

A man with glasses and a beard, wearing a plaid shirt, is holding a tablet and looking at the screen. A woman with blonde hair, wearing a blue top, is standing next to him, smiling and looking at the tablet. She is holding a white cup of coffee. The background is a plain, light-colored wall.

Existing and future business models of consumer organisations

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KULUTTAJALIITTO
KONSUMENTFÖRBUNDET

Existing business models

- ✓ **Baseline:** Many consumer organizations need more economic resources to guarantee the future of their work. Too many consumer organizations are struggling with too little money especially compared to the lobbyists on the business side of the society. Many national governments nor the Commission seem to be able to guarantee sufficient resources for consumer organizations. Therefore the NGOs need to look for new sources of sustainable income by themselves.
- ✓ **Objective:** Consumer organizations need to be aware of the possible business models already used in their sister organizations in other countries. From these best practices each NGO can pick the ones most suitable for them. They also need to find new business models that can be both acceptable as well as profitable for consumer organizations.

Existing business models

- ✓ Magazine (testing)
 - ✓ Off-line
 - ✓ On-line
- ✓ Labels
 - ✓ Testing labels
 - ✓ Other labels (e.g. terms and conditions)

Existing business models

- ✓ Collective purchases
 - ✓ Energy
 - ✓ Insurance
 - ✓ Mobile tariffs
 - ✓ Some tangible goods
- ✓ Information
 - ✓ Lectures/trainings/work shops
 - ✓ Applications
 - ✓ Articles
 - ✓ Test results
 - ✓ Advice
 - ✓ Expertise

Existing business models

- ✓ Membership
- ✓ Consumer support

Future business models

- ✓ Broader use of test results
- ✓ Personal shopper (shopping as a service)
- ✓ Community based profit making
 - ✓ Discount card