

# A National Perspective: a Manifesto of the Energy for the Future



**Cittadinanzattiva Onlus/  
Active Citizenship Network**



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# A smart Energy System for Consumers, Consumers for a Smart Energy System



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# What are the necessary conditions for consumers to become part of a Smart Energy System?

There is no Smart Energy System without:

- A single energy market (instead of a regulated market and a liberalised market that coexist);
- An energy market that works well and increases consumer trust;
- Suppliers oriented towards consumer needs;
- Clear, simple and accessible information to all consumers (about consumption, options available in free market, etc.);
- Consumer Empowerment, Consumer Awareness, Consumer Protection;
- Innovation (smart metering, smart grid, etc.)

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## In Italy:

- 68.4% of domestic consumers for electricity (67% for natural gas) are still served by the regulated market;
- 32% of the expenditure (42% for natural gas) is accountable to system charges and taxes;
- participation in the liberalized market requires a certain degree of information and awareness that consumers have yet to acquire.

Consumer Complaints	%
Billing	48,5%
Contracts	20%
Liberalized Market	18%
Commercial quality	7%
Technical quality	3%
Prices	2%
Energy Saving and energy efficiency	1,5%
<b>Total</b>	<b>100%</b>

Source: Cittadinanzattiva – Rapporto PiT Servizi, 2016

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# How can your organisation influence these conditions?

## Manifesto of the Energy for the Future

The manifesto is a project launched about two years ago by 6 consumer associations and 5 energy suppliers.



**The idea of the “Manifesto” arises from the will to support the approval of the bill (submitted to the Parliament in 2015 and is still ongoing: the discussion on the draft Law stopped at the beginning of August 2016 at the Senate and restarted at the end of April 2017), highlighting the opportunities that a fully liberalized market can bring to both customers and operators.**

The initiative is addressed to customers, innovative companies and all those who will support the project, to give a concrete contribution to sharing proposals to be presented to the institutions. The aim is also to support the implementation of the law, to make the customers aware of the new market scenario and to take advantage of all the opportunities.

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# Manifesto of the Energy for the Future: key points

We have launched this Manifesto, which presents “the market that we want” and indicates four key points around which a consumer-oriented energy market should be built:

1. **+SAVINGS:** Consumers who know their consumption can choose the offer that best suits their needs;
2. **+SUSTAINABILITY:** it is essential to promote the culture of energy efficiency on a large scale for a more conscious consumption;
3. **+INNOVATION:** all customers must be able to benefit from the advantages offered by technological development;
4. **NOBODY SHOULD BE LEFT BEHIND:** for less-privileged or large families there is a “social bonus”, granting a reduction in the energy bills for the annual expenditure on electricity and natural gas. This tool is not sufficient and must be reinforced by more accessible and effective solutions.

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# Manifesto of the Energy for the Future: next steps

From September 2017

Consumers' associations and companies of the Manifesto will organize a territorial roadmap of meetings:

- **Tools:** information leaflet explaining the energy market and opportunities for consumers from the complete market liberalization.
- **Objectives:** develop an information campaign dedicated to consumers, explaining the opportunities of the energy market in terms of consumption reduction, sustainability and environmental awareness, energy efficiency, innovation and support for vulnerable consumers.

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# How do we take into account privacy, costs, etc.?

- The new business models, based on big data and user involvement in the market, assume a **different relationship between companies and consumers**, with the former not limiting in selling commodity.
- To stimulate the demand, the **customer must be clarified of the trade-off** between what it yields, in terms of personal data, and what it receives, in terms of economic saving or quality of service.
- **Innovations will be able to spread only if they are able to send price signals to consumers.**
- This is a "system challenge" that to be tackled must involve politics, regulators and companies. **There is a need for a framework of rules** to protect users and this framework can only be created at the European level. Clear rules to protect consumer privacy without blocking change.

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# Thank you for your attention!

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