

The Bucharest workshop on Consumer Apps

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Massimo Serpieri
Deputy Head of Consumer Policy Unit
DG Justice and Consumers European
Commission

Any potential interest in, and concrete feasibility of setting up an EU-App for consumers?

Workshop dedicated to analysing features, benefits, and costs of launching & maintaining Apps dedicated to consumer rights

The ws was divided in three sessions

The first session saw four presentations by the Hungarian (Aniko'), Norwegian (Audun), Portuguese (Luis), and Romanian (Sorin) ECCG members about Apps set up or in preparation in their countries.

These apps concerned a variety of subjects, from barcode check of green household chemicals to travels & accommodation, price comparisons in financial and energy sectors, and others...

Green & Safe App

- the plan -



Green & Safe App – the scope

Covers household chemicals, in the first period (2-3 years) – cleaning products, which:

Have significant market share (ordinary products), and/or

Have European Ecolabel certification

The Epic Battle:



vs.



Green & Safe App – the goals

Provide **information** and **motivation** to consumers to

Reduce their overall household chemical use

Make more sustainable choices (choose eco products)

Avoid harmful products or use and dispose them safely

Be the ambassadors of change: invite and motivate peers to do the same

This is a behaviour
change application!

Green & Safe App – consumer functions

Bar-code scanning

Review of product records

Access product ratings: sustainability, safety

Reviewing and comparing products

Save „favourites” or „shopping list”

Social media connection

Product requests (photo scanning)



The Green&Safe LIFE-styles project is funded by the European Union LIFE program. Co-funded by the Hungarian Ministry of Agriculture. ENV GIE HU000622 Green&Safe LIFE-styles



Behaviour change functions

Registration with „green & safe profiling”

Recommending the most green & safe product

Push notifications, personalised messages for green & safe choices and for social media share

Instant rewarding messages for green & safe preferences

Impact measurement, follow-up on behaviour change

Links to tests, real life behaviour change programs, Conscious Consumers community etc.



AGRÁRMINISZTERIUM

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11:45

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How it works

Welcome to CodeCheck – the app that finally helps you to live healthier and more environmentally friendly.

Forget the cryptic texts on the back of product packaging. With a simple scan, CodeCheck informs you whether a product is suitable for you or not. Find out everything it can do for you!

START INTRO

Scan before purchase

The packaging sounds promising. But it may be that your product has more bad than good ingredients – CodeCheck keeps you informed! And, at the same time, you also get suggestions for healthier and more environmentally friendly alternatives. That's pretty helpful!

START WITH THE FIRST PRODUCT

Make CodeCheck your personal adviser

9:22

QUEL COSMETIC

> DEODORANTS AND FRAGRANCES

> SUNSCREEN PRODUCTS

> BODY CARE

> MAKEUP

> FACIAL CARE

> DENTAL HYGIENE

> KID AND BABY PRODUCTS

> HAIR CARE

1:57

Detox Me

BY SILENT SPRING INSTITUTE

BADGES

Brainiac On the Right Path Change Maker DIY Master Clean Shop Healthy Street

Green & Safe App – product database and ratings

2000 products (at the kick-off) in the product database

Information is based on the product label

EAN/BAR code, product name, brand name, producer, sustainability labels, CLP labels, ingredients, photo

*Higher rating: third party certified ecolabels, **social** labels*

Lower rating: harmful or allergenic ingredients, CLP signs, warning messages

Three-level rating: recommended, neutral, not recommended



InfoCons initiative

The InfoCons mobile app was built in 2015 and was installed over 40,000 times on Android and iOS devices.

The app helps consumers:

Understand food products labelling

Learn about the risks involved in consuming additives

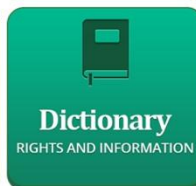
Learn about nutritious values and simulate calorie burning effort

Learn about package recycling and other useful data

Verify a product label by scanning its barcode or filling it manually.

The **Useful information** section contains structured and comprehensive material in many areas, such as emergency situations, EU consumer rights and many others. Our database contains thousands of products that can be compared by registered users.

A collection of useful resources when traveling anywhere in the world.



