


# **Euroconsumers Activities**

## **2020 overview**





"During the pandemic crisis we were able to assist and support even more consumers than ever before via our Personal Assistance Service, websites and selectors. Resilient enforcement actions, but also dynamic collaboration with businesses, are our answers to contemporary consumerism."

**Ivo Mechels**  
CEO



**1.500.000**  
Consumers

## Network

 **ALTROCONSUMO**

 Italy

 **OCU**  
La fuerza de tus decisiones

 Spain

 **DECO PROTESTE**  
DEFESA DO CONSUMIDOR

 Belgium FR

 **T)a**

 Belgium NL

 **PROTESTE** !

 Brazil

# An international organization

Gathering together five national consumer organisations and giving voice to a total of more than **1.5 MILLION** people, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.



**Ivo Mechels**  
CEO



**Peter Broeckhoeven**  
HR Director a.i.



**Françoise Domont**  
Head of Strategy  
Management & Support



**Thierry Goor**  
Finance Director



## Governance

The Executive Management Team (EMT), composed of seven Directors, five Country Managers and chaired by the CEO, plays a driving role in the implementation of Euroconsumers mission by focusing on four strategic topics: group strategy, product and marketing strategy, new product development and key group projects.



**Dominique Hennenton**  
I&S Director



**Philippe Jossart**  
Commercial Director



**Marco Pierani**  
Public Affairs & Media  
Relation Director



**Mario Saraiva**  
BT Director



**António Balhanas**  
Portugal Country  
Manager



**Reza Gholamalizad**  
Spain Country  
Manager



**Alberto Pirrone**  
Italy Country  
Manager



**Dirk Van Hevel**  
Belgium Country  
Manager



**Fabio Zacharias**  
Brazil Country  
Manager



In the front lines wherever  
consumer rights must be  
protected.



## Reaction to the Covid-19 pandemic

Given the gravity of the COVID-19 pandemic, both Euroconsumers at EU level and Euroconsumers' national member organizations in their respective countries have taken actions to guarantee that consumers rights and interests are taken into serious consideration by the Institutions and business players in these special times. Consumers are indeed the backbone of the modern economy and must be at the heart of all COVID-19 exit strategies. This crisis can also present new opportunities, but to emerge from COVID-19 stronger and greener we need to safeguard a lively demand in the internal EU market and obtain solid commitments from responsible market players.

 [Activities by individual countries](#)



