



Outcome Report

The ADR Transposition Workshop brought together ADR competent authorities, ADR entities, representatives of the European Consumer Centres Network (ECC-Net), academics and business organisations to discuss the challenges faced by Member States when transposing [Directive \(EU\) 2025/2647](#), which reviews Directive 2013/11/EU (ADR Directive).

The review of the ADR Directive was prompted by the need to ensure that ADR remains fit for the digital age taking into account the increasing number of consumer disputes, notably related to e-commerce, low uptake of ADR disputes by traders and complexities in the ADR process - especially in cross-border disputes. The review provides for:

- The extension of the material scope of the ADR Directive to cover new consumer disputes (stemming from pre-contractual phase when a contract is concluded, contracts for the supply of digital content and digital services and when the consumer provides or undertakes to provide personal data to the trader) and geographical scope involving third-country traders;
- The duty for traders to reply to ADR enquiries within 20 working days;
- The introduction of ADR contact points to assist with cross-border disputes;
- Clarity on the use of automated means in ADR;
- Simplifications (less reporting), cost-effective measures (e.g., bundling of cases) and cooperation between ADR entities and enforcement authorities.

Member States are to transpose Directive (EU) 2025/2647 by March 2028, and it appears that at present most Member States are at an early stage of the transposition process.

The EU ADR architecture is highly fragmented to address the different ADR cultures and jurisdictions. In Member States where consumer enforcement and redress landscapes are strong, the workload on ADR is likely to be more manageable as an agreement is usually reached before the intervention of ADR entities. It must be noted that Directive (EU) 2025/2647 maintains a minimum harmonisation approach and thus Member States are flexible to come up with adapted solutions for their needs.

Summary of the main takeaways from the Workshop

From the workshop, it resulted that most Member States are clear on the extension of the material scope of ADR through Directive (EU) 2025/2647 though less clear on the extension of the geographical scope (if, how and when to make third-country traders pay ADR fees, the form

of the joint request, the applicable law, language, willingness of ADR entities to take up these disputes, ADR mechanisms targeting non-EU traders with a legal representative in the EU, potential bilateral ADR agreements with third-country countries, introduction of further conditions, etc.).

Digitalisation makes ADR more cost-effective and accessible. The right use of AI tools can ensure fairer processes (avoiding influence by human emotions which may lead to biased approach), as well as consistent and efficient (machine translation, triage of cases, grouping of similar cases) ADR outcomes. However, more clarity is needed on the distinction between the use of AI for purely technical and administrative purposes and where AI may influence the ADR outcome.

The EU ADR framework is meant to boost consumer trust – especially in cross-border ADR where the uptake is still low. The European Consumer Centres stand ready to take a more operational role as ADR contact points (which are to be financed by the respective national budgets) and provide customised assistance to EU consumers in cross-border ADR.

Moreover, financial and non-financial incentives are key to enhance trader engagement in ADR (e.g., white- and black-lists, free/modest ADR fees especially for SMEs, trust marks/label, mandatory trader participation in certain sectors, etc.). ADR is a customer retention tool for traders and considered as a good faith practice.

Closer cooperation between ADR entities and enforcement authorities make the redress ecosystem more holistic, especially in high volume of cases of systematic infringements by traders, e.g., step-by step guidance on enforcement actions against traders that do not engage and/or comply with ADR outcomes and/or do not follow the ADR clause in the terms and conditions, mutual exchange (interpretation of law, trainings, case-handling data for enforcement actions). Confidentiality of cases is to be retained.

The Commission's ADR-related actions:

- launch of the **Consumer Redress Portal**, which helps consumers find the right ADR entity to resolve their disputes and a step-by-step guide on how consumers are to navigate the available redress mechanisms;
- publication of another **call for grants** (EUR 2.5 million) for ADR entities to improve their capacity building, digital infrastructure, and awareness-raising efforts;
- commission an external **study on the use of AI in ADR** (results to be expected by the end of 2027);
- adoption of the 2027 **application report** based on the ADR national reports submitted by the ADR authorities in November 2026;
- **support to enlargement partners** with the alignment of their ADR legislation with the ADR Directive.

The workshop concluded with a call for sufficient human and digital resources at national level to all ADR actors and continued cooperation and collaboration between stakeholders to ensure that ADR remains an effective and efficient redress mechanism for EU consumers. More reflection is needed on possible EU-wide actions.

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