

## Gas companies put customers at the heart of market strategies

**Brussels, 16 July 2015:** The energy market is evolving fast. Changes driven by the market as well as technological developments are rightly opening up more possibilities and scope for customers to shape their energy choices and use to their own needs. The Commission's **New Deal** issued yesterday identifies the issues to be addressed if these opportunities are to be achieved in a competitive energy system that works for customers. Eurogas supports the objective of putting customer needs for sustainable, affordable and secure energy at the centre of energy policy and regulation.

Welcoming the **New Deal**, The Secretary General of Eurogas, Beate Raabe, said yesterday, *"A robust competitive market is the best means to ensure customers' interests are met, including the most vulnerable. A main objective of Eurogas is to help build greater customer confidence in the market."*

Increasing evidence shows that companies are further adapting their commercial approaches, enabling them to find out more about what customers want from their energy suppliers in order to meet these needs. Customers now have the power to influence the market in a way that was inconceivable a few years ago.

Eurogas works to promote a technology-neutral framework that recognises the need for diverse solutions and the important role of gas in achieving an efficient, low-carbon and affordable energy system. We advocate an environment that will enable the industry to develop innovative products and services that enhance trust in the market, underpinned by clear and reliable information and integrity in all commercial dealings.

For Eurogas the most essential points in the **New Deal** are:

- Driving forward opportunities for customers to benefit from more efficient energy use by using smart solutions that reduce emissions at the lowest cost – **gas on its own or in partnership with renewables is a vital element in this.**
- The emphasis on clear, simple communications with customers to make it easier for them to compare market options in an increasingly complex marketplace – **Eurogas engages in discussions aimed at improving comparability; bills should make clear what non-commodity elements (e.g. taxes, levies and transportation fees) customers pay for.**
- The progressive phasing out of regulated prices – **a clear roadmap is needed.**

The **New Deal** should relate to the promise of the EU's Digital Agenda, be market driven and respect the principles of better regulation. At the same time it should offer complementary EU and national approaches that benefit Europe's customers.

For more information on the role of gas in the future energy system, see our video Smart Gas: Smart Future [here](#).

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Note to Editors: Eurogas is an association representing 43 companies and associations engaged in the wholesale, retail and distribution of gas in Europe. Eurogas provides data and information relevant to EU decision makers and opinion formers in making the right policy choices.

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