



# Activities Overview 2025



“

Markets are changing faster than ever.

Artificial intelligence, geopolitical tensions and global interdependence are reshaping how economies work and how people experience them.

**In this environment, consumers are not simply the end of the market. They are its foundation.**

In 2025 Euroconsumers expanded to Poland and launched our first AI agents — embracing technological transformation while ensuring it works for consumers.

Because our mission is not only to protect people from the risks of innovation, but to use its potential to improve everyday life for as many citizens as possible.

As markets become more complex and interconnected, the power of demand becomes increasingly decisive.

This is why Euroconsumers continues to grow as a truly European-wide organisation with an increasingly global outlook. Helping consumers navigate — and improve — the market.

*Antonio Balhanas*

CEO





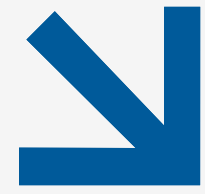
We give voice to  
**+7.000.000**  
People



## Where we are

# A unique global consumer group

Gathering six national consumer organisations and giving voice to a total of more than **7 MILLION** people in Italy, Belgium, Spain, Portugal, Poland and Brazil, Euroconsumers is the world's leading consumer group in innovative information, personalised services and defence of consumer rights. With more than 60 years of experience in empowering consumers through independent testing, evidence-based advocacy, and meaningful dialogue with institutions and industry, **Euroconsumers has built a solid reputation as a trusted voice in Europe and beyond, consistently promoting transparency, fairness, and innovation to ensure that consumers' interests remain at the heart of economic and technological progress.**



## Governance

# The Executive Management Team

The Executive Management Team (EMT), composed of **six Directors, four 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.



**António Balhanas**  
CEO



**Agnes Bosmans**  
Group Human Resources Director



**Agim Sheta**  
Finance Director



**Dominique Henneton**  
I&S Director



**Philippe Jossart**  
Commercial Director



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



**Luis Ribas**  
BT Director



**Joao Ribeiro**  
Portugal Country Manager



**Raquel Silveira**  
Spain Country Manager



**Alberto Pirrone**  
Italy Country Manager



**Frank Penne**  
Belgium Country Manager



## Strategic expansion into Poland

In 2025, we established our operational presence in Poland under the Euroconsumers brand, launching integrated B2C and B2B activities. **This marks our first entry into a new market in many years and a key milestone in our European expansion.**

Poland is a large and dynamic market with strong growth potential. While we focus on opportunities and sustainability, our ambition is also to foster a fairer, more transparent market, where consumers are protected and empowered to make informed choices. We will act with agility, build strong insights, and develop a long-term presence grounded in both economic value and consumer trust.



**Robert Wambier**  
Poland Country Lead





## Redefining Advocacy in Brazil

After 24 years in Brazil, PROTESTE—now rebranded as Proteste | Euroconsumers-Brazil—underwent a strategic transformation in 2025. **While maintaining its core mission of protecting and promoting consumer rights, the organization’s renewed approach combines advocacy with joint actions alongside key market players and a strengthened relationship with the federal government—aiming to deliver tangible impact and empower consumers within the market.** This distinctive B2B2G model is unparalleled among consumer organizations in the country. In its first year, it delivered significant results for Brazilian consumers, particularly in the high-tech, finance, and energy sectors. These achievements were accompanied by a profitable operation, supported by a lean organizational structure and highly selective project criteria—ensuring both economic sustainability and lasting consumer value.



**Henrique Lian**  
Proteste | Euroconsumers Brazil  
Director General



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# Policy and communication



# Flagship Positions & Campaigns



## REFURBISHED GOODS



### Let's refurbish the refurbished market!

Refurbished products have strong potential to support more sustainable consumption by extending product lifetimes, reducing waste and offering more affordable alternatives to new goods. They can play an important role in advancing the EU's circular economy goals—cutting emissions, reducing dependence on raw materials and providing consumers with more sustainable choices.

However, the refurbished market remains fragmented and often unclear, with vague claims such as “as good as new” and inconsistent quality standards that can confuse consumers and undermine trust. **Euroconsumers calls for clearer rules and definitions, better consumer information, and reliable guarantees and repair standards to ensure the refurbished market delivers real environmental and economic benefits for consumers.**



**Position paper:** [How good is 'as good as new'? Making the case for empowered consumers in an improved refurbished goods market](#)



Watch the campaign video

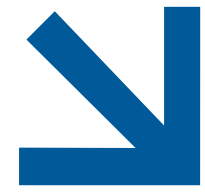


No rules for your shaving style.

Clear rules for refurbished shavers.



# CULTIVATED MEAT



## Is there a place for cultivated meat on consumers' plates?

Many consumers want to reduce their meat consumption but face barriers such as price, taste, availability and lack of appealing alternatives. Novel proteins, including cultivated meat, could complement existing options and help consumers adopt more sustainable diets. However, consumer acceptance depends on strict safety guarantees, competitive pricing, good taste and clear information on nutritional and environmental impacts.

**Euroconsumers supports exploring the potential of cultivated meat while ensuring strong consumer protection, transparency and a fair, competitive market.**

In 2025, Euroconsumers joined the **European Food Forum**, bringing the consumer voice into key food policy discussions. Through this engagement, we contributed to debates in the European Parliament on food processing, the role of animal protein in nutrition, reducing food waste, and scaling up food biomanufacturing, consistently advocating for transparency, safety, affordability, and sustainable choices for consumers.



**Publication:** [Is there a place for cultivated meat on consumers' plates? \(The Parliament\)](#)



**Position paper:** [Is there a place for cultivated meat on consumers' plates?](#)



## Is there a place for cultivated meat on consumers' plates?

Exploring how novel proteins could empower people and improve the market of sustainable food choices



# FRAUD AND SCAMS



## Uniting against frauds and scams



In 2025, Euroconsumers strengthened international cooperation against scams and fraud. As co-organiser of the **Global Anti-Scam Summit in London** with Cifas, the UK Home Office and the Global Anti-Scam Alliance, we brought together policymakers, experts and consumer advocates to advance prevention and victim support, including by co-organising, together with the UK consumers organisation Which?, a panel on the human cost of scams.

Furthermore, we contributed to discussions at **Global Anti-Scam Summit in US** on national anti-scam coordination and co-developed research on **Anti-Scam Centres**, while engaging in European policy debates on fraud and scams, including through contributions to consultations for the 2030 Consumer Agenda.

**National Anti-Scam Centers Across the World**

**GLOBAL ANTI-SCAM SUMMIT AMERICA 2025**

 Miguel De Bruycker CEO, Centre for Cybersecurity Belgium	 Aileen Yap Director, Singapore Anti Scam Command Center
 Els Bruggeman Head - Policy and Enforcement, Euroconsumers	 Nick Sharp Deputy Director, National Crime Agency (NCA)
 Nik Adams Deputy Commissioner - National Coordinator of Economic and Cyber crime, City of London Police	 Simon Miller Director of Policy, Strategy and Communications, Cifas



**Publication:** [Uniting against frauds: How Anti-Scam Centres can strengthen national fraud defences](#)



**Webinar:** [Uniting against frauds: How Anti-Scam Centres can strengthen national fraud defences](#)

**Global Anti Scam Summit LONDON**

**Alex West**  
Director, PwC UK

**Luke Charters**  
Member of Parliament,  
House of Commons

**Angélique Miet**  
Policy Officer - Cybercrime Unit  
(Home), European Commission

**Helen Fairfax-Wall**  
Chief Policy and  
Communications Officer,  
Stop Scams UK

**Els Bruggeman**  
Head - Policy and  
Enforcement, euroconsumers

**Why a National Anti-Scam Centre**

GASS2025

**GASA** **cifas** **euroconsumers**



# DYNAMIC PRICING



## Definitely! Maybe? Navigating the curious case of dynamic pricing

Dynamic pricing, where algorithms adjust prices in real time based on demand, competition, or consumer behavior, raises consumer protection concerns. While it can bring benefits in some sectors, it may reduce transparency and make price comparisons harder. **Euroconsumers calls for stronger safeguards, including clear disclosure, limits on price changes during purchases, and effective enforcement to ensure fairness and transparency.**



