



THE ONLINE DISPUTE RESOLUTION (ODR) PLATFORM

Presentation to IMCO



THE LEGISLATION

- **Directive 2013/11/EU on consumer ADR**
 - ▶ Member States have to transpose the ADR Directive by **9 July 2015**

 - **Regulation (EU) No 524/2013 on consumer ODR**
 - ▶ The ODR platform will become operational on **9 January 2016**
- The ODR platform is designed on the basis of the legal texts.



TESTING OF THE ODR PLATFORM

Why?

- Foreseen by ODR Regulation
- Feedback from stakeholders important

When and where?

- 25 and 27 November at the Commission premises

Who?

- 120 participants: ADR/ODR experts appointed by Member States, consumer representatives, trader (including SMEs) representatives, the European Disability Forum



TESTING OF THE ODR PLATFORM: FEEDBACK

- Overall **positive** feedback by participants: about 70% rated their overall impression of ODR platform with 4 (5 being the highest)
 - Platform easy to use and navigate
 - Information clear and easy to understand
 - Complaint form easy to submit

- Also constructive suggestions for further improvements
 - Make next steps & history of case clearer
 - Improve exchange of messages
 - Improve dashboards for ADR entities & ODR contact points
 - Optimise quality of translation



FOLLOW UP TO THE TESTING

- **Continue with technical development, also in light of the comments received**
 - Review dashboards
 - Improve accessibility
 - Work on complaints submitted by traders against consumers
 - "Train" machine translation to improve quality

- **Perform further testings in 2015**



Background



ADR DIRECTIVE

■ Objectives



- Full ADR coverage
 - Binding quality requirements for ADR entities and procedures
 - Information obligations for traders to consumers
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- Respects **versatility of ADR procedures** in Member States and respects their legal traditions (e.g. fees, funding, trader's adherence to ADR and nature of decisions)

ODR REGULATION

■ Objectives



- Establish an EU wide **online** platform (ODR platform)
- Facilitate the online resolution between EU consumers and traders of contractual disputes concerning goods/services bought online
- User friendly, accessible for all and available in all EU official languages
- One ODR contact point per Member State to provide support
- Information obligations for traders

WHAT HAS BEEN DONE?

■ ODR Expert Group meetings

- National ADR/ODR experts,
- Consumer and business representatives (BEUC and BusinessEurope) and the European Disability Forum
- IMCO Secretariat and Secretariat of the Council



■ ODR Committee meetings

- Member States' representatives to adopt a draft act implementing some Articles of the ODR Regulation

■ Testing with stakeholders



TRANSLATION

- **Information pages and drop-down menus** translated by Commission services

- **Automatic translation tool**
 - Automatic detection of original language
 - Quality depends on pair of languages and drafting
 - Ongoing process: feeding the translation tool

- **"Human" translation**
 - Outcome reached by ADR entity translated upon request by the parties



FUNDING THE ODR PLATFORM

- **Consumer Programme (2014-2020)**
 - Technical development
 - "Human translation" of outcome

- **Connecting Europe Facility for Telecoms (2015-2018)**
 - Technical support
 - Interoperability
 - Maintenance



How the ODR platform works: a quick glance



ACTORS IN THE ODR PLATFORM

■ Four actors

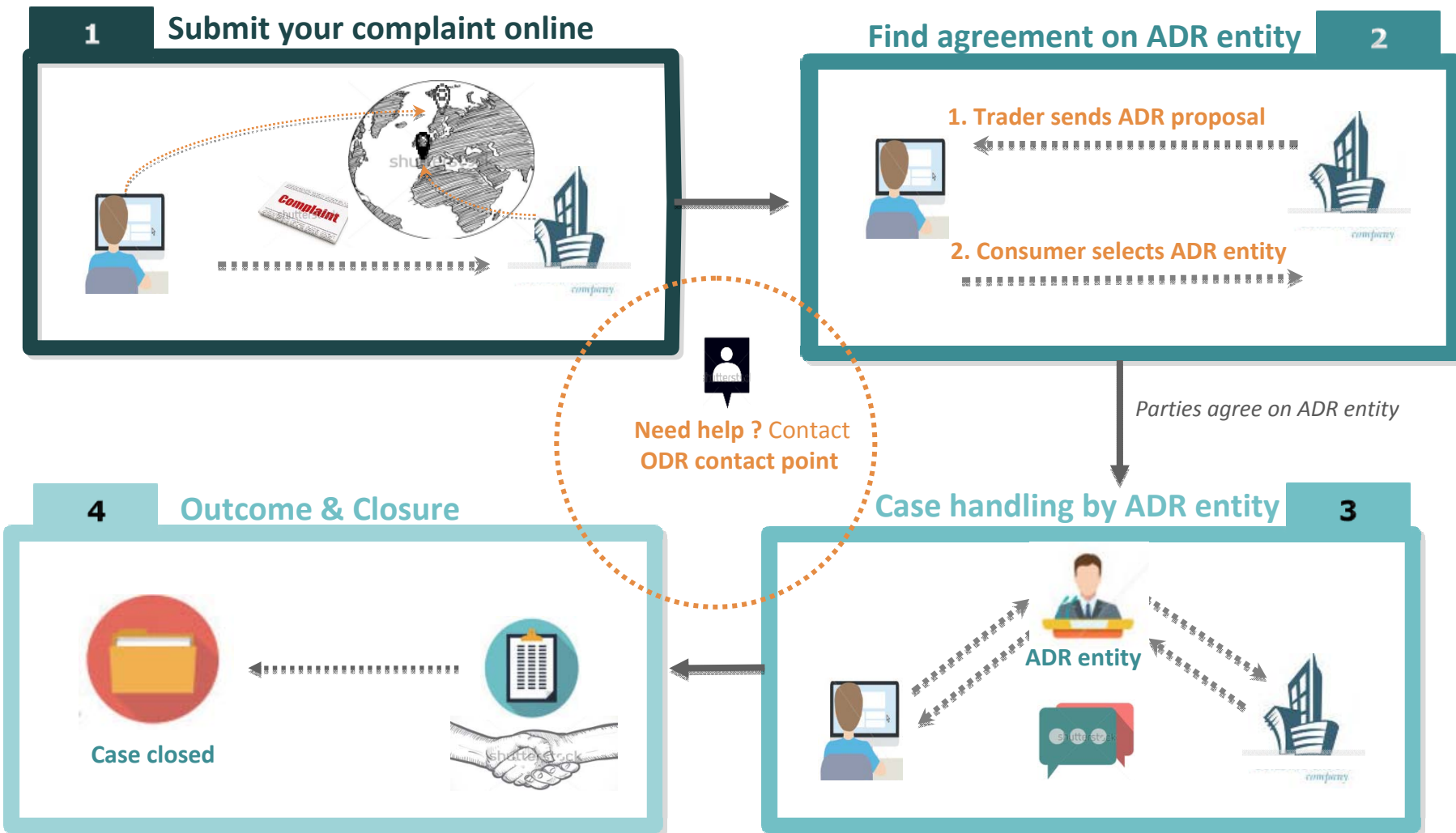
- Consumers
- Traders
- ADR entities (e.g. mediation, conciliation, arbitration, ombudsmen)
- ODR contact points





European Commission

FOUR STEPS TO SOLVE A DISPUTE





QUESTIONS & ANSWERS



TODAY'S LIVE PRESENTATION

- **Version of the platform: as in November's test**
- **Scenario of the day: C2B dispute**
- **Special user profiles for today's test**