

28 October 2011

ENFORCEMENT OF CONSUMER RIGHTS

KEY MESSAGES



- 1** Consumer protection and confidence is key for the further development of the single market. Consumer confidence is one of the pillars of the completion of the digital single market. It will stimulate more consumption which is a driver for job creation and a strong economy.
- 2** Increasing consumer confidence cannot be accomplished without an adequate and effective enforcement of consumer rights which is why BUSINESSEUROPE supports effective and easy access to consumer redress.
- 3** Action at EU level should focus on exploiting the full potential of Alternative Dispute Resolution mechanisms (ADRs) rather than the judicial route that remains costly, lengthy and complex to provide rapid and cost-effective redress.

WHAT DOES BUSINESSEUROPE AIM FOR?



- A sound and balanced consumer policy for the well-functioning of the Internal Market. A strong economy and competitive companies are highly dependent on consumer confidence and satisfaction.
- Keep promoting alternative dispute resolution mechanisms (ADRs) as best way to provide rapid and efficient redress to consumers.
- Urges the Commission to further promote and improve ADRs and increase their coverage whilst respecting the diversity of these mechanisms. One-size-fits-all solutions should be avoided.
- The EU should avoid legislating on judicial collective actions and proposing a one-size-fit-all model.

KEY FACTS AND FIGURES

Less than 10% of consumers buy online across borders	The development of the digital single market could represent an increase of 4% of EU GDP by 2020
There are 750 ADR schemes across Europe	