**Position paper:** [Definitely! Maybe? Navigating the curious case of dynamic pricing](#)

### The Real Price of Priceless

Live events create lasting memories, yet unfair dynamic pricing is increasingly putting them out of reach. Fans face unpredictable price surges and bidding wars, limiting access to those who can pay more. Through 'The Real Price of Priceless' campaign, Euroconsumers calls for a ban on dynamic pricing in live events to ensure fair and transparent access to culture and sport for all. **Together with Football Supporters Europe, Live DMA, and Reset! Network, we sent a letter to the European Commission calling for a ban in the live events sector and participated in key stakeholder discussions on regulating dynamic pricing under the Digital Fairness Act.**



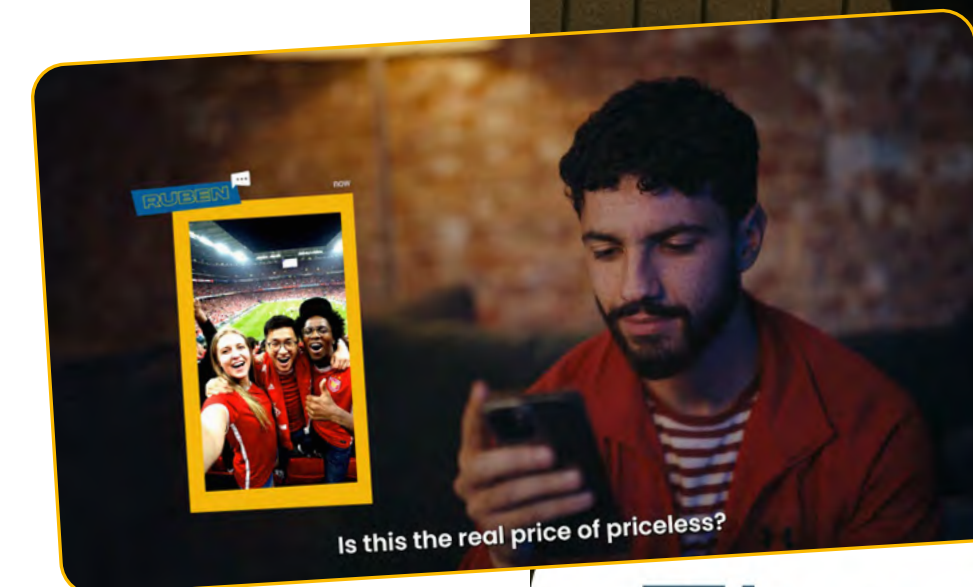
**Letter to European Commission:** [Regarding prohibition on Dynamic Pricing in the live entertainment sector](#)



**Letters to FIFA:** [1\) Concerns and Request for Clarification on the Use of Dynamic Pricing for World Cup Tickets](#) [2\) Concerns on the Use of Dynamic Pricing for World Cup Tickets](#)



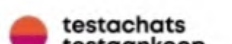
Watch the campaign video



## The real price of priceless

When the market fails,  
fans pay the price of unfair dynamic pricing.

Join our call to keep live events open for all.  
**Support a ban on dynamic pricing for live events.**





## Growing up online

Our survey of over 3,300 European teenagers shows that social media is a vital space for connection, learning, and self-expression. The findings indicate that a blanket ban on social media for minors would not be effective, as age restrictions alone do not prevent early access or ensure safer online environments. Teenagers remain vulnerable despite awareness of online risks, highlighting the need for digital platforms to uphold their responsibility by designing safer settings by default and giving young users greater control over the content they see.

These results informed national and European discussions on protecting minors online. From October to November, our members held national roundtables with minors and stakeholders, culminating in a high-level panel at the Euroconsumers Forum, with representatives from the European Commission, DOT Europe, TikTok, and 5Rights Foundation. **Euroconsumers will continue to represent young consumers in discussions on minors' online safety and advocate for solutions that empower them while strengthening platforms' accountability.**



**Survey:** [Growing up online: Building a digital future for minors, by minors](#)



**Article:** [Building a digital future for minors, with minors](#)



# Growing up

ONLINE

Building a digital future  
for minors, by minors

# AIR PASSENGER RIGHTS



## Call for free and fair hand luggage rules across Europe

In June 2025, Euroconsumers asked almost 4,000 consumers across Belgium, Italy, Spain and Portugal what they thought – 92% want standardized rules across all airlines, 90% believe hand luggage should be included in the ticket price and almost three quarters (73%) believe luggage fees are used by airlines to mislead passengers and boost profits.

**Euroconsumers calls on EU institutions to adopt clear rules that guarantee fairness, transparency, and strong safeguards for all air travellers.** To support this, we engaged with policymakers and stakeholders to preserve and strengthen key protections, including hand luggage inclusion in the ticket price and flight delay compensation.



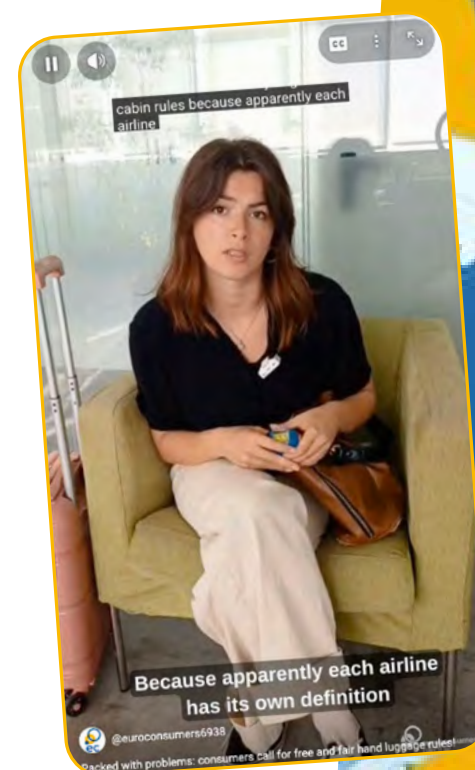
**Letter to MEP:** [Uphold European Air Passenger Rights](#)



**Survey:** [Packed with problems: consumers call for free and fair hand luggage rules across Europe](#)



Watch the campaign video



# SURVEYS

Euroconsumers regularly conducts surveys to capture the pulse of European consumers and advocate for their interests.

**In 2025, these covered a wide range of topics, including financial affordability, minors' safety, hand luggage rules, international trade, sustainability, and misinformation.**

## FAKE NEWS

Fake news is real and tackling it matters to consumers. The Euroconsumers' survey found that over three-quarters of all respondents are concerned about the impact and influence of disinformation on their fellow citizens.

