



EUROPEAN COMMISSION
DIRECTORATE-GENERAL JUSTICE AND CONSUMERS

WORKSHOP ON THE REVISION OF THE UCPD GUIDANCE

9 September 2015 (10.00 – 17.00)

Albert Borschette Conference Centre, 36 rue Froissart, 1040 – Bruxelles (Room 0D)

DRAFT AGENDA

Chair: Ms Veronica Manfredi, Head of the Consumer and Marketing Law Unit

9.00 - 10.00: Tour de table with the authorities of the 14 Member States where the Awareness-Raising Campaign is on-going – other interested Member States are welcome

9.45 – 10.15 Registration and welcome coffee

10.15 – 10.30 Welcome

Ms Despina Spanou, Director Consumers, DG Justice and Consumers

10.30 – 10.40 General overview of the revision process and main novelties in the draft revised Guidance

Ms Veronica Manfredi, Head of the Consumer and Marketing Law Unit

10.40 – 11.00 Presentation of Sections 1 & 2 of the revised Guidance: "Scope and application of the Directive" and "The general concepts of the Directive"

UCPD Team of the Consumer and Marketing Law Unit

11.00 – 11.15 Discussion

on the foregoing presentation

11.15 – 11.30 Presentation of Sections 3 & 4 of the revised Guidance: "The main provisions of the Directive" and "The blacklist of commercial practices"

UCPD Team of the Consumer and Marketing Law Unit

11.30 – 11.45 Discussion

on the foregoing presentation

11.45 – 12.00 Presentation of the work of the Multi-stakeholder Groups on Environmental Claims and on Comparison Tools

Consumer Strategy Unit and one stakeholder representative

12.00 – 12.15 Presentation of Section 5.1 of the revised Guidance: "Environmental claims"

Consumer Strategy Unit

12.15 – 12.45 Discussion

on all previous presentations

12.45 – 14.00 Lunch break

14.00 – 17.00 Chair: Ms Veronica Manfredi, Head of Unit for Consumer and Marketing Law

14.00 – 14:15 Presentation of Section 5.2 of the revised Guidance: The "online sector" - The liability of online platforms

UCPD Team of the Consumer and Marketing Law Unit

14:15 – 14:30 Discussion

on the foregoing presentation

14:30 – 14:45 Online platforms: examples of potentially unfair commercial practices per business model

UCPD Team of the Consumer and Marketing Law Unit

14:45 – 15:00 Discussion

on the foregoing presentation

15:00 – 15:15 Horizontal issues in the online sector: dynamic pricing, price discrimination, geoblocking, personalised marketing

UCPD Team of the Consumer and Marketing Law Unit

15:15 – 15:30 Discussion

on the foregoing presentation

15.30 – 15.45 Presentation of Sections 5.3 of the revised Guidance: "Travel and transport"

UCPD Team of the Consumer and Marketing Law Unit

15.45 – 16.00 Discussion

on the foregoing presentation

16.00 - 16.15 Presentation of Section 5.4 of the revised Guidance: "Financial services and immovable property"

UCPD Team of the Consumer and Marketing Law Unit

16.15 – 16.45 Discussion

on all previous presentations

16.45 – 17.00 Closing remarks

Chair