

ELECTRIFICATION ACTION PLAN

Key points for consumers

Why it matters to consumers

People have been locked into an energy and transport system fundamentally based on (imported) fossil fuels. This has a negative impact on the planet, our health, wallets, and geopolitical security. Change is afoot to decarbonise our economy, influenced by clear EU policies in energy, product design, and the automotive sector. BEUC research has consistently shown that electrification in many consumer areas – cars, cooling, heating – is the most affordable option.

This paper summarises BEUC's position on the Electrification Action Plan. BEUC's assessment of the proposal on Future-proofing electricity bills can be found [here](#).

The table assesses the proposals with the following symbols, illustrating:



what BEUC supports



what can be improved
and is missing



what BEUC considers problematic

TOPICS

RECOMMENDATIONS

Progressively phasing out fossil fuel subsidies as part of the post-2030 Energy Union package



Improving the electricity-to-gas price ratio by phasing out fossil fuel subsidies can encourage consumers to invest in clean technologies. At the same time, vulnerable and low-income households that are unable to switch should receive financial and technical support to protect them from rising energy bills and help decarbonise their homes.

Adopting a Cooling and Heating Action Plan



A Cooling and Heating Action Plan should set out concrete measures to help consumers decarbonise their heating and cooling. This should also include building energy efficiency measures that lower energy bills and make homes more comfortable in winter and summer.

Exploring the introduction of a Clean Heat Market Instrument



Incentivising boiler manufacturers to invest in heat pump supply chains can boost competition and reduce consumer prices. The mechanism needs to be embedded into a broader policy framework that prioritises consumer support and protection.

Facilitating the rollout of national comparison tools for heat pumps



Comparison tools for heat pump quotes can complement one-stop shops and offer useful information for consumers. Such tools should be operated in an independent, transparent, and consumer-friendly manner. However, the suitability of a heat pump should always be assessed through tailored expert advice and thermal audits.

TOPICS

RECOMMENDATIONS

Guidance on social Leasing (for non-movable technologies)



Social leasing can help low-income households invest in heat pumps. The guidance promotes simple, transparent applications and contracts. In addition, these schemes should also include strong protections and support for consumers facing payment difficulties or faulty installations. To prevent the latter, the suitability and quality of the installations should be verified and guaranteed to achieve energy savings.

Guidance on social leasing for electric vehicles



Social leasing for electric vehicles has proven to be an effective tool to facilitate the uptake of electric vehicles for those who need their car. With previous experiments, notably in France, guidance should make it easier for Member States to design this tool correctly, focusing on the right vehicles for consumers' needs.

Recommendations on fiscal and non-fiscal demand-side incentives for zero-emission vehicles



Fiscal and non-fiscal policies play a great role in shaping demand for electric vehicles. However, the key enabler for a swift transition to electric cars remain supply-oriented, so the right vehicles are proposed to consumers, and arrive on the second-hand market (the relevant market for consumers) at pace. The Regulation on CO2 standards for cars and vans must therefore remain ambitious so as not to put the electrification goals at risk.

Enabling smart charging and vehicle-to-grid capabilities



Smart charging can help consumers save money if easily available to them. At public charging stations, smart charging should become the norm. Vehicle-to-grid (V2G) must also equip new vehicles in a standardised, open manner. The EU should avoid creating V2G systems available on premium vehicles only.