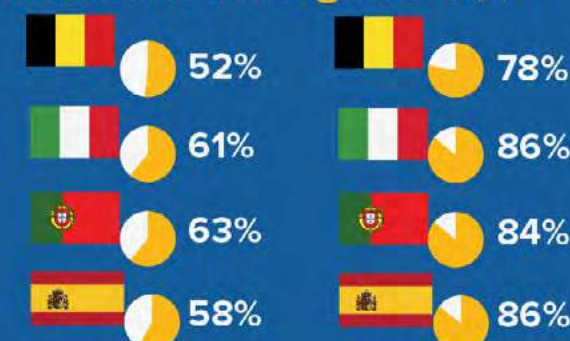
### Fake news is real, and here's why fighting it matters

Fake news is real and tackling it matters to consumers. A recent Euroconsumers' survey found that over three-quarters of all respondents are concerned about the **impact and influence of disinformation on their fellow citizens:**



Despite European initiatives to try to protect consumers from misleading or false information online, **59% of respondents to our survey have encountered fake news online, with the majority (84%) of encounters taking place within the last 12 months.**

#### Encountered fake news ~ In the last year

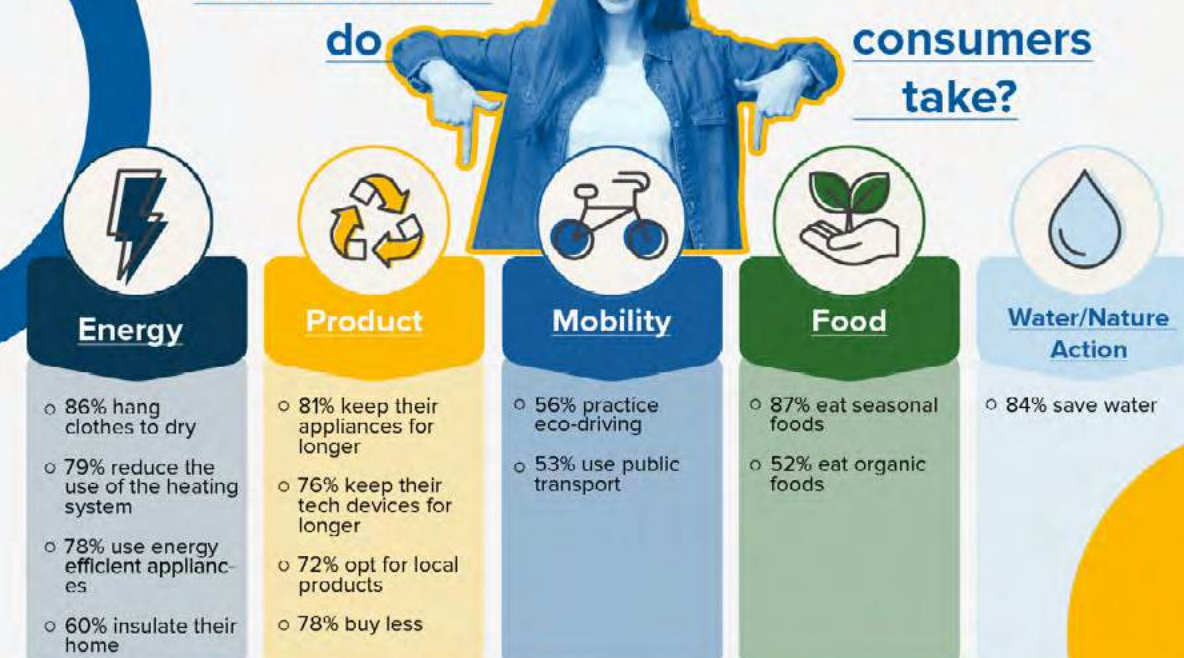


In fact, **28% of consumers surveyed listed fake news as the most recently experienced incident** compared to other cybercrimes such as online abuse, identity theft and frauds.

## SUSTAINABILITY

In our recent survey, we asked consumers in Belgium, Italy, Spain and Portugal what sustainable habits they have already implemented as part of the just transition, the challenges that are holding them back from fully embracing sustainability.

### What actions do consumers take?



The results speak for themselves: **Over 83% have already changed habits to combat climate change.** It is clear that many consumers are already doing their part.

## TRUMP, TARIFFS AND TRADE

As trade tensions between the European Union and the United States escalate, consumers across Europe are increasingly aware of the potential impact it could inflict on their daily lives. The results are clear: people are worried and expect action.



# SURVEYS

## CONSUMER AFFORDABILITY BAROMETER

Euroconsumers' Affordability Barometer 2024 finds that households are feeling a slight sense of financial relief, yet caution still persists, and saving remains impossible for the millions trapped in survival mode.

### Consumer index: Savings are not an option!

Euroconsumers' latest **Consumer Affordability Barometer** finds households are feeling slight financial relief but caution persists and savings are impossible for the millions trapped in survival mode



## HAND LUGGAGE

Euroconsumers' latest survey reveals growing frustration and a clear demand for change: passengers want consistent, fair, and transparent baggage policies — with hand luggage included as standard, not treated as a luxury luxury.

### Packed with problems: consumers call for free and fair hand luggage rules across Europe



## MINORS

By bringing the voices of teenagers into the conversation, Euroconsumers' ultimate goal is to empower minors and ensure that their perspective shapes the creation of a fair digital ecosystem, one that enables them to enjoy digital innovation in a safe way.







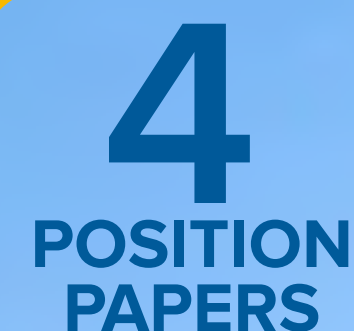
**Steppping up  
our Policy Footprint**

Euroconsumers is actively engaged in European policymaking through consultation responses and position papers across key areas including digital markets, sustainability, and energy, with consumer and consumer-centric innovation at the core of all our work.

**Throughout 2025, we submitted 10 consultation responses and published 4 position papers, showcasing our evidence-based input and policy recommendations to support stronger consumer empowerment in Europe.**



