



ACM's Strategy

Our mission

ACM ensures that markets work well for people and businesses.

Our vision

A healthy economy is the cornerstone of our prosperity and well-being. We contribute to that healthy economy by ensuring that our markets work well for people and businesses. When markets function well, businesses compete fairly with one another, and people and businesses are not harmed by unfair practices. People and businesses know what rules apply, and how they can exercise their rights.

Our core values

- Independent: we make our own decisions, and we fulfill our duties independently;
- Open: we are alert to the needs of Dutch society, and we are attentive to public interests as well as to broader trends and developments. We are transparent, and we communicate clearly and in a timely manner;
- Professional: we work with care, act decisively, and rely on expertise. We make sure that the latest developments in our areas of expertise are incorporated in our work. We seek to improve ourselves every day.

Our strategy

We ensure that markets work well for people and businesses by:

- Enforcing the rules for free and regulated markets, and promoting compliance with those rules;
- Providing information and guidance so that everyone knows these rules, and is able to exercise their rights;
- Regulating the energy, telecommunications, transport, and postal markets in order to safeguard affordability, quality, continuity, and accessibility in these markets.

In addition, we give advice to the Dutch legislature to improve rules and regulations where we believe that markets will function better as a result.

Priorities

We want our limited resources to have maximum impact. That is why we need to decide which problems take priority. In that decision-making process, we look at the economic harm, the importance of the problem to society, and the best possible solution.

Solutions

We look at problems from different perspectives, and subsequently choose the most effective solution. In that process, we are able to use and combine various instruments, for example, fines, instructions, warnings, market studies, monitors, and recommendations to the legislature.

Cooperation

Many problems that we investigate are also relevant in other countries, and may fall under overlapping jurisdictions of national or international regulators. And many of the rules that ACM enforces, also apply to the rest of Europe. That is why we work closely together with lawmakers, policymakers, and fellow regulators, in the Netherlands and in Europe.