File a complaint InfoCons offers consultancy in all fields to all its members and in certain fields to everybody else.

The **Dictionary** holds label related terms and others, related to various services and non-food terms such as the ones found in insurance and pension schemes.

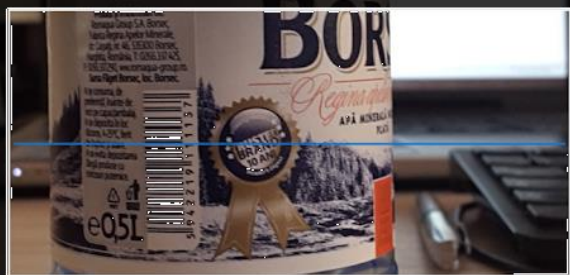
Any consumer of commercial products and services in need of help can call the **InfoCons short number**.

A shortcut to access the **InfoCons platform**.

Scanning the barcode

Pentru a scana fără erori
poziționează camera cât mai perpendicular
pe codul de bare și așteapta să se
stabilizeze imaginea!

Dacă scanarea eșuează poți introduce codul de bare manual!



Introdu codul manual

Anulează

After choosing **Check the product** you will be prompted to scan its barcode from within the app. A successful scan will return the product's data sheet, comprised of:

- The label information with highlighted additives (including recommendations for children, warnings etc)
- Calories burning effort estimation by walking and running
- Option to recycle
- Option to compare it with other similar products inside the InfoCons web platform
- Option to request consumer consultancy services



all consumer
rights in your
pocket



informação e apoio ao
consumidor turista




destaques relacionados
com a cidade!



oportunidade de esclarecer
dúvidas.



European



appy tourist


HOME


CATEGORIES

FAVORITES


CHAT

WHO WE ARE






Home




Pesquisar artigos...




Accommodation

Featured




Is the AL owner obliged to have an insurance?

...in order to cover risks of fire, property damages and no-property damages, caused to the guests and to third parties.



City Transports

Featured



Is Uber está authorized in Portugal?



Accommodation



What should I know about reservations?

Some platforms have refund policies for guests, in certain cases, for example, when the location does not match the advertised. We advise you. If possible, to call the owner of the accommodation before finalising the reservation.

Each local accommodation is free to establish its schedule, but in case it is a hostel, that information must be posted. Be aware of check-in and check-out hours because this may vary according to the situation, availability, high or low season, among other factors.



Travel agencies



Can the agency change the price before the departure?

Travel agencies may not change the price laid down in the contract, unless it relates to changes in the cost of transporting passengers as a result of fuel prices, taxes or fees.

In these cases, the price change must be communicated to the consumer 20 days before the departure date in a clear and understandable manner, with a justification and calculation.

If this price change exceeds 8% of the value of the trip, the traveler may, within a period set by the travel agent, accept the change or cancel the contract without any penalty being refunded within 14 days.



City Transports

ANDANTE

Buses, subway and urban train work in network via the transport title of ANDANTE which can be bought in the several stations or tourist places. The card is rechargeable and the cost depends on the number of zones covered by the trip. Each transport card can only be used by one person at a time and must be validated for each trip, when changing lines or mode of transport.

If you exceed the areas covered by the trip or do not validate the title, you can be fined. There is also an ANDANTE special for tourists - ANDANTE TOUR - with special conditions. To learn about your best transportation options, you can advise yourself at the tourist offices or through the mobile application



Accommodation

I'm required to pay tourist tax?

This fee of €2.00 will be paid per guest over the age of 13 and per night, up to a maximum of 7 nights per stay.

Tourists who settle in medical hotels as well as one of their companions will be exempt from paying this fee. Also persons with a disability equal to or greater than 60% duly proven, will not be required to pay this fee.

Payment must be made at the hotel or at the local accommodation at the end of the stay. But in some platforms this fee is already included in the total amount of the reservation, so it should not be charged, once again, at the place of destination.

Critical points

Creation and update of contents according to:

- Territorial dimension
- Characteristics of the target audience (interests, type of speech ...)
- Legislative changes and emerging issues
- Current events (strikes, accidents in tourist circuit, ...)

Fast response capability for contacts through chat

Elaboration of communication plan



MOBILE NETWORK APP



Our chain Value

We help to choose the **right device**
(**Product Selector**)...