10  
CONSULTATION  
RESPONSES

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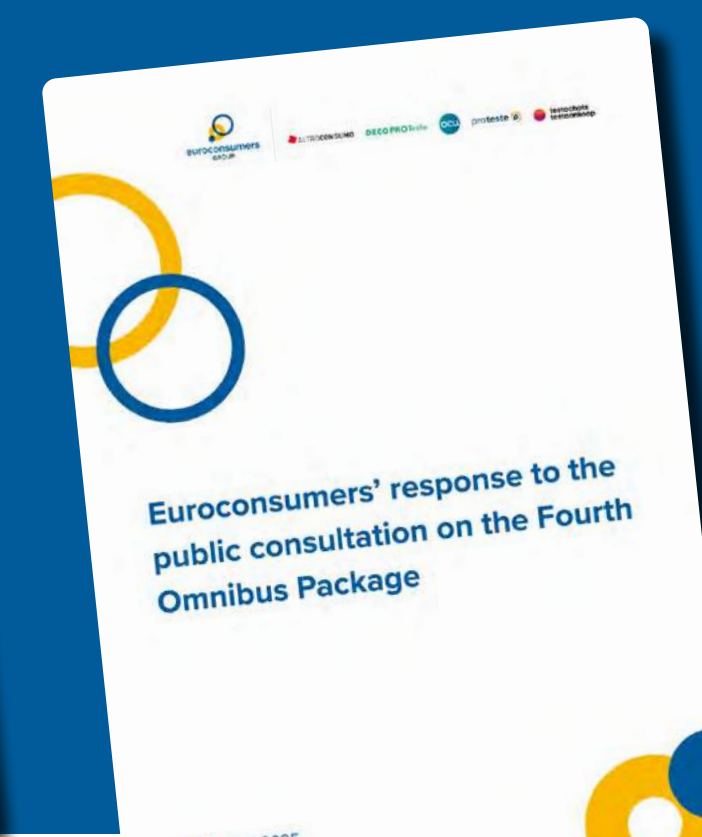
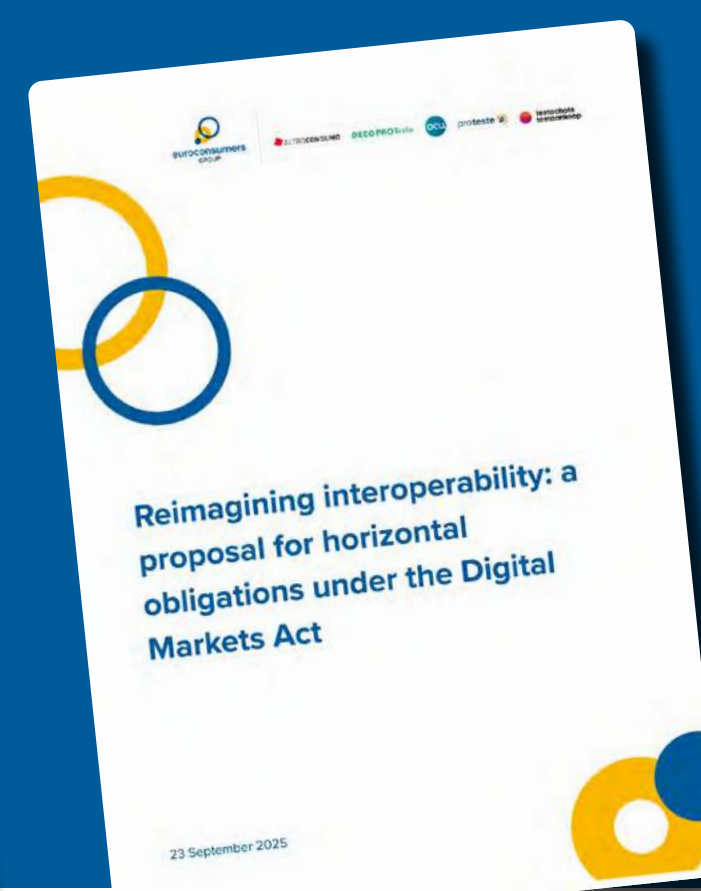
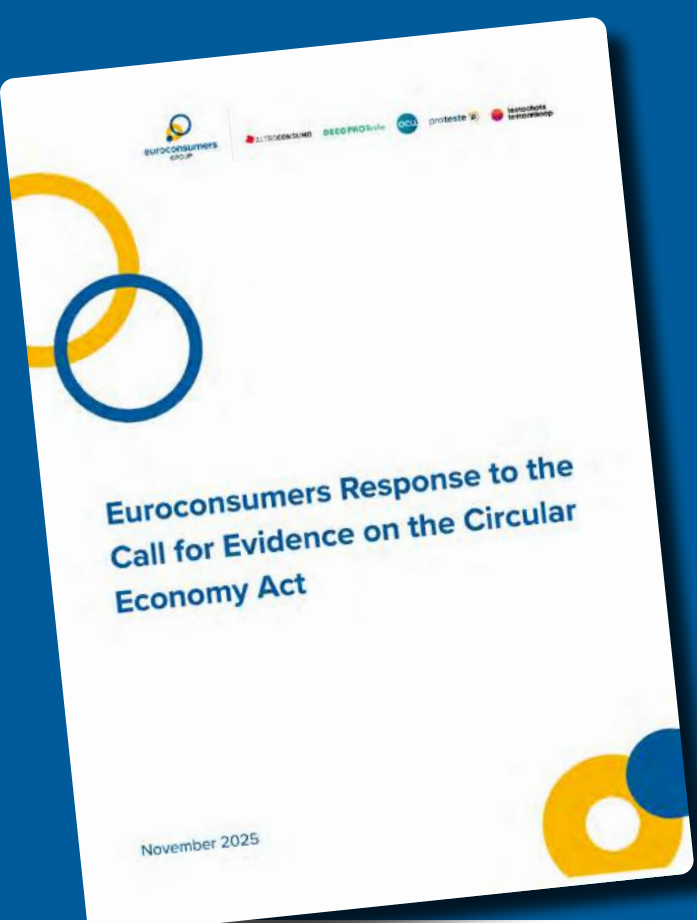
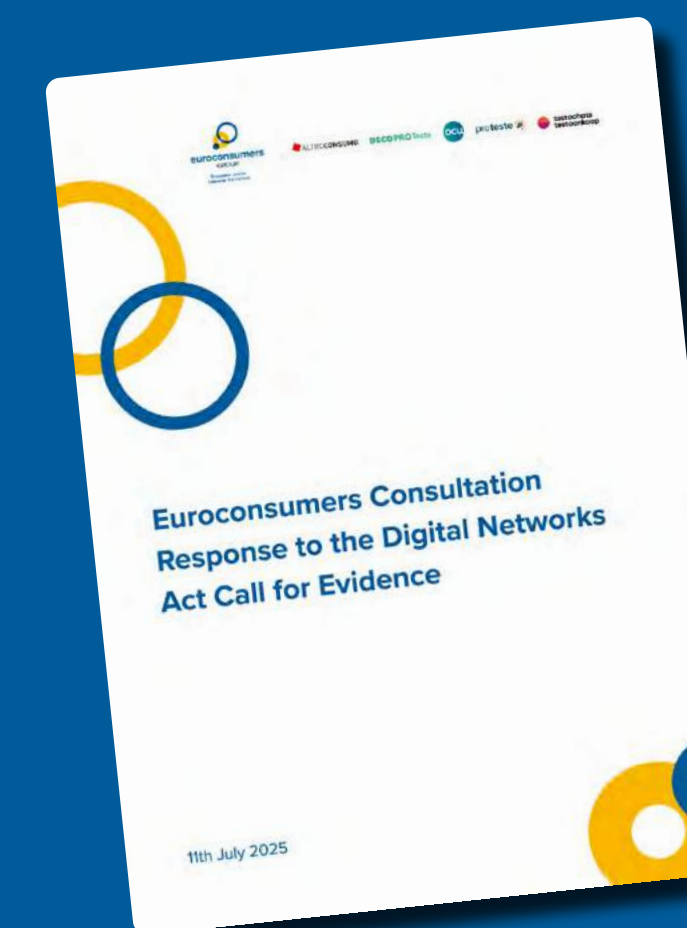
4  
POSITION  
PAPERS

