Engaging with and protecting consumers in Energy sector

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Energy market: a complex world

Consumers perceive the energy market as complex: this will increase
Important to: reduce complexity, inform, educate, and engage consumers
Markets for consumer needs

An engaged consumer will demand tailored products and services. This will encourage new entrants and lead to more innovation.
Implications for regulators

• Empowered consumers lead to engaged consumers

• Knowledge of consumer behaviour contributes to effective engagement of consumers.

• Enforcement of (general) consumer protection law such as Unfair Commercial Practices Act
You snooze, you loose

Cognitive biases

Status-quo bias

Loss aversion bias

Social preference
You snooze, you looze

https://www.youtube.com/watch?v=VmP8sYUqN1s&feature=youtu.be
• Thank you for your attention