



# Consumers in the Green and Digital Transition: Challenges and Solutions for a New Consumer Policy

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EUROPEAN  
CONSUMER SUMMIT

BRUSSELS

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Leading ideas – Day 2



European  
Commission

Justice  
and Consumers

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# Topic 1 – Capacity building



## Leading ideas

- Training in its widest sense: cross-border issues, theory, field experience, investigation techniques, interdisciplinary approaches
- Increase and optimise resources: pooling and sharing them (efficient exchange best practices)
- Sell the public value of the organisation to ensure training is truly sustainable
- The role of umbrella organisation in capacity-building is multifold: needs analysis, exchange best practices and assess impact of training
- Create a EU consumer agency which would approach the EU consumers problems in a holistic manner, including overcoming language barriers
- Bring together young people in a CPN type group to get new ideas

# Topic 2 – Consumer education



## Leading ideas

- Consumer protection is EU value =start at school and integrate in regular curricula as separate subject and/or by integrating it in relevant subjects.
- Use modern technics: games, influencers, role-models...
- Key target group are teachers: provide them with material, tools, incentives and rewards to them, for pupils and schools
- Expand to groups currently on the fringe: vulnerable consumers, social workers, students.
- Don't close the successful EU projects, continuous availability/funding, make training mandatory in national projects and create new models of education (e.g. informal/non-formal)
- Life-long education for both consumers and businesses

# Topic 3 – Enforcement fit for the next era



## Leading ideas

- Priority areas: green washing, digital economy utilities, financial services, data protection, unfair commercial practices, e-commerce...
- Foster safety of products from third countries: liability of platforms, cooperation, empowering consumers & consumer associations, better traceability for defective and unsafe products. Cooperation CPC-product safety network.
- Establish a cross-border platform for a coordinated enforcement approach, simplify procedures
- Adapt the enforcement approach to the size of the trader , but promote naming and shaming approaches and authority...?
- Collective redress to be made operational, consumers to know which authority is competent

# Topic 4 – Knowledge building and sharing



## Leading ideas

- Priority areas for monitoring: travel; online shopping goods (quality, replacement) and services (car rental); financial markets, lifetime of products and sustainable consumption
- Tools: promote the use of multiple sources of information, universities, independent labs, etc.
- Indicators: consumer detriment as overall key indicator. Specific: number of consumer claims, infringements, damages, ODR usage
- Consumer scoreboard relevant tool for EU-wide reviews (satisfaction rate). Big gaps in knowledge, also due gaps in funding between MS!
- Need clear definitions, standards for monitoring effectively, data need to be comparable.
- Monitor personalisation of offers, greenwashing, price comparison sites, misleading offers, online games,

# Topic 5 – Collaborative implementation of European consumer policy strategy



## Leading ideas

- Complement traditional way involving/consulting stakeholders with new ones for young people e.g. Erasmus, online meetings,, newsletters, social media channels, promote the best practices, mainstream consumer protection and synergies with other programmes
- Bottom up approach in data collection, climate change from consumer angle, using expertise/hands on experience in policy making at national and European levels, expert groups from consumer organisation (former ECCG) for sharing best practices.
- Use: joint resources to boost cooperation, online communication (VR meetings)
- Balanced representation between industry and consumers
- Reopening of ECCG, active participation of consumer organisations in 'Future of Europe' (cf. EP resolution "EP encourage citizen agora")