



# Making EU Consumer Policy great again

ECCG brainstorm – 13 October 2017




# Baseline

- › Consumer policy is currently seen as a niche policy, that does not match enthusiasm of policy makers
    - no priority granted,
    - funding reconsidered or even reduced/cancelled
    - no clear link identified with growth and jobs,
- so rather a secondary objective.

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# Objective


Contributing to a new mindset of EU and national authorities towards consumer policy that makes it a mainstream policy where people and policy makers identify wins and welfare.



# What needs to be done

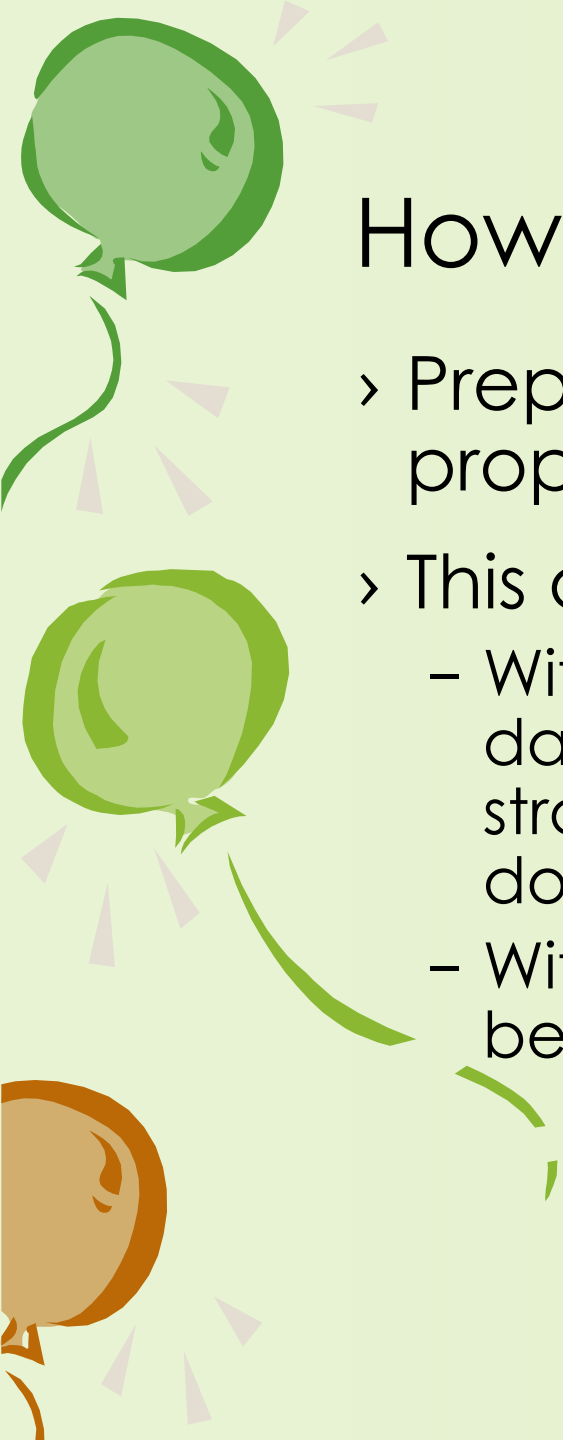
## › **Personalise a future-proof consumer strategy for 2021 and beyond :**

- Check the previous consumer strategies and build on them, where needed filling the gaps
- Embrace new challenges (Artificial intelligence, data economy, sharing economy)
- Include more proactively implementation and enforcement
- Don't take any existing rights for granted
- Assert the horizontality of consumer policy with regard to other policies and stress the benefits of cooperation at all levels (with business, between national and EU levels)
- Provide for indicators of success/failure – how to measure a consumer policy?



# What needs to be done


- › **Prepare a positive narrative on why consumer policy is delivering welfare so that policy makers are warmed up to it**
  - Too many achievements are taken for granted and are even not identified as a result of strong consumer fights (safe food, safe chemicals, ban of unfair terms or misleading advertising)
  - The positive impact of consumer policy on the overall market place is not sufficiently explicitly acknowledged : good consumer policy is good for consumers, but also for business, for workers, for the economy. There is a need to better explain that, with examples, not just template sentences.



# How can we do it

- › Preparation of an ECCG document that provides for proposals 2021+ consumer strategy
- › This document could then be debated
  - Within the Commission, across services, ad hoc meetings (a day away) could be organised to flesh out the consumer strategy on basis of the values laid down in the ECCG document
  - Within CPN/CPC, because the EU consumer strategy could be echoed by national strategies

– .../...

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# How can we do it

› .../...

› This document could then be debated

- Within the EP, at a hearing on the future of consumer policy
- Within the Council, where a presidency could launch a consumer affairs council meeting and why not make a consumer strategy resolution (like in 1975 and 1981) – Austria ?
- At the Consumer Summit 2018, where the consumer strategy could be debated with additional stakeholders
- Alternatively, or in combination, to be discussed at the Consumer Day (15 March – EESC?)

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# Against what deadline ?

- › Several important deadlines are to be taken account of :
  - EP elections june 2019
  - New Commission end 2019
  - New multiannual financial programme in 2021
- › This means we need a mature document to be ready in spring 2018.



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## Next steps

- › Input from ECCG meeting
- › Preparation of more detailed paper
- › Definition of timeline for adoption and dissemination