Fuel Poverty (FP) is increasing throughout Spain. This growth has been caused not only by the general economic crisis, but also by the current national energy model. Examples of this include: the domination of the energy market by an oligopoly; the complexity and limited competitiveness of energy regulations; the restriction of renewable energies and the revolving door between the Government and energy companies. The current national energy model has also contributed to the strong negative impact on FP through the creation of tariff increases; an absence of public plans to reduce energy poverty; a lack of access to credits to improve energy efficiency; heavy usage of environmentally unsound fuels and devices and social illiteracy regarding energy issues. In this context, as a result of social mobilisation, the Platform for a New Energy Model (PNEM) was created, aimed at establishing networks to construct an informed and critical society, and to influence the Spanish Government to change its energy model. Since the creation of PNEM, FP has been increasingly analysed and debated in the media and hundreds of actions have been performed. This article reflects upon the influence of the Spanish Energy Model over FP and the role of citizenship to change it.