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# CONSULTATION RESPONSES

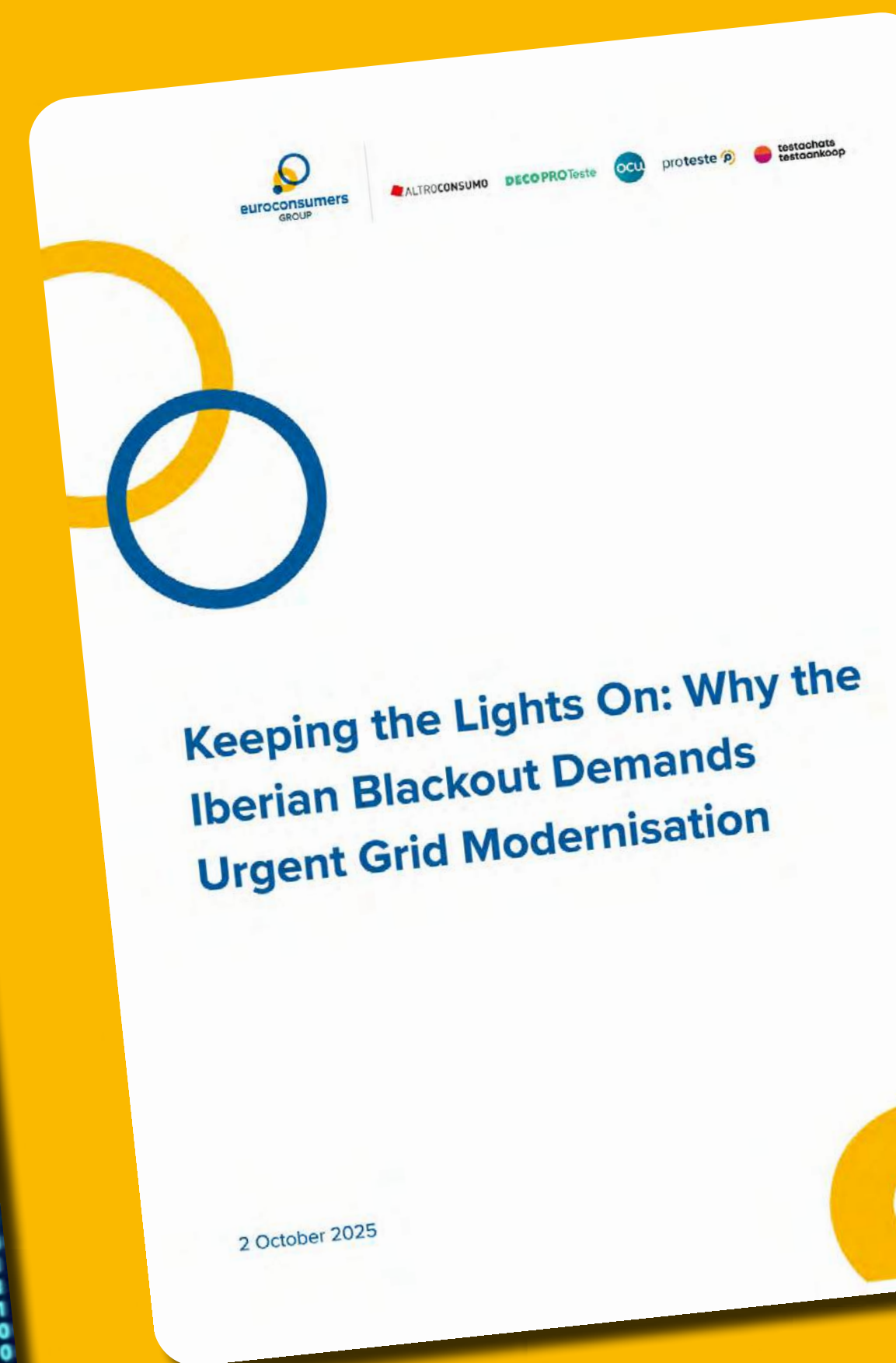
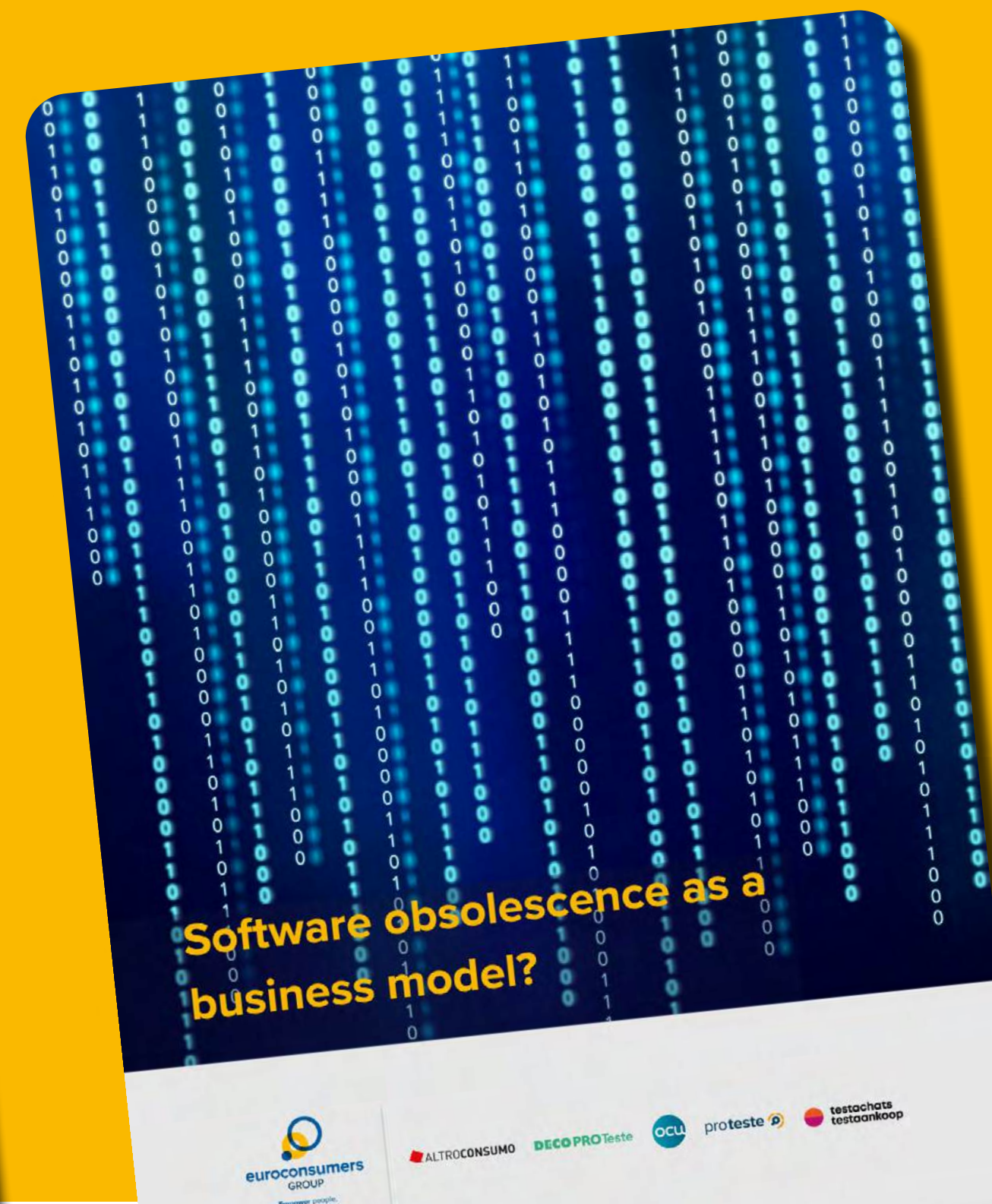
- [Euroconsumers Response to the Call for Evidence on the Circular Economy Act](#)
- [Euroconsumers' response to the Digital Fairness Act consultation](#)
- [Euroconsumers response to the Digital Omnibus call for evidence: Cookie fatigue](#)
- [Reimagining interoperability: a proposal for horizontal obligations under the Digital Markets Act](#)
- [Euroconsumers' response to the Consumer Agenda 2025 – 2030](#)
- [Euroconsumers' response to the public consultation on the Fourth Omnibus Package](#)
- [Euroconsumers Response to the European Commission's Call for Evidence on the European Grids Package](#)
- [Euroconsumers Consultation Response to the Digital Networks Act Call for Evidence](#)
- [Implementation Dialogue on consumer protection in the digital environment: Input Testaankoop/Testachats and OCU](#)
- [Euroconsumers' response to the Commission's call for evidence on the Single Market Strategy 2025](#)





# POSITION PAPERS

- How good is 'as good as new'?
- Is there a place for cultivated meat on consumer's plates?
- Software obsolescence as a business model?
- Keeping the Lights On: Why the Iberian Blackout Demands Urgent Grid Modernisation



**Euroconsumers as  
relevant, reliable  
and knowledgeable  
speaking partner**

Throughout 2025, we contributed to numerous high-level events across Europe and internationally, bringing the consumer perspective to debates on digital fairness, AI, sustainability, novel proteins, fraud prevention, and the circular economy.

**Through this active participation with policymakers, industry, academia and civil society, Euroconsumers continues to provide evidence-based insights that help shape fairer, more competitive markets for consumers.**



*Roundtable "EU Implementation Dialogue on Consumer Protection in the Digital Environment" with Commissioner Michael McGrath, Brussels, 15 July 2025*

