

The future energy market is:

inclusive by design and recognises the essential nature of energy supply. It should facilitate and encourage innovation, be accessible by all and treat everybody fairly, regardless of their circumstances

This means it delivers:

- A seamless consumer journey
- Control for consumers and citizens
- A fair way of paying for the energy system
- High standards of regulation and governance

How a future energy market should feel for consumers



- ✓ I can confidently engage in the energy market
- ✓ I can access different options and benefit from new technologies and services
- ✓ I am not penalised for being loyal to my supplier or provider - or locked-in to any product or service
- ✓ I can control and amend how my data is used and shared
- ✓ If something goes wrong I can quickly and easily get it put right - I don't have to navigate between companies
- ✓ I feel in control over my energy experience



Companies provide transparent, comparable and simple information about products and services



Advice and support to make the right decisions



Robust regulations for new business models that ensure consumers are not asked to pay the costs - or carry the risk - of a company failing



Products and services are inclusive by design



Protections are consistent across markets



Products and services are interoperable and data is easily portable



Independent advice and redress options