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Title - “Consumer Education and Information”

Energy consumers are overloaded with numerous messages, advices and warnings coming from liberalized energy markets, and particularly from the markets in the transition. A lot of information usually does not result in informed customers that are aware of their rights. The education is crucial in helping them make meaningful choices and use their rights when faced with that information burden. Given a number of economic and technological developments in recent years, the need for proper consumer information and education has become increasingly evident worldwide.

Consumer information on its own does not suffice. It is highly necessary to complement this information with consumer education which addresses skills, attitudes, and knowledge to help individual consumers look for, understand and apply consumer information. Accurate and relevant information can help consumers to better understand and manage their energy consumption in more efficient ways, contributing to more affordable and efficient energy use, to more significant emissions savings and to support consumers in making informed and free choices. Well informed and educated customers are empowered to act individually or through customers’ associations in expressing their interests in the market and impacting the energy sector policy through dialogue and cooperation with the relevant institutions.

Consumer education and decrease of information asymmetry between energy companies and consumers is a permanent task for public bodies, regulators, consumer organisations, independent advisory services, NGOs, business organizations and academics.