# Overview of all our panel participations

1. From Waste to Worth: Boosting the Growth of the European Circular Economy | **eBay**
2. Advertising Horizons: Ensuring Personalized Advertising Benefits Everyone | **IAB Europe**
3. Navigating Tomorrow: A Data Protection Decade and Future Challenges in the Algorithmic Era | **Brussels Privacy Hub**
4. “Enhancing Competitiveness and Sustainability in the Food Sector with BioSolutions” | **European Parliament**
5. Empowering Consumers in the Age of AI: Battling Scams and Frauds with Technology | **Web Summit Qatar**
6. PM+ Talks: International Women’s Day | **The Parliament Magazine**
7. Webinar: Sustainable lifestyles & Consumer products | **ANEC**
8. Building Europe’s National Anti-Scam Centers | **Global Anti-Scam Alliance in London**
9. Closing speech | **Global Anti-Scam Alliance in London**
10. Unleashing PETs: Regulating Online Ads for a Privacy-First Future | **Mozilla Morning**
11. Retail Innovation Summit | **Forum Europe**
12. Collective Redress and Sustainability (Perfect Law Class Action Conference) | **Perfect Law**
13. Digital Fairness: The Power of Design – How Dark Patterns Shape Consumer Choice | **CLAx**
14. Fraud and Scams Roundtable: Preventing Number Misuse | **BEREC**
15. Google Anti-Scam Summit Dublin: ‘Consumer Advocacy and awareness raising’ | **Google**
16. EU Green Week Partner Event | **Classifieds Marketplaces Europe**
17. Enhancing European Competitiveness through Open and Secure Digital Ecosystems | **EU Digital Business Summit**
18. Digital Fairness: What Are We Trying To Solve? | **European Tech Alliance**
19. Circular Economy Start-up Event (Keynote) | **CCI France-Belgique**
20. Developed: Brussels | **ACT The App Association**
21. Sustainable Consumer Choice in the Single Market | **Amazon**
22. Simplify to Compete: Rethinking EU Regulation for a Digital Future | **PromethEUs Conference**
23. Understanding Food Processing | **European Food Forum**
24. Digital Fairness and the Digital Economy: Can Europe Strike the Right Balance? | **Institute of International and Eu Affairs**
25. EU Consumer Law Implementation Dialogue with Commissioner McGrath | **European Commission**
26. Keep Personalization Fair: Balancing Innovation and Consumer Protection | **CLAx**
27. Creativity 4 Better Brussels: Innovation and Integrity in Digital Marketing | **YouTube**
28. DFA: Safeguarding Minors as Vulnerable Consumers | **Acumen Public Affairs**



- *Empowering Consumers in the Age of AI: Battling Scams and Frauds with Technology* | **Web Summit Qatar, Doha, 24<sup>th</sup> February**



- *Collective Redress and Sustainability* **Perfect Law Class Action Conference, London, 24<sup>th</sup> April**



- *Consumer Advocacy and awareness raising - How to improve consumer protection in an online world* | **Google Anti-Scam Summit, Dublin, 28<sup>th</sup> May**

# Overview of all our panel participations

29. Animal Protein: A Key Element for Nutritional Balance and Health in Europe | **European Food Forum**
30. GLOBAL CLASS ACTIONS and MASS TORTS CONFERENCE London 2026 | **Perfect Law**
31. From Excess to Impact: Reducing Food Waste and Feeding Communities | **European Food Forum**
32. Regenerative Ecosystem Architecture: From Cradle to Cradle | **Plastics Summit Global Event**
33. What's next for digital fairness and EU consumer protection? | **Global Counsel**
34. Uniting Against Fraud: How Anti-Scam Centres Can Strengthen National Fraud Defences | **Global Anti-Scam Alliance**
35. Delivering Simplification: From Draghi to Omnibus | **Institute for Competitiveness (I-Com)**
36. Euroconsumers Forum 2025 in Brazil | **Proteste Brasil**
37. AI Academic Roundtable with OpenAI's Lauren Jonas | **Open AI**
38. EU simplification agenda: how can ad self-regulation contribute? | **European Advertising Standards Alliance**
39. OCU's 50th anniversary event | **OCU**
40. Euroconsumers as Partner for Start-ups (Tectonic) - Keynote speech | **Flanders Technology & Innovation**
41. Scaling Up Food Biomanufacturing for Europe's Strategic Autonomy | **European Food Forum**
42. Digital Regulation Forum | **Chamber of Progress**
43. Second-Hand, First Priority: Unlocking the Potential of Global Circular Trade | **eBay**
44. Closed-Door Report Presentation and Policy Roundtable on EC261 Reform and Air Passenger Rights | **Air Help / APRA**
45. Towards Fair Pricing: Regulating Dynamic Pricing in the Digital Fairness Act | **European Parliament**
46. Consumers and Biotechnology: Unlocking Success with Built-in Consumer Support | **Vrije Universiteit Brussel**
47. How European Consumers Experience Online Personalisation and Dark Patterns | **CCIA Europe**
48. Building a Sustainable Creator Economy in Europe | **TikTok**
49. Coming Together for a Competitive Europe (Euroconsumers Forum) | **Euroconsumers**
50. Consumer in the World of New Digital Opportunities | **Konfederacja Lewiatan**
51. National Anti-Scam Centers Across the World | **Global Anti-Scam Alliance Summit US**
52. Expert Meeting on Victims of Online Fraud | **European Union Agency for Fundamental Rights (FRA)**
53. Beyond the Scam: Building Bridges to Recovery and Resilience | **Global Anti-Scam Alliance Summit US**
54. European Parliament event "Protecting Air Passenger Rights: Now More Than Ever" | **APRA**
55. Preliminary Debate on European Energy Grids and Interconnectivity | **European Economic and Social Committee**



- *Enhancing European Competitiveness through Open and Secure Digital Ecosystems* | **EU Digital Summit, Brussels, 5<sup>th</sup> June**



- *Consumer in the World of New Digital Opportunities* | **Konfederacja Lewiatan, Warsaw, 2<sup>nd</sup> December**



- *Protecting Air Passenger Rights: Now More Than Ever* | **APRA, Brussels, 4<sup>th</sup> December**



# COMMUNICATION

**In 2025, our digital presence and engagement has never been stronger, sparking meaningful conversations across Europe.**

Covering AI, digitalisation, dynamic pricing, women in power, consumer protection, sustainability, and digital fairness, our work informed, connected, and influenced audiences, reinforcing Euroconsumers as a trusted and impactful voice for European consumers.

**LinkedIn**

**+26%**  
PAGE VIEWS

**+65%**  
FOLLOWERS

**+7.1%**  
ENGAGEMENT RATE

**+91%**  
CLICKS

**+52%**  
COMMENTS

**+5%**  
REPOSTS



# WEBSITE

**44**  
ARTICLE

**+20.2%**  
SESSIONS

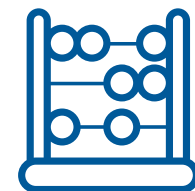
**+19.6%**  
NEW USERS

**+22.9%**  
USERS

# MEDIA OUTREACH

**14**  
PR SENT

**4062**  
MENTIONS



Monthly count of online news article explicitly mentioning or quoting "euroconsumers" in 2025