GSM et smartphones



Découvrez nos Maître-Achats

We help to choose the
best **tariff plan**
(**Service Selector**)...



SIMULE E POUPE

Tarifários de telecomunicações: quais os mais baratos?

Selecione um perfil que se ajuste

- ☐ TV, net e telefone fixo (light)
- ☐ TV, net e telefone fixo (mais intensivo)
- ☐ TV, net, telefone fixo e telemóvel
- ☒ Personalize o seu perfil

SIMULAR

NEW

We want to add the
choice of the **best**
network
operator!



How ?

Until end of 2015...

*Standard yearly
Mobile Network
Quality test has
some lacks :*

- Impossible to cover the whole country
- Test done only during a small specific period
- Hard for the consumer to see which operator is the best in his city, and in particular region
- Expensive test (done only once a year)



Solution : a mobile application that involves the consumer

2016 : a collaborative application !



TEST achats
TEST aankoop

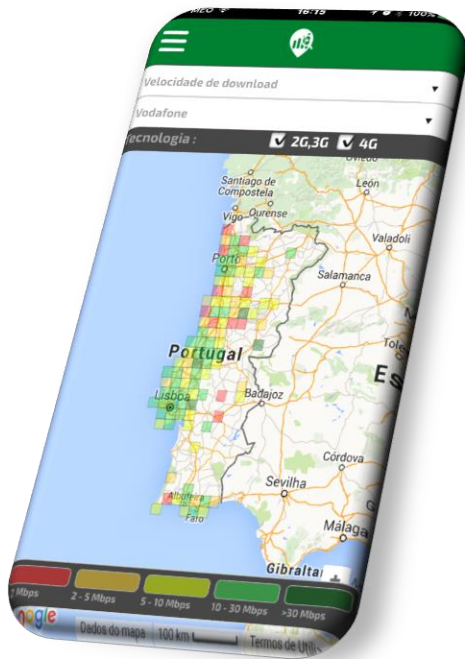
ALTROCONSUMO

DECO
PROTESTE

OCU

PROTESTE !
A NOSSA VOZ IMPÕE RESPEITO

What's possible to do?



- Launch a network test that simulates the **real user experience**.
- See results of the **tested parameters** for my geographical position.
- **Interpret and compare** results with other users.
- See the **results for every locality** (website and app).
- See the **country's overall test score** (website and app).
- Feed proved evidences for **lobby actions** if needed.

The "Complete Test" in the QualRede app is a scenario that simulates the user's actual experience of using the Internet through mobile networks and includes the following tests:



*During the **Second session**, the participants were split into two parallel groups to discuss on key issues related to any potential EU-based App, including:*

- The identification of potential users*
- The required functionalities, such as consumer information, advice, and complaint handling*
- Technical aspects (e.g. pros & cons of bar codes for product scanning)*
- Expectable added value and cost-efficiency aspects vav national Apps*

Third session: outcomes

A common understanding that any App(s) should:

- Focus on clear, well-identified consumers' needs (problem-solving approach)*
- Ensure full accessibility i.e. a web mobile app accessible from the browser or real native mobile app accessible from Apple or Google Playstore*
- Be constantly up-dated in all languages or anyhow ensure links to national reliable Apps.*

- Any App able to cover the whole EU market would require a great investment of time and resources, including a feasibility assessment.*
- The support from public authorities is needed to ensure reliability of legal/administrative information and to run promotion activities.*

Finally, some proposed features, such as including a scanner of misleading advertisements appeared over-ambitious and were disregarded.

Conclusions

Taking into account such complexities, two options were considered:

A) To include in the App only information on basic consumer rights - e.g. from CRD, CCD etc.- easily identifiable and consistently in force in all Member States, and then focus on complaint handling based on national apps/sources (including references to national consumer organisations, forms, etc.).

B) Identify a specific area - e.g. within the energy or financial sector - where specific segments of consumers need support and which is not yet covered by other Apps.

Conclusions

Instead of a new App, it could be explored if the ongoing revision of the ODR platform may also address the smart complaint handling envisaged for the EU App.

This would avoid duplication of actions and ensure consistency in consumer information...

Thanks