



# DG Health and Consumers

Consumer Programme 2014-2020



# Objective of the Consumer Programme

## **Europe 2020:**

*“Citizens should be empowered to play a full part in the single market, which requires strengthening their ability and confidence to buy goods and services cross-border”*

## **General objective of the Consumer Programme:**

*Place the empowered consumer at the centre of the single market*

**Responding to new challenges, while ensuring continuity**



# Consumer - overall budget and focus

**Budget:** 197 millions EUR over 7 years

Focus on:

- ✓ **Implementation of legal obligations**  
*e.g. RAPEX (EU rapid alert system for dangerous consumer products), Consumer Protection Cooperation Network*
- ✓ **Actions that can only be implemented at EU level**  
*e.g. European Consumer Centres, comparable consumer data, support to EU-level consumer organisations*
- ✓ **Actions enhancing the efficiency of national actions**  
*e.g. coordination and co-financing of joint actions on product safety and on consumer rights enforcement; joint awareness raising campaigns; capacity-building for national consumer org.; platform for sharing of good practices on education*



## Consumer - 4 specific objectives

- ✓ **Safety** - 22% of the operational budget
- ✓ **Information and education**, including evidence base and support to consumer organisations - 37%
- ✓ **Rights and redress** - 10%
- ✓ **Enforcement of consumer rights** - 31%

Main beneficiaries of grants: national enforcement authorities, European Consumer Centres, EU-level consumer organisations.



# Main changes compared to the current Consumer Programme

- ✓ **More focus on enforcement:**  
Joint actions with national enforcement authorities, new body for coordination of joint actions on safety
- ✓ **European Consumer Centres:**  
Increase of max. limit of EU co-financing to 70% (instead of 50%)
- ✓ **Redress:**  
On-line Dispute Resolution platform
- ✓ **Revamping of education tools:**  
Establishment of a consumer education community platform and replacing current tools



*Thank you for your attention!*