## Frontrunners of consumer's enforcement

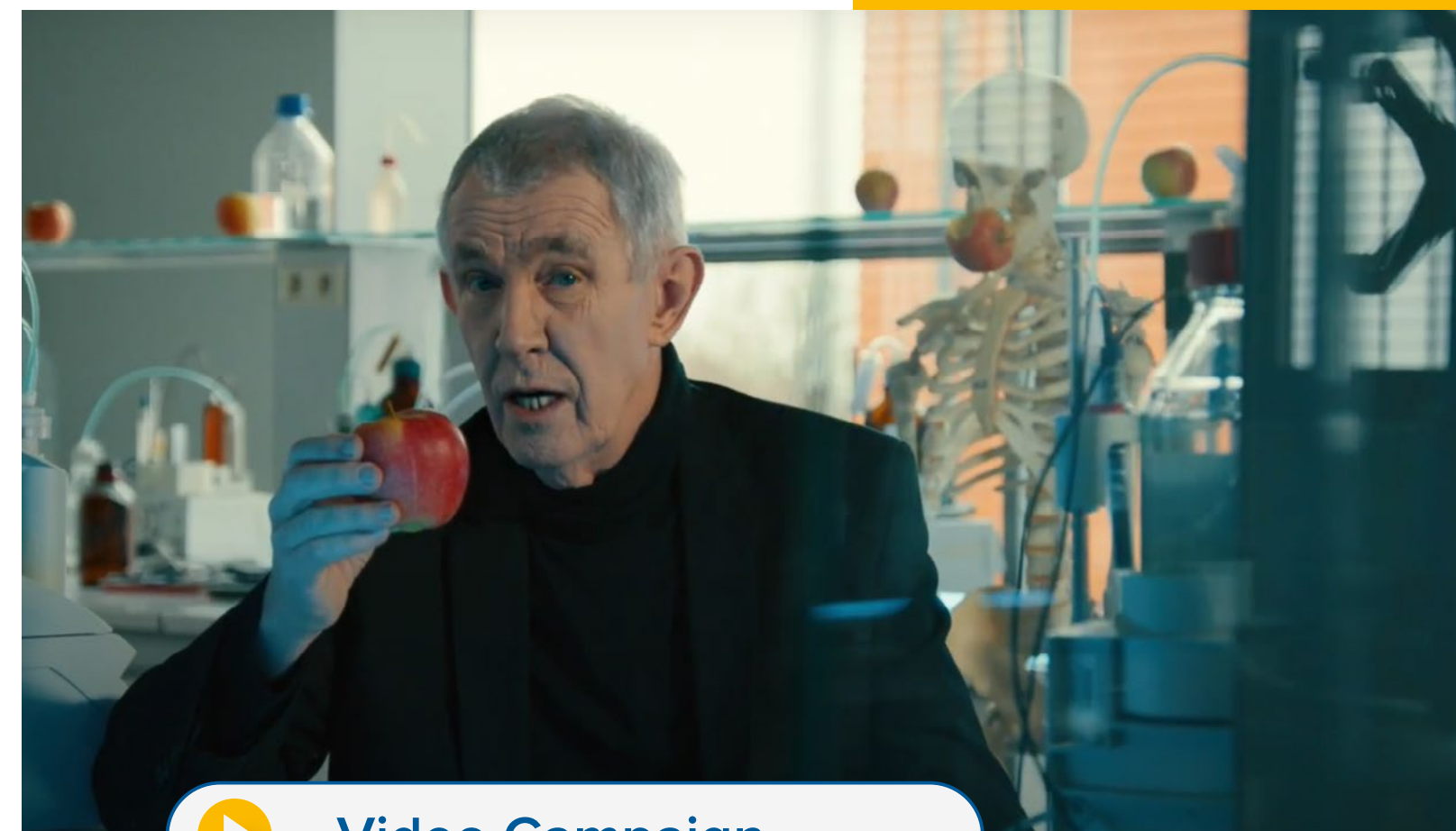
2020, marked the five year anniversary of Dieselgate, the scandal that impacted consumers' rights, public health and the environment across EU and beyond.

VW settled out of court with our colleagues of the German consumer organisation VZBV but all European citizens impacted by **DIESELGATE** deserve to be treated equally, so we will keep fighting together with BEUC. Our four class actions are pending and we won't rest until VW compensates all consumers we represent in Belgium, Italy, Portugal and Spain. We have also filed four class actions vs. **APPLE** for planned obsolescence, this shows the determination of Euroconsumers to remain the front-runner in consumer enforcement through new coordinated actions and effective settlements.



Join our fight against planned obsolescence

support our class action against Apple



 Video Campaign

**113.000**  
Consumers joined our Dieselgate battle



Hey Volkswagen,

**Dieselgate won't blow over until you compensate all European consumers.**

#demandjustice





Euroconsumers  
as a guide for  
the green transition.





**Approved  
by Tomorrow**



## Approved by Tomorrow

Climate change is unfortunately a reality, a green and fair transition has become an absolute necessity. What is more, it is also what consumers want. While they may not always be aware of how best to live more sustainably, it is clear that many consumers do not want to just sit and watch; they want to step in and they need to be on board. This is the only way a green transition can ever be fully successful. Our umbrella positioning on sustainability "**APPROVED BY TOMORROW**" was launched in March, with a distinctive signature creativity to go with it and thereafter utilised on many occasions during the whole year.



