



**Mr Neven Mimica**  
Commissioner for Consumer Policy  
200, Rue de la Loi  
BE - 1000 Brussels  
Belgium

7 February 2014

**RE: BUSINESSEUROPE views on the Consumer Protection Cooperation Regulation consultation**

Dear Commissioner, *Dear Mr. Mimica*

Consumer expenditure, which accounts for 56% of EU GDP, is key to ensure smart, inclusive and sustainable growth. Effective enforcement of consumer protection rules encourages both companies and consumers to feel more confident to engage in the internal market.

Public authorities play a crucial role in this enforcement which is why we consider the reflection on the Consumer Protection Cooperation Regulation (CPC Regulation) very timely.

In the context of the current consultation, BUSINESSEUROPE would like to highlight the following priorities with regard to enforcement of consumer rights:

**Implementation and application of the EU Consumer Acquis**

- At EU level, enforcement starts with ensuring a clear and understandable regulatory environment. This is why BUSINESSEUROPE and its member federations will closely follow the **implementation of the consumer rights directive** and will welcome future **guidelines on the unfair commercial practices directive**.
- Correct implementation of the **Alternative Dispute Resolution Package**: these initiatives should help granting consumers and businesses better and quicker access to out-of-court settlement procedures. BUSINESSEUROPE and its members are committed to raise awareness about these instruments among companies.



## Stepping-up on public enforcement

- **Better public enforcement and cooperation amongst national authorities is essential.** It is key that procedures in different Member States are coherent and that national authorities are able to exchange information in a swift but clear way.
- A future revision of the CPC Regulation should take into account the ongoing discussions on the **product safety and market surveillance package.**
- In particular, the revision should also take into account the fact that **private stakeholders**, including trade associations, can be of great help in enforcement as they possess lots of market information through their broad base of members. For example, the establishment of a European Market Surveillance Forum proposed in the product safety package could allow for common interpretations and risk assessments when it comes to safety threats in the internal market. Participation by stakeholders is also important to ensure that certain cases of non-conformity are not tackled disproportionately.
- Stepping up on **financial resources and training** of public authorities would enhance their role in effective market surveillance.

## Self-regulation

- In general, **self-regulation** can be better tuned to the needs and concerns of the economy. Self-regulation is advantageous because it involves no additional costs for consumers or governments and it provides a flexible, quick and proactive response to sensitive issues. An example of well-established self-regulation best practices can be found in the advertising sector (e.g. initiatives inspired on the EASA Charter). BUSINESSEUROPE will continue to promote this route as a valid alternative to legislation.

## Data collection

- **Accuracy, representativeness and a swift collection of data** are key to ensure a good enforcement of consumer rights. Among the different data publication instruments, BUSINESSEUROPE welcomes the Consumer Scoreboards. They are important to understand how the markets are delivering to consumers. One way to facilitate data search among the different editions of the scoreboard would be to group all the sectors covered by these scoreboards in a single list in the relevant DG SANCO webpage.

We remain at your disposal should you wish to discuss these priorities in more detail.

Yours sincerely,



Markus J. Beyrer