**Total Mentions**  
Jan 1, 2025 1:00 AM - Dec 31, 2025 | Mentions

**4.12K** ↑ 219%  
Previous period 1.29K



**Total Reach**  
Jan 1, 2025 1:00 AM - Dec 31, 2025 | Reach

**9.81B** ↑ 213%  
Previous period 3.14B

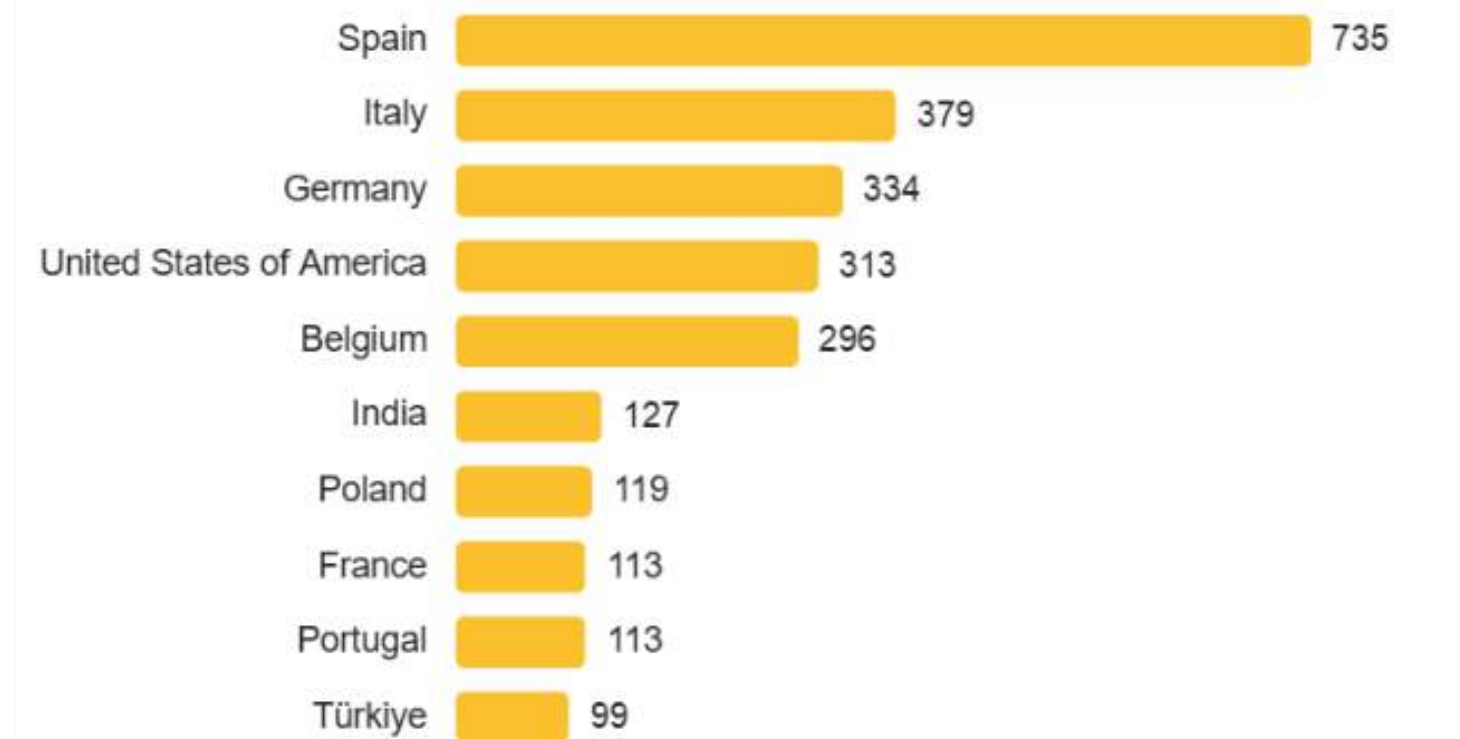


**Total Social Echo**  
Jan 1, 2025 1:00 AM - Dec 31, 2025 | Social echo

**12.6K** ↑ 76%  
Previous period 7.14K



**Countries with Most Coverage**  
Jan 1, 2025 1:00 AM - Dec 31, 2025 | Mentions



# Start Talking

**Start Talking is the monthly webinar hosted by Euroconsumers on the cutting edge issues that matter to consumers and markets.**

Hosted by Liz Coll, consumer tech policy expert and founder of Connected Consumers, the series began in February 2022 as an opportunity to have a frank and open dialogue with a diverse set of stakeholders.

**In 2025 we recorded 4 episodes involving more than 20 speakers.**

Start Talking doesn't reflect Euroconsumers' point of view. That's not the aim of the series. Its aim is to create a safe space to challenge the status-quo, test established beliefs and drive forward new ideas and relationships.



**TIME IS MONEY: HOW DIGITISATION REDEFINES THE VALUE OF YOUR TIME**



**THROUGH THE FEMALE GAZE: HOW WOMEN IN POWER SHAPE THE CONSUMER WORLD**



**THE AI AGENTS ARE HERE: ARE THEY READY TO RUN YOUR LIFE?**



**THE DYNAMIC PRICING ROLLERCOASTER: HOW CAN CONSUMERS GET A FAIR RIDE?**



# Enforcement & Litigation



## Apple Music (CLASS ACTION)

We provided a strategic plan for organizing a coordinated class action lawsuit against Apple based on the over EUR 1.8 billion fine imposed by the European Commission for abusing its dominant position on the market for the distribution of music streaming apps to iPhone and iPad users through its App Store. In 2025, we continued its work and formally launched the action in Spain (February), Portugal (April), Belgium (May), and Italy (June).

 Watch the campaign video





## Stellantis PureTech engines (warranty extension) and AdBlue system

**Euroconsumers had been instrumental in driving Stellantis' decision to address consumer concerns related to the reliability of their PureTech engines.** It continued the work undertaken by supporting Testachats/Testaankoop in its collaboration with Stellantis Belux to improve the process for handling complaints relating to PureTech engines and the AdBlue system, in particular the inadequate justification for refusals to pay compensation, the derisory amount of compensation offered, and the difficulties encountered by consumers in completing the claim forms. An initial meeting between the parties took place in July 2025 and a second meeting could take place in January 2026.



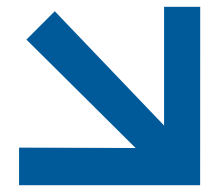


## Hand luggage policy dossier

**In May 2025, Testachats/Testaankoop and Euroconsumers filed a lawsuit in Belgium against Ryanair.** The action is not limited to questioning the illegality of hand luggage fees, but analyzes the entire booking process on the website and app, and criticizes various unfair commercial practices, such as “dark patterns” (e.g., false limited availability of seats, false price reductions, lack of transparency in price information) and the imposition of a surcharge for the mandatory purchase of family seats. The pleadings took place in November and December 2025, and a decision is expected in January 2026.