Approved by Tomorrow Manifesto

JUL 2020



**Approved by Tommow:  
Webinar Series (Re)Building  
of a Sustainable Economy**



**17**  
Speakers



**10**  
Webinars

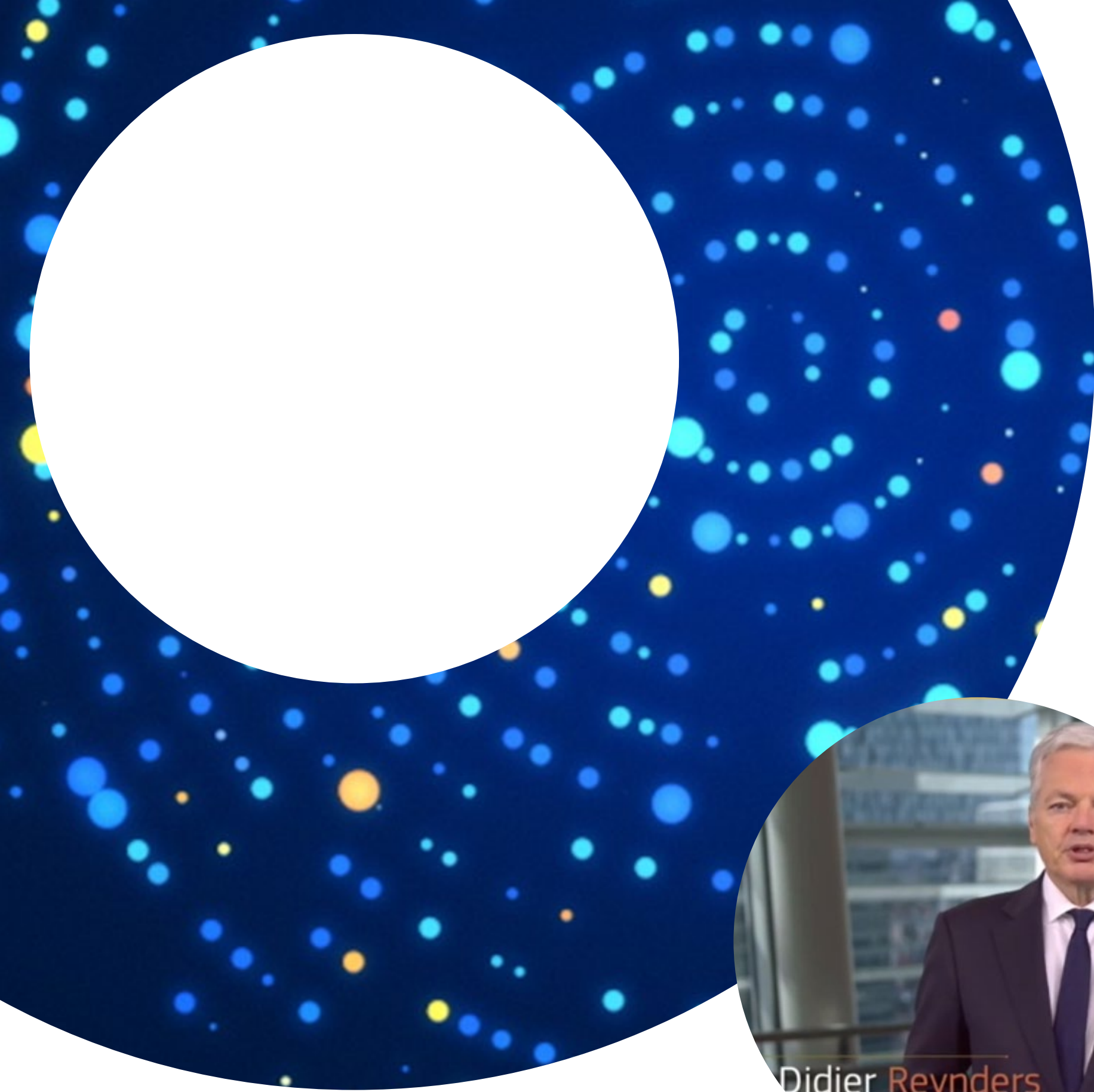


## Webinars

(Re)building of a sustainable economy webinar series. The series addresses topical policy issues and approaches the sustainability debate from a consumer standpoint, considering input from all stakeholders: EU institutions, national governments, consumer groups and business interests.



