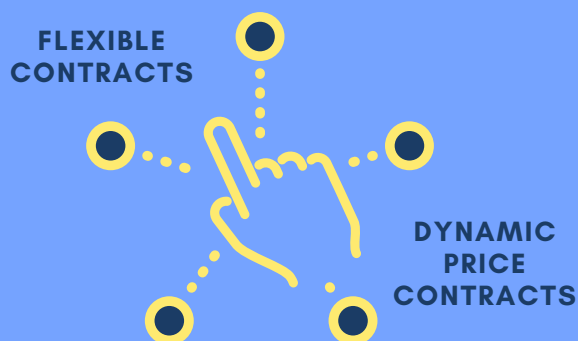
Distribution System Operators must be incentivised to deliver more cost-efficient grid use and investments.



Member States must ensure a swift rollout of smart meters.



Regulatory authorities and suppliers must ensure the provision of a broad range of flexible contracts, in particular dynamic price contracts.



Raise consumer awareness of the benefits of flexible consumption behaviour and incentives for participating in it.