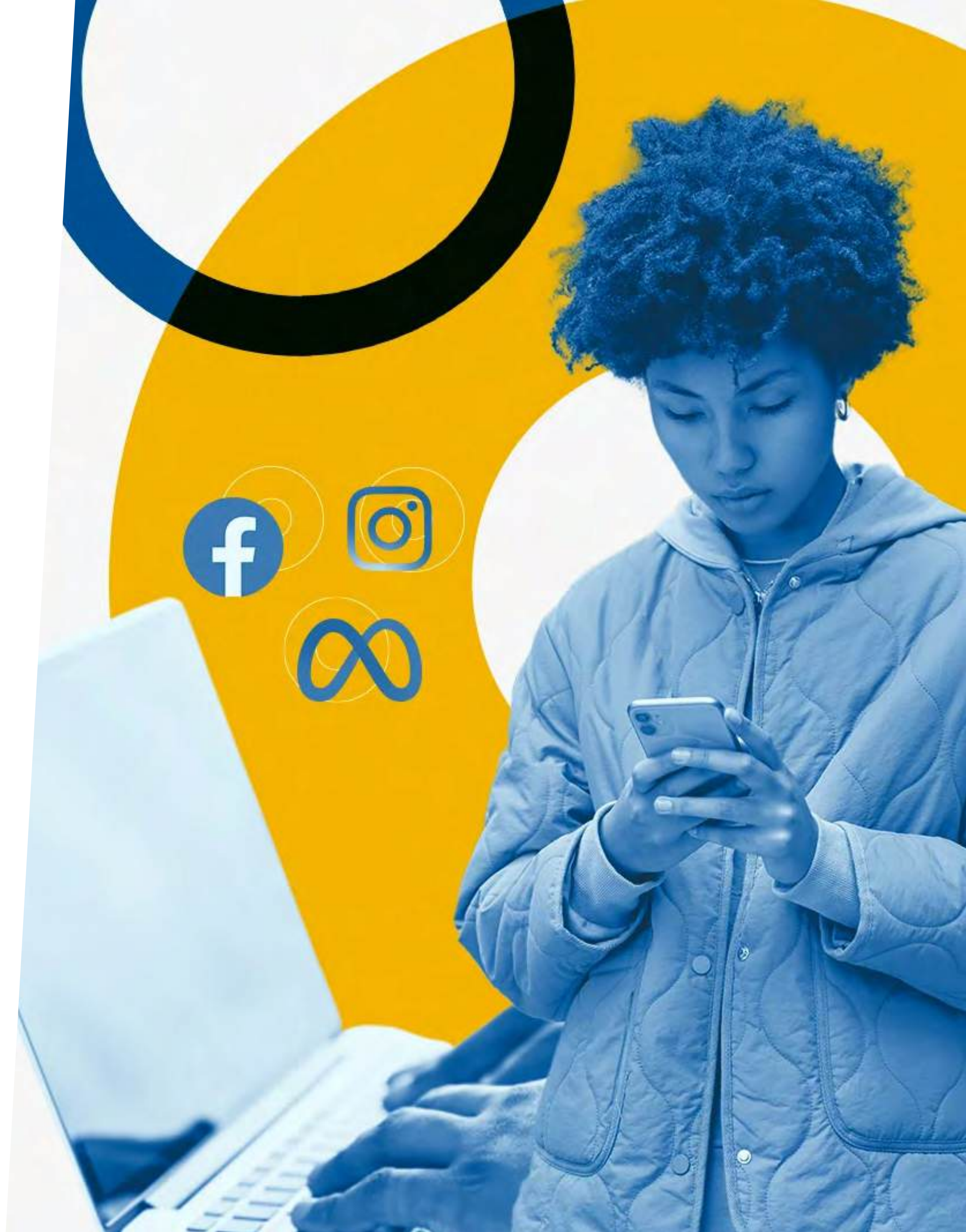
 Watch the campaign video





## Fraudulent Advertisements on Meta's Platforms

**We carried out an intensive investigation on Facebook and Instagram which confirmed the widespread presence of false advertisements for fake web shops and investment companies that scam consumers out of potentially large sums of money.** In 2025, we requested the immediate removal of all active advertisements and Facebook accounts related to these issues, the implementation of a “stay-down” mechanism and the establishment of a dedicated priority reporting channel. Thanks to our requests many fraudulent accounts have been removed. Despite those results, we continued detecting unlawful advertisements on Meta platforms and we sent cease and desisted letters to Meta to provide financial compensation to the victims of scams.







## Notification to national data protection authorities against DeepSeek for breaches of the GDPR

In January 2025, we submitted a coordinated notification to national data protection authorities against Hangzhou DeepSeek Artificial Intelligence Co., Ltd. and Beijing DeepSeek Artificial Intelligence Co., Ltd. for breaches of the GDPR such as the illegal transfer of personal data, the failure to clearly specify the legal basis for processing users' personal data, the incompleteness and lack of transparency in the information provided to consumers, the lack of age verification measures or the handling of data collected from minors without parental consent. A few days later, Italy's Data Protection Authority blocked DeepSeek.





## Hacking and phishing related to the Booking platform

In June 2025, we filed a complaint against Booking.com with the Dutch data protection authority for breaches of the GDPR, clearly highlighting the unlawfulness of the data processing practices that led to the personal data breach and the subsequent security failures.

Following the publicity surrounding this complaint, Booking.com contacted Euroconsumers to discuss adequate compensation for consumers who had been victims of phishing attempts following a booking on the platform and the development of a communication and awareness campaign on the issue of fraud and scams in the tourism sector.

 Watch the campaign video





## Misleading commercial practices of Ticketmaster

In July 2025, following a complaint filed by OCU with the national authority, we sent a letter to Ticketmaster Belgium, followed by a complaint to the CPC network, to denounce unfair commercial practices such as inadequate information on the sale and price of Platinum tickets for certain concerts, misleading communication about the alleged additional benefits of Platinum tickets, misleading and contradictory communication on the use of dynamic pricing for the sale of Platinum tickets, and use of bait pricing (or advertising) for certain concerts. Ticketmaster did not respond to any of our letters but has since agreed to formal commitments with the UK's Competition and Markets Authority to improve clarity for UK consumers, which address many of the remedial actions requested in our original letter. Given that the problematic practices are identical, Euroconsumers has asked Ticketmaster and the CPC network that EU consumers must not be subject to a worse or lesser standard of consumer protection than those in the UK. The case is still pending.





## Demand to cease and desist non-compliant practices regarding Windows 10 to Microsoft

In July 2025, we contacted Microsoft regarding its decision to end security updates for Windows 10 after 14 October 2025, which raised significant environmental and legal concerns. While devices would have remained functional, they would have become increasingly vulnerable to security threats due to the absence of essential patches and fixes. From a legal standpoint, the legality of this decision was questionable considering the obligations imposed by the Digital Content Directive and the Digital Markets Act. Furthermore, by limiting critical security features, Microsoft was effectively reducing the product life of these devices, which Euroconsumers consider to be planned software-induced obsolescence. **Microsoft replied in September, confirming that it will provide consumers in the European Economic Area, who use a Microsoft account to log into Windows, with the option to enroll in the Extended Security Updates offer at no cost and without the need to backup their settings, apps or credentials.**





## Request of information on the Takata airbags / Class action launched in Italy

In September 2025, we sent a series of questions related to the Takata airbag, which would have caused over 50 deaths and 400 serious injuries worldwide, to 15 car manufacturers in Europe and Brazil. These questions concerned issues such as the number of cars still in use equipped with a defective airbag, the measures implemented to replace them, information provided to consumers, instructions given to the garages and dealers in their respective network, the estimated waiting period for the replacement of a defective airbag and the measures put in place to minimise and compensate consumers. Only a few car manufacturers responded to our letter (e.g., Ferrari, Toyota, Subaru, Mercedes-Benz). In parallel to these inquiries, a class action has been launched in Italy by Altroconsumo and has already successfully passed the admissibility phase, marking a significant milestone in the pursuit of accountability and consumer protection.



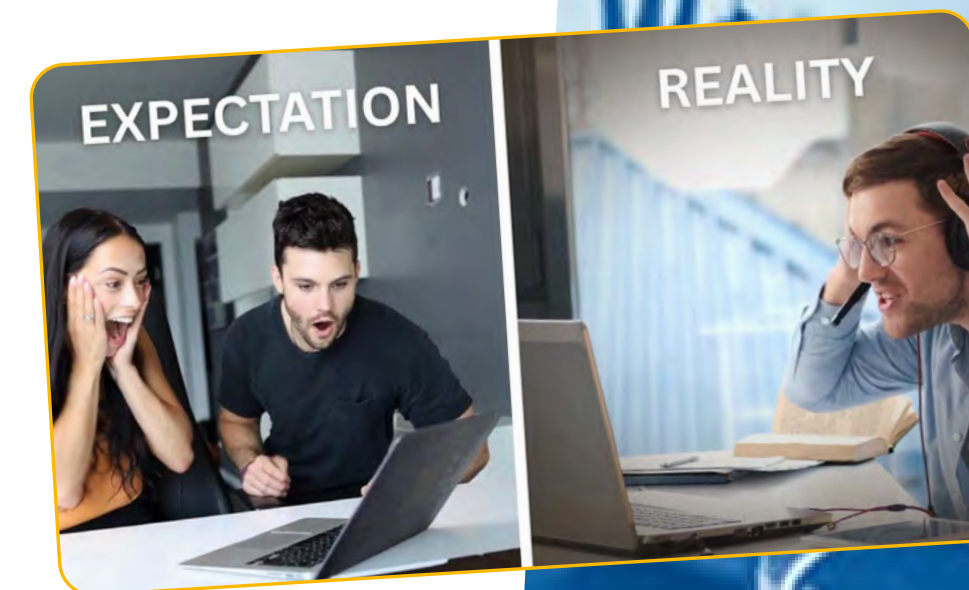


## Formal complaint and request for enforcement action pursuant to the DSA against Viagogo

In October 2025, based on an analysis carried out initially by DECO, we filed a coordinated complaint with their respective Digital Services Coordinators against the cultural and sporting event ticket resale platform Viagogo for the following issues:

- lack of algorithmic transparency in recommendation systems;
- fundamental failures in trader identification and traceability;
- manipulative interface design;
- failure to protect minors;
- inadequate transparency in terms and conditions regarding content moderation and complaint handling.

The complaint was then forwarded to the Irish DSC for further investigation.

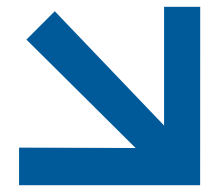




**Consumer**

**Empowerment**

**Project**

