

Gazmoinscherensemble.fr

*Ensemble, obtenons la meilleure offre
sur le marché du gaz*

JE M'INSCRIS ! ▶

Gratuit et sans
engagement

French switching campaign on gas

BEUC General Assembly

15th November 2013



Energy: French consumers' first concern

- *Energy tariffs: the main concern*

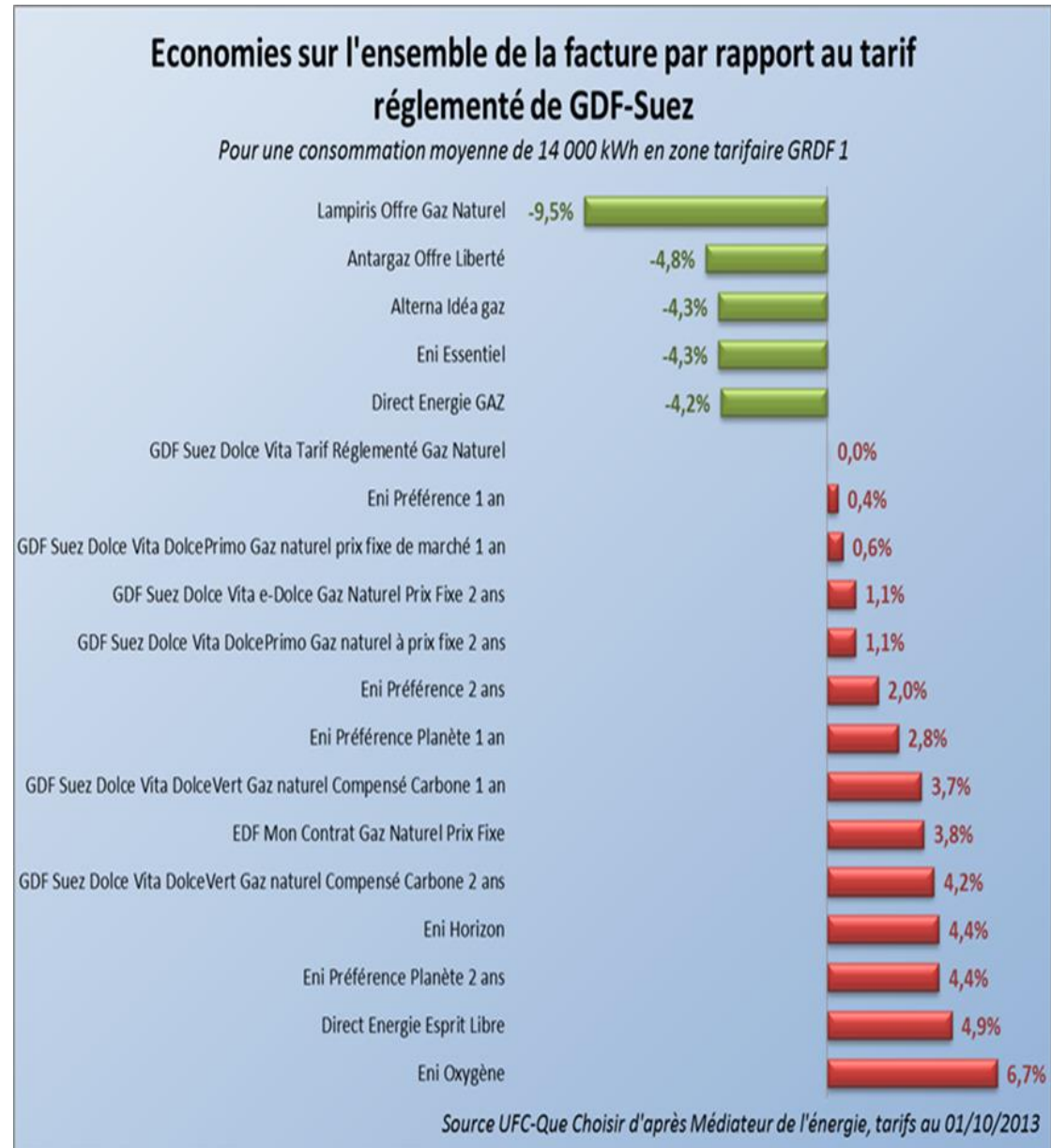
- ❖ 2011 – UFC-Que choisir national consultation: **87% of 56 437 answers: 1st concern**
- ❖ Energy Ombudsman & national surveillance authority (CRE): *Barometer 2012*: **important concern for 8/10 households**
- ❖ Gas Regulated price: **increase of 80% since 2005** (average invoice of 1200€): +2,8% between August 2012 and 2013.
- ❖ Increasing **precarity in energy**: **42% of households** decrease heating fearing invoices too high

- *Increase of the energy disputes since the liberalization*

- ❖ Around **10% of the complaints**
- ❖ 2 main issues: **overbilling** linked to overestimates, **sharing of liability** between suppliers and distributor

A genuine competition is possible on the gas market

- **French gas market:**
 - ❖ **10 billions gas consumers** (6,5 billions – B1 + B2i – using heating + cooking)
 - ❖ **1 incumbent:** GDF Suez (regulated price + free market)
 - ❖ **6 new entrants:** Alterna, Antargaz, EDF, Eni, Lampiris, Poweo-Direct Energie
- **No advantage for GDF Suez**
 - ❖ **No competitive advantage:** regulated price still indexed largely on oil, and supply & functioning costs more competitive
 - ❖ **No legal advantage:** 13 terms deemed unfair



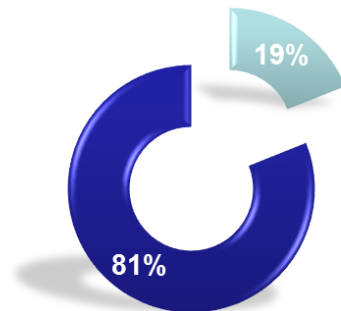
A genuine competition is possible on the gas market

→ Why an action limited to gas?