A relevant voice  
in the public debate  
on consumer issues.



## Euroconsumers International forum 2020

The Euroconsumers Forum has redesigned its format for 2020, connecting all the 5 countries of our Group, and enlarging the target audiences: 26 sessions; 61 speakers; 4 continents; 12 nationalities; 5 channels; 1000 viewers; 22 hours of simultaneous activities. High level speakers: just two names, among many others: Commissioner Didier Reynders and Prof Jeffrey Sachs.

Approved by Tomorrow: **euroconsumers** international forum  
**for a sustainable** 2020  
(re)building of the economy

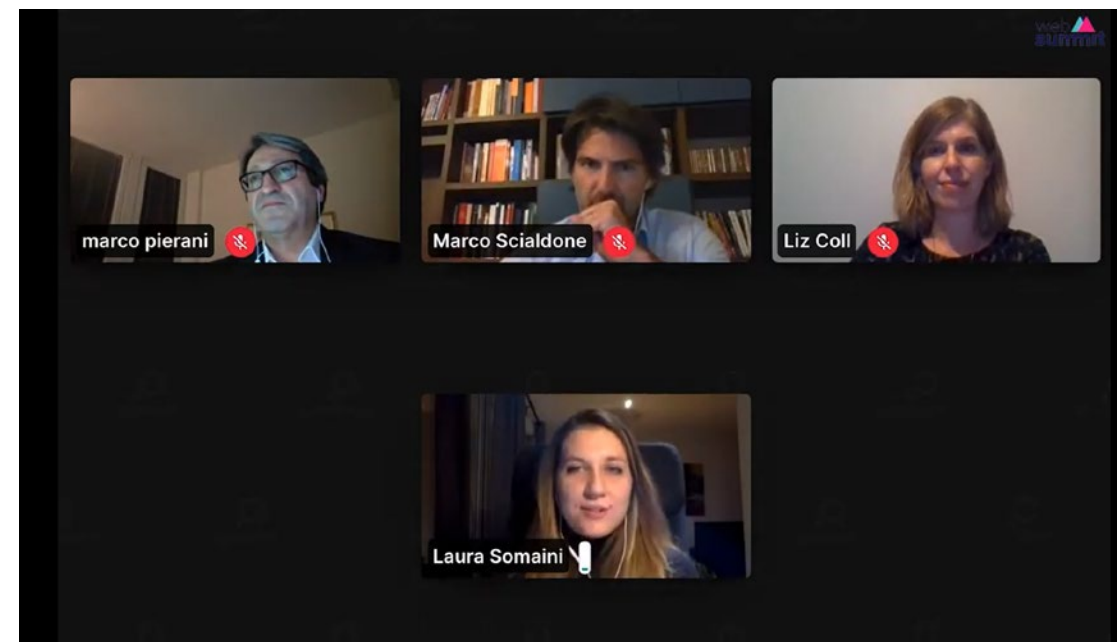
Video Euroconsumers Forum



## Euroconsumers Awards

The Euroconsumers Forum was also the occasion to celebrate the second edition of the BeXt Awards, recognized by Euroconsumers to the brands that showed outstanding performance, based on the results of our comparative tests and surveys.

Thereafter, in December, during the Web Summit, we announced the first winner of the My Data Is Mine Award, created by Euroconsumers to support young scholars who have an innovative approach to data protection issues, and who can offer a visionary contribution to privacy in Europe and worldwide.



