

Our Vision

Delivering better outcomes for **all consumers**
through the creation of **smarter markets** that are
efficient, dynamic and **competitive**

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ofgem

- We previously announced our intention to develop and share a Vision for the Smarter Markets Programme.
- The Vision is important as:
 - it provides a clear representation of the drivers of the Programme
 - it enables us to demonstrate how our existing work areas fit into a broader picture for Smarter Markets
 - it describes the future state from which it is envisaged that benefits will result.
- There are two parts to our Vision:
 - (1) The Context (Slide 3) – sets out the challenges facing the Programme and the drivers for change.
 - (2) The ‘Vision on a Slide’ (Slide 4) – this is the basis of our Vision for Smarter Markets.
- We note that this is a DRAFT at this stage and may be subject to change. We welcome the views of SMCG to help inform any such changes.

Challenges

Sustainability

Security of supply

Affordability

Building consumer trust



Drivers for change

Rollout of smart metering by end 2020

The RMR framework for a 'simpler, clearer, fairer' market

Changing nature of markets and consumers

Development of smart grids

European context

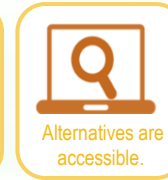
CEER's 2020 Vision for Europe's energy consumers

Delivering better outcomes for **all consumers** through the creation of **smarter markets** that are **efficient, dynamic and competitive**.

Consumers are **empowered** by a market that delivers better outcomes through better **information**, **reliable switching** and **targeted protection**



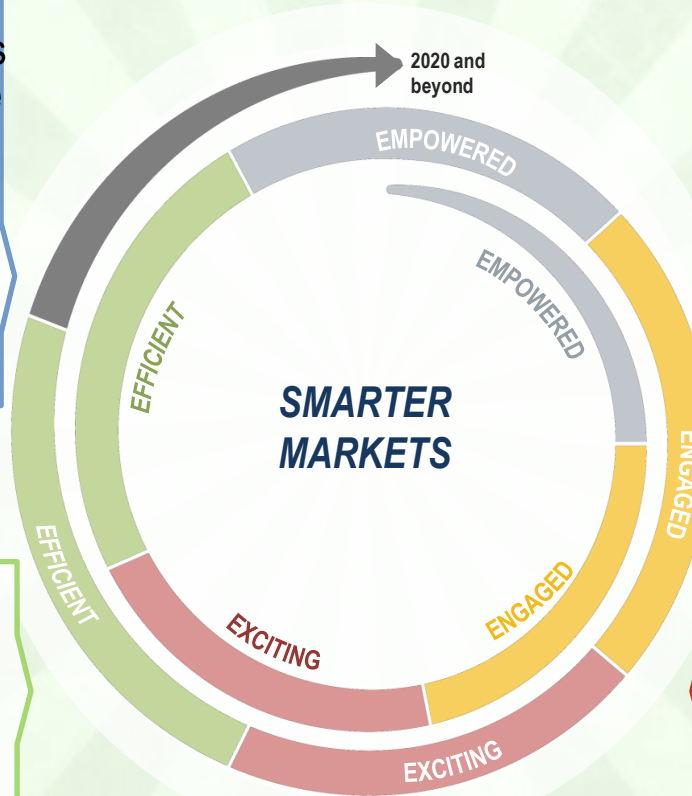
Consumers find it easy to be more **engaged** in **energy management** and the market



Consumers and providers become more **efficient** in the way they **use energy** and **interact with the market**.



Consumers are part of an **exciting** market with **greater competition**, **more innovation** and **new offers**



Continually building on the smart meter rollout to create **smarter markets** in which **all consumers** have confidence and which delivers basic services more efficiently and provides access to new, innovative services

Ofgem is the Office of Gas and Electricity Markets.

Our priority is to protect and to make a positive difference for all energy consumers. We work to promote value for money, security of supply and sustainability for present and future generations. We do this through the supervision and development of markets, regulation and the delivery of government schemes.

We work effectively with, but independently of, government, the energy industry and other stakeholders. We do so within a legal framework determined by the UK government and the European Union.