<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:50 – 14:00</td>
<td>Webinar open for log-in</td>
<td>Starts promptly at 14:00</td>
</tr>
<tr>
<td>14:00 – 14:05</td>
<td>Introductory Remarks</td>
<td>Jana Haasová, CEER</td>
</tr>
<tr>
<td>14:05 – 14:20</td>
<td>Energy retail and consumer protection MMR: Conclusions and recommendations</td>
<td>Csilla Bartok, ACER</td>
</tr>
<tr>
<td>14:20 – 14:30</td>
<td>Consumer demand trends</td>
<td>Philip Lewis, VaasaETT</td>
</tr>
<tr>
<td>14:30 – 14:40</td>
<td>Case Study: ESB Networks “Beat the Peak”</td>
<td>Sarah Dunne, ESB Networks</td>
</tr>
<tr>
<td>14:40 – 15:15</td>
<td>Q&amp;A and Close</td>
<td>Moderator: Natalie McCoy, CEER</td>
</tr>
</tbody>
</table>
Housekeeping rules

Questions shall be posed using the Slido tool within Microsoft Teams

Use direct link: https://app.sli.do/event/qQpF6bfTwrkEq3yCvu7zMn

Keep your microphone muted unless the chair gives you the floor

Questions from other participants can be ‘liked’ to increase their visibility

Substance-related questions will be addressed during the relevant Q&A session; although they can be posed at any point

Slides from this webinar will be uploaded to ACER website
Introductory remarks

Jana Haasová, CEER
Conclusions and Recommendations

Csilla Bartok, ACER
Year on year electricity prices increased

- Across the EU, electricity prices increased
- Such increases were inevitable in response to wholesale energy prices
- Governments implemented measures to assist consumers manage the higher bills
- Hedging strategies shielded consumers at the start of the crisis
• Electricity prices peaked between October and November 2022

• While prices are falling, they remain higher than pre crisis levels

• Peak price caused by the energy component

• Hedging strategies shielded consumers
Different markets, different impacts

Evolution of end user prices in DK, FI, IE, SE

- End-user price Denmark (DK)
- End-user price Finland (FI)
- End-user price Ireland (IE)
- End-user price Sweden (SE)

Evolution of end user prices in BG, HU, MT, SK

- End-user price Bulgaria (BG)
- End-user price Hungary (HU)
- End-user price Malta (MT)
- End-user price Slovakia (SK)
• Energy expenditure extremely high in some Member States

• Measures in response to the crisis needed but came at a cost

• Support likely to continue to be needed for some going forward

• More targeted approach may be needed

Household electricity bill as a share of disposable income

- Q1 2022
- Q1 2023

- Incl. Electricity Measures
- Added share if measures are excluded
In the short term, emergency measures shielded end consumers from price shocks

- Wholesale electricity prices peaked, but emergency measures mitigated the increase in retail prices.
- Fiscal costs of household support measures in 2022 and 2023 reached up to 5.56% of GDP for some member states.
- Targeted measures: Less than a quarter (23%) of these costs.
- Attention needed going forward: Household electricity prices drop at a slower rate than the wholesale prices.

Reduction of retail prices was achieved at high costs.

Effect of emergency measures on retail prices – EU-27, June 2021 – April 2023 (% and EUR/MWh)

Source: VaasaETT
**Supports could be more targeted**

- **Supports should aim to:**
  - Assist all consumers to lower consumption; and
  - Protect vulnerable consumers and remove their vulnerability going forward.

**Targeted**
- Provided to those that need it

**Tailored**
- Markets are different
- Must fit but not distort signals

**Temporary**
- Broad financial supports should be phased out

**Energy efficiency**
- 70% of buildings in the EU do not meet building efficiency standards
PROTECTING VULNERABLE USERS STARTS WITH ASSESSING WHO THEY ARE...

- Directive 2019/944 gives Member States the power to define what a vulnerable consumer is.
- Member States may take into account:
  - The Directive offers a broad guidance
  - We should strive to:
    - Protect the critically dependent users;
    - Assist all users to lower consumption and reduce bills through energy efficiency; and
    - Examine the proportion of income spent on energy over time.
  - Watch out on the long run for:
    - Vulnerability may change based on circumstances and markets – be capable of responding rapidly
Availability and provision of information could be improved

- Many EU consumers still do not have access to comparison tools or energy bills compliant with EU law
- Stronger monitoring of contract uptake needed as we move to a more flexible energy system
- Consumer complaint processes should improve to enhance the quality of service provided
- Consumer information campaigns can help consumers to engage more actively
Emergency situations call for trade-offs and compromises, however, some approaches outperform others.

Measures to shield end-consumers should be TEMPORARY, TARGETED, TAILORED.

Demand reduction and reaction: will be key in the future.
Consumer demand trends

Philip Lewis
VaasaETT
Consumer Demand Trends During the Crisis

Dr Philip Lewis, CEO, VaasaETT

ACER-CEER webinar: Monitoring energy retail markets and consumer protection
Electricity demand clearly low in latter part of 2022 compared to historical levels

Gas demand at the lower end of the historical range.