**BE**X**T**  
Euroconsumers Brands Award

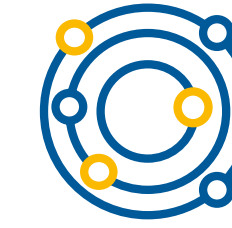
PERFORMANCE

**BE**X**T**  
Euroconsumers Brands Award

SUSTAINABILITY

**MY DATA  
IS MINE  
AWARD**

PRIVACY



## AI for consumers

Data-driven responsible digitization, the Internet of things and above all artificial intelligence can provide formidable tools to achieve the ecological transition in a balanced way. It is time to broaden access to the opportunities offered by AI to successfully face the challenges of sustainability. In a Euroconsumers survey on a representative sample of Belgian, Italian, Spanish and Portuguese consumers, about 42% replied that AI can make the world more sustainable. On the other hand, it remains even more necessary to continue to strengthen consumer confidence in AI and guarantee that market players commit to being fair and transparent.

 [Position Papers](#)



## Grants

Over the past few years we have managed to build a solid governance around the funded projects supporting our activities, mainly in the domain of energy, mobility, health, food, enforcement and sustainability. This, in a changing environment that guarantees efficiency, effectiveness and continuity, is something beneficial for our organization and ultimately for consumers. Several partnerships are in place with research institutes, universities and private companies, a network that we can activate also for other purposes beyond project life. Moreover, new tools have been developed to enrich the existing services for the benefit of our members and consumers in general.



Funded Projects



25

Ongoing projects

386

Partners



PROJECTS SUPPORTING GREEN TRANSITION

Mile21



More information, fewer emissions, empowering consumers for a greener 21st century. This project aims to provide consumers with real automobile fuel consumption data and to help consumers make well-informed purchase decisions for more efficient vehicles. Even more, his project aims to help users monitor their car’s CO2 emissions, while also providing tips to lower them.

MILE21 is a project co-financed by the LIFE+ program of the European Union.

Clear 2.0



Winner of the #EUSEW2020 engagement award. With this project 29,000 families benefited from the home installation of solar panels, pellet stoves and heat pumps. CLEAR 2.0 monitored the consumption of 800 families, helping them to change their domestic behavior, for a total savings of 70,000 Euro on electricity, hot water and heating bills per year. The dedicated online communities, product selectors and dossiers received more than 7 million visits.

Clear2 received funding from H2020 PROGRAM of the European Union.



Other projects supporting innovation:

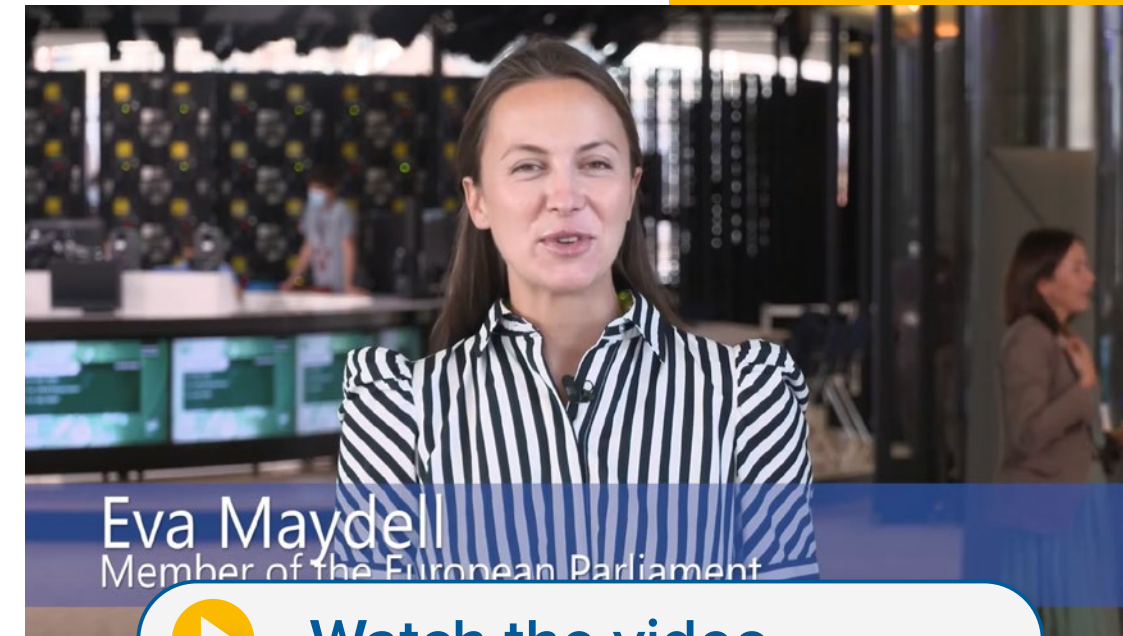
- [BELT - New energy label rescaling](#)
- [PROMPT - Premature obsolescence testing program](#)
- [CLEAN - Environmental claims of detergents](#)
- [SHAREPAIR - Repair economy](#)
- [CIRCPACK - Circular economy packaging sector](#)
- [Preventomics - Personalized food app](#)
- [ALEXM 2.0 - Access to medicine](#)
- [EVE UX - Electric vehicle travel reports](#)





