

PROGRAMME



DECEMBER 5TH • FROM 9AM
SOLVAY LIBRARY, BRUSSELS
Under the Patronage of Her Majesty the Queen

MORNING

08:30

Registration and welcome coffee

09:00

Welcome and Introduction

09:05



Welcome Message from Euroconsumers' CEO Antonio Balhanas

09:15

Message from Augustín Reyna - Director general of BEUC

09:25

Plenary introduction to workshops

09:40

BeXt AWARDS 2024

BeXt Awards opening

09:45



Q&A with Isabelle Pérignon - Director for Consumer Policy at European Commission

10:05

BeXt AWARDS 2024

BeXt Awards part I

10:10



Short Talk on a Great Topic: consumers at the center
With Francesco Tramontin – VP Global Public Affairs at Ferrero

10:30



Comics Coffee Break 1

10:50



Keynote from Marietje Schaake - author "The Tech Coup", Stanford University

11:20

BeXt AWARDS 2024

BeXt Awards part II



Thematic Workshop I:

From setback to comeback: empowering scam survivors

Falling for a scam, it can happen to each and everyone of us. This workshop offers an immersive experience, taking participants through the intense journey of scam victims and triggering inspiring fresh ideas to better facilitate support and redress for scam survivors.

Guided by the real-life story of Ayleen Charlotte from Netflix's *The Tinder Swindler*, participants will gain firsthand insights into the struggles victims face, the responses from stakeholders like police, banks and platforms, and the emotional toll scams exact.

Join us for a thought-provoking session that sparks meaningful reflection, dynamic discussions, and above all: impactful solutions.



Ayleen Charlotte
Fraud victim turned anti-fraud hero
(Netflix documentary 'The Tinder Swindler')



Henriette Bongers
Directeur Fraude helpdesk



Danny Swansborough
Director, Product Management
- Financial Crime Solutions



Els Bruggeman
Head Advocacy and
Enforcement, Euroconsumers



Kimberly Praet
Chief of the backoffice -
cybercrime
Police of Ostend



Cristina Cartes
Public Policy at
Amazon



Jorij Abraham
Managing Director at
Global Anti-Scam
Alliance & Scam
Adviser



euroconsumers
Empower you
improve the market.

Thematic Workshop II:

Consumerism vs sustainability? Each his role

Euroconsumers and Testachats surveys reveal that most consumers are eager to reduce their environmental impact, but challenges remain. While many would opt for sustainable choices, significant price hikes deter them. Consumers also perceive a trade-off between convenience and sustainability, and the most durable option isn't always clear due to factors like climate impact, social justice, and food safety. This panel discusses the roles of lawmakers, civil society, and consumers in shaping a sustainable future. Should government stake more proactive measures? Will stricter regulations make goods unaffordable, worsening social inequalities? How can civil society and consumer organizations improve guidance and transparency, and counter misleading sustainability claims?



Bert Keirsbilck
Professor KU Leuven -
Consumer Competition
Market



Saskia Bricmont
MEP Greens/EFA (Ecolo)



Yvan Verougstraete
MEP Renew Europe (Les
Engagés) and founder of
Medi-Market



Alexia Bertrand
State Secretary for
Budget and Consumer
Protection



Bruno Tobback
MEP S&D (Vooruit)



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13:50

Start afternoon session

13:55

BeXt AWARDS 2024

BeXt Awards part III

14:00

Euroconsumers Contest Award

14:30

Thematic Workshop III:

Empowering the Future: how AI is redefining consumer power and inspiring the next generation



In a connected world, AI is transforming consumer experiences and inspiring the next generation of digital leaders. This panel explores the latest Consumer Digital Empowerment Index findings, showing how AI helps consumers make safer, smarter choices. Industry experts will discuss key trends, challenges, and opportunities. We'll also highlight the Kids Leadership Academy, a CEP-CODEMOTION initiative introducing children in Italy and Spain (ages 9-13) to AI, fostering leadership and curiosity through interactive, age-appropriate learning.



Sebastian Sposito
Public Affairs Manager for Europe
at Google



Egelyn Braun
Team Leader at European
Commission



Constantin Gissler
Director General @DOT
Europe



Krisztina Stump
Head Of Unit, Media
Convergence and Social
Media Unit at European
Commission



Marco Anelli
Group Service Manager
Statistical Surveys at
Euroconsumers



Chiara Russo
Co-founder & Executive
President at Codemotion

Thematic Workshop IV:

Consumers and Market Empowerment for a sustainable future. Are we ready ?



Since 2022, the European Commission has proposed three initiatives to improve product reparability. The Eco-design for Sustainable Products Regulation mandates design requirements to enhance reparability, while the Directive on Empowering Consumers for the Green Transition requires retailers to inform buyers about product reparability and durability. Additionally, new repair rules aim to support post-purchase repairs by informing consumers of manufacturers' repair obligations and providing access to repair services.



Silvia Barlassina
Ecodesign project
coordinator at BEUC



Rembrandt Koppelaar
Research & Innovation Lead at
EcoWise Ekodenge Ltd



Saša Zavratnik
Project manager at E-Institute



Luisa Crisigiovanni
EU Grants Program
Manager & Consumers
Policy Expert



Ugo Vallauri
Co-Founder and Co-Director
of The Restart Project



Paolo Pinzoni
Head of Public Affairs,
Foundation & Sustainability
presso Vodafone

15:40



Comics Coffee Break 2

16:00

Keynote Stefano Quintarelli



16:20

Final Plenary Part I– with the rapporteurs of the 4 thematic verticals

16:40

Keynote from Alec Ross - Author, Professor at Bologna Business School & Entrepreneur



17:10

Special message from Enrico Letta



17:15

Final Plenary Part II– Empower Europe, improve the market

As Europe pushes to strengthen its global standing and pursues big investments to boost competitiveness, consumers face rising living costs and debates over deregulation of consumer and market protection. The next five years will bring critical economic policy decisions – but little time has been given to exploring and explaining the impact, benefits, challenges and opportunities of this for Europe's citizens – its consumers.

This panel will put consumers front and centre of these essential discussions, delve into the impact on their daily lives and consumers' defining role in Europe's economic future. With key decisions ahead, we'll explore how empowered consumers can fuel Europe's success—ensuring a stronger EU market that serves both Europe's businesses and Europe's citizens.



Isabelle Pérignon
Director for Consumer
Policy at European
Commission



Pedro Oliveira
Legal Director
BusinessEurope



Els Bruggeman
Head Advocacy and
Enforcement,
Euroconsumers



Giorgia Abeltino
Senior Director Public Policy South
Europe and Director External
Relations Google Arts & Culture



James Waterworth
Director EU Public Policy at
Amazon

18:15



Wrap up Session with Marco Pierani