Not a dramatic impact overall, even when including industrial demand
Demand Trends – The Bigger Picture

Aggregated Demand Patterns (EU27) 2022 vs Modelled

❖ Demand slightly below what would have been expected given seasonality, weather & other variable adjustments (Excl. crisis)

❖ Larger reduction indicated for electricity than gas

Modelling analysis presents a similar picture
Demand Trends – The Bigger Picture

Aggregated Demand Change (EU27) in 2022

Absolute Reductions across most of Europe
Demand Trends – Gas Belgium

Aggregated demand

Residential demand

Predicted vs Actual

Industrial demand
Demand Trends – Elec + Gas Great Britain

Aggregated electricity demand

Industrial electricity demand

Residential electricity demand

Industrial gas demand
Demand Trends – Elec Other Notable Res Markets

Ireland

Latvia

Slovenia

Spain
Demand Trends – Gas Other Notable Res Markets

Czechia

Netherlands

Ireland

Latvia

Portugal

Spain
Relationship between prices & demand

**Residential**

- Correlation Coefficient (R)
- Time Lag (in months)

**Industrial**

- Correlation Coefficient (R)
- Time Lag (in months)

*Correlation is not statistically significant*
In general price increases drive demand reductions for both residential and industrial.

*Correlation is not statistically significant.
Beat The Peak
– ‘Is This a Good Time?’

Sarah Dunne, Stakeholder and Communications Manager

In collaboration with electricity customers & energy stakeholders
The Background: Sustainability at our core

ESB Networks: Delivering Ireland's electricity network for a clean electric future

Delivering our Net Zero Strategy

Supporting Ireland's Climate Action Plan
The Challenge

As Ireland transitions from dependency on fossil fuels to renewable generation there will be periods of time where there is a gap in generation & supply.

The Opportunity

How can we support customers in taking control of their electricity usage and drive real behavioural change to support Climate Action Targets?

Support customers in playing a part in beating the peak.
The Insight: People don’t think about electricity: the detail of how electricity is generated is not part of everyday life.

The Proposition: What time you choose to use your electricity matters.

From: I use electricity when I need it without thinking the time of day matters.

To: I understand that the time I choose to use electricity matters; sign up to ESB Networks pilot to learn how to take control of my energy usage.

By: Educating people that how we use electricity matters, inviting people to join our pilot empowering them to take control.
Simple and effective communications

Take more control of your home's electricity
Sign up to our pilot programme

This is a good time to be rewarded
Sign up to the pilot to take control of your home's electricity and you could even be rewarded.

Get customised advice on when and how to use electricity at home

This is a good time for all electricity customers
You can join the pilot programme, regardless of your supplier, at esbnetworks.ie/pilot

Take more control of your home's electricity
You could reward control of your factory usage at esbnetworks.ie/pilot
Make it simple and understandable

Take more control of your home's electricity
Scan this QR code to sign up to our pilot programme or visit esbnetworks.ie today!

Is this a good time to use electricity?
Scan this QR code to sign up to our pilot programme or visit esbnetworks.ie today!
The Customer Journey – Mary

“how do we support Mary?”

RECRUIT

REGISTER

ENGAGEMENT & EDUCATION

REWARDS : SUPPORT DURING PEAK EVENTS

TAKING CONTROL & CHANGING BEHAVIOUR
## Business Objectives

### Customer Engagement & Behavioural

<table>
<thead>
<tr>
<th>18k active customers</th>
<th>88% Of participants signed up for our ‘Energy events’</th>
<th>23% increase of customer awareness of peak time</th>
</tr>
</thead>
</table>

**+40,000 Behavioural change: +40K actions reported**

- 52% of customers signed up to the programme for sustainability reasons
- 350k customised emails & SMSs delivered, average open rate 60%
- 91% of customers happy with email communications
- 30% of participants offered to be part of focus groups to influence future direction
- Following improvements from phase 1 95% found the sign up process easy

## Communication & Marketing Objectives

### Customer Engagement & Behavioural

<table>
<thead>
<tr>
<th>100% Overall media campaign reached 100% of target audience at a frequency of 104.4 times (25+/Home Owners/Renters)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>103,900,000 impressions across all Digital channels</strong></td>
</tr>
<tr>
<td>75% of people felt IiAGT campaign positioned ESB Networks as a sustainable brand</td>
</tr>
</tbody>
</table>

Key influencers & stakeholders across DECC, Suppliers, Councils, An Post, partners actively supporting across Social Platforms, internally and inviting team into deliver ‘thought leadership’ events. SEAI endorsed all of our communications content.
What’s Next?

There is a journey we must continue to bring customers on...

Awareness of key concepts
Intent and understanding
Prompted Action
Proactive Management

Wider public
Registered Participants
Event Participants
Thank You
Q & A and close

Natalie McCoy
CEER
Q&A session

Connect to Slido

- Directly in MS Teams
- Through www.slido.com #ACER-CEER
- Scan QR code
- Use direct link: https://app.sli.do/event/qQpF6bfTwrkEq3yCvu7zMn
Closing remarks

Natalie McCoy - CEER
Thank you.

In case of follow-up questions on the reports, please reach out to us: press@acer.europa.eu

The contents of this document do not necessarily reflect the position or opinion of the Agency.