On the French electricity market: a true competitive advantage for the incumbent EDF who produces and sells the electricity - Regulated prices more protective for consumers

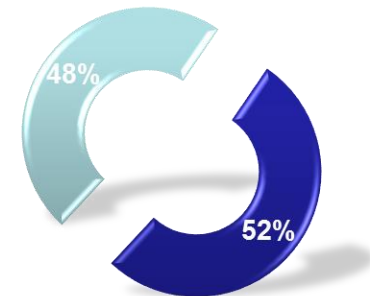
**French GAS
market**

**Résidentiels
(ménages domestiques)**

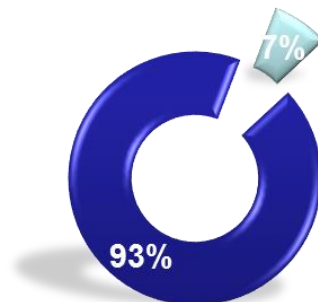


■ Tarif libre
■ Tarif réglementé de vente

**Non résidentiels
(entreprises)**

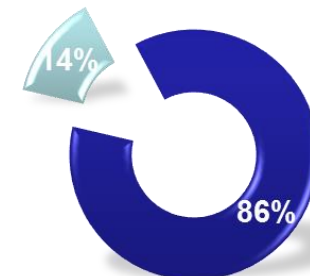


**Résidentiels
(ménages domestiques)**



■ Tarif libre
■ Tarif réglementé de vente

**Non résidentiels
(entreprises)**



**French ELECTRICITY
market**

Reasons:

Unawareness and mistrust of gas consumers

- 52% of French consumers do not know they can switch gaz suppliers
- 62% ignore how it works
- 47% think it is complicated
- 26% fears gas supply cut

Source: Barometer 2012 – National energy Ombudsman / Energy surveillance authority

« *Gaz moins cher ensemble* »:

Boost of competition on gas market

Competition of all gas suppliers through an ambitious call for tenders

✓ **Call for tenders: contract sent to all gas suppliers Summer 2013**

1. Contract terms more protective for consumers

- ❖ Unique liability (supplier / distributor)
- ❖ Invoicing (contestation; meter readings...)

2. Simplified dispute/complaints resolution

- ❖ Involvement of UFC-QC
- ❖ Complaints directly addressed to winning supplier or via UFC-QC
- ❖ Acknowledgement of receipt in 2 days, supplier's answers in 30 days
- ❖ Dissatisfied complaints first transferred to UFC-QC

*Prerequisites for
the third pillar*

3. A reversed auction on prices

✓ **Deadline to answer for suppliers: 25/09/2013**

Only one supplier to play competition serving consumers' interests

- A contract deemed too demanding

Some suppliers first intended to participate before giving up on the ground that the contract was too demanding

→ French suppliers refuse competition serving consumers' interests

- One winning supplier after the call for tender

- ❖ He accepted all the contract terms imposed by UFC-QC
- ❖ He committed to put in place the simplified complaints resolution
- ❖ He proposed a **very competitive initial Offer: -13% minimum compared to the regulated price of October** (124€ all tax included – average consumption of 170 000kWh in zone 1 – Lille Lyon Marseille)
- ❖ A supplementary reduction (on Kwh price + additional price reduction) based on the number of registrants on www.gazmoinscherensemble.fr, for the Final Offer

Calendar

❖ 15 October – 25 November:

Launch of the campaign, **opening of registrations** (free and without commitment)

❖ 26 November:

Final Offer based on the number of registrants

❖ 7 December – 31 January 2014:

Conversion phase based on the personalised offer sent to registrants (threshold of 100 000 subscribers)

→ 3 weeks after the launch, already ***more than 100 000 registrants***

Modalities of the campaign

Preservation of UFC-QC independance + freedom for consumers

- **Financial independance & transparency**

- ❖ Campaign entirely free for consumers
- ❖ Not for profit Campaign for UFC-QC: no fee received directly or indirectly from supplier
- ❖ External auditor for certification of accounts

- **Independance in terms of image**

- ❖ Competitive tender for all gas suppliers : no discrimination
- ❖ Promotion of the offer « gaz moins cher ensemble » and not the winning supplier

- **Full freedom for consumers**

- ❖ Registration free and without commitment
- ❖ On the basis of the personalised Offer, consumer free to subscribe or not
- ❖ Withdrawal period – 14 days
- ❖ Consumer free to rescind the contract at any time

- ✓ Des prix moindres*
- ✓ Un contrat sûr
- ✓ L'UFC-Que Choisir à vos côtés

**Avec l'UFC-Que Choisir,
Participez au « grand changement » !**

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sur le marché du gaz*

L'inscription est gratuite et sans engagement.

www.Gazmoinscherensemble.fr



* - 13 % minimum d'économies sur le tarif réglementé d'octobre du kWh.

Exemple : pour une consommation annuelle moyenne de 17 000 kWh en Zone 1 (Lille, Lyon, Marseille...), l'économie annuelle est de 124 euros TTC.