## Dialogue with European Institutions

During 2020 we worked to position Euroconsumers in the EU and in the International arena in line with the ambition of our branding on two priorities, sustainability and responsible digitization, promoting informed exchanges of views and reflections with different Members of the EU Parliament, the DG Justice of EC Commission and Commissioner Reynders' cabinet.



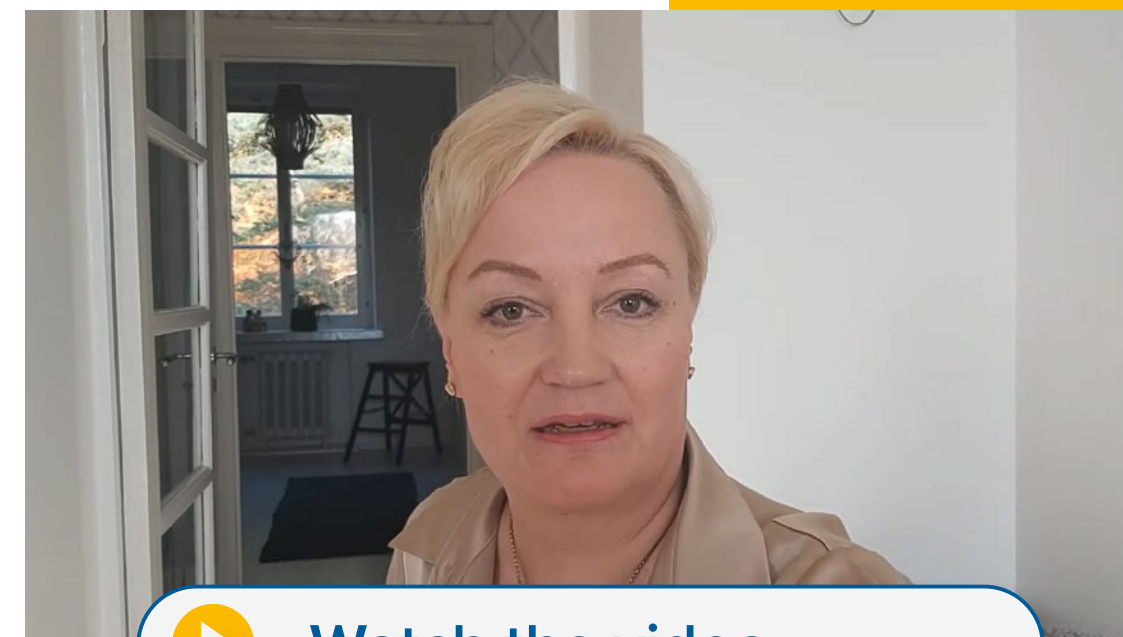
Eva Maydell  
Member of the European Parliament

[▶ Watch the video](#)



Brando Benifei - MEP

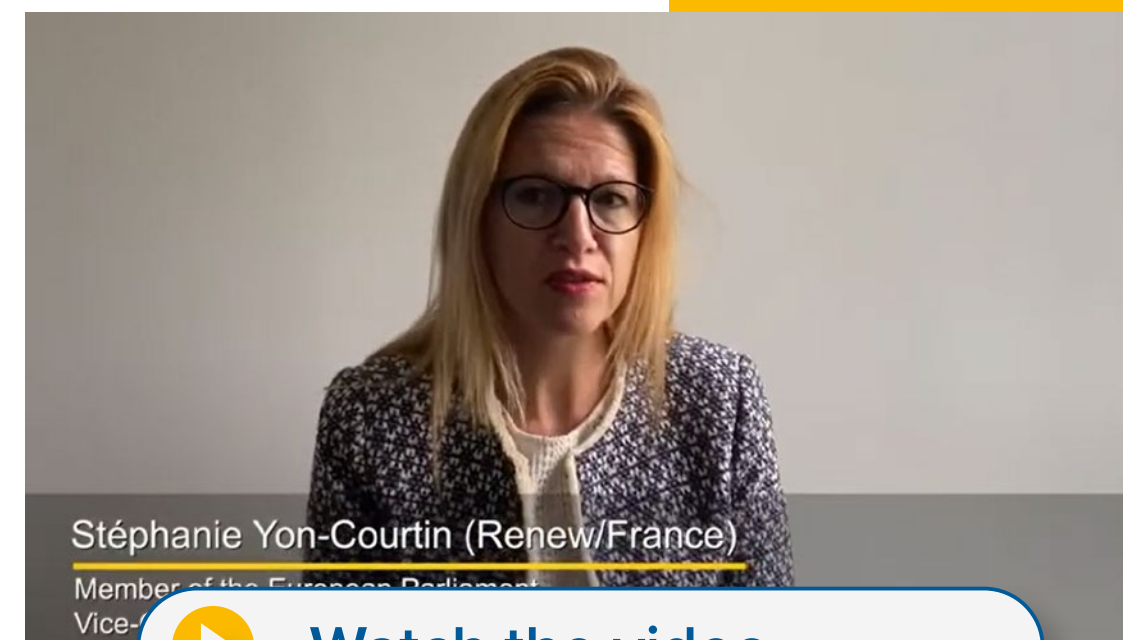
[▶ Watch the video](#)



[▶ Watch the video](#)



[▶ Watch the video](#)



Stéphanie Yon-Courtin (Renew/France)  
Member of the European Parliament  
Vice-

[▶ Watch the video](#)



[▶ Watch the video](#)

"Improving the Ecosystem: A Digital Responsibility Report below to view the key findings and how Euroconsumers and Google are working together to make a safer internet for everybody".

 Survey with Google



## Working with Global Market Players

Euroconsumers express its leadership also through a modern approach to consumer protection, entailing a more mature and innovative relation with market players. Without in any way compromising our traditional combative spirit, we want to establish a constructive and unprejudiced dialogue with global companies and business organisations, in order to become in the middle/long term recognized as the most relevant global consumer cluster, involved in forming policies and strategies with global market players regarding consumer rights, benefits and experiences. We believe this is a new way consumerism can deliver added value to consumers while guaranteeing that market players commit to be fair and transparent.



## Media / Press

To establish Euroconsumers as a credible source of information for journalists and stakeholders was another clear objective in 2020. We pursued it with increasing results to ensure that Euroconsumers activities, actions and collaborations get more and more exposure by elaborating effective storytelling on it. Different interviews with Politico and Euronews have been, among others, noteworthy. But the best dossier exploitation in terms of media relations, thanks to the Financial Times exclusive, was the launch of the class actions against Apple, which got huge media coverage, in 46 countries and 5 continents.



# Keep in touch

We believe in the importance of relationships to continue to improve our Organization, keeping it updated to present and future challenges. If you have any questions or suggestions, please let us know.





[www.euroconsumers.org](http://www.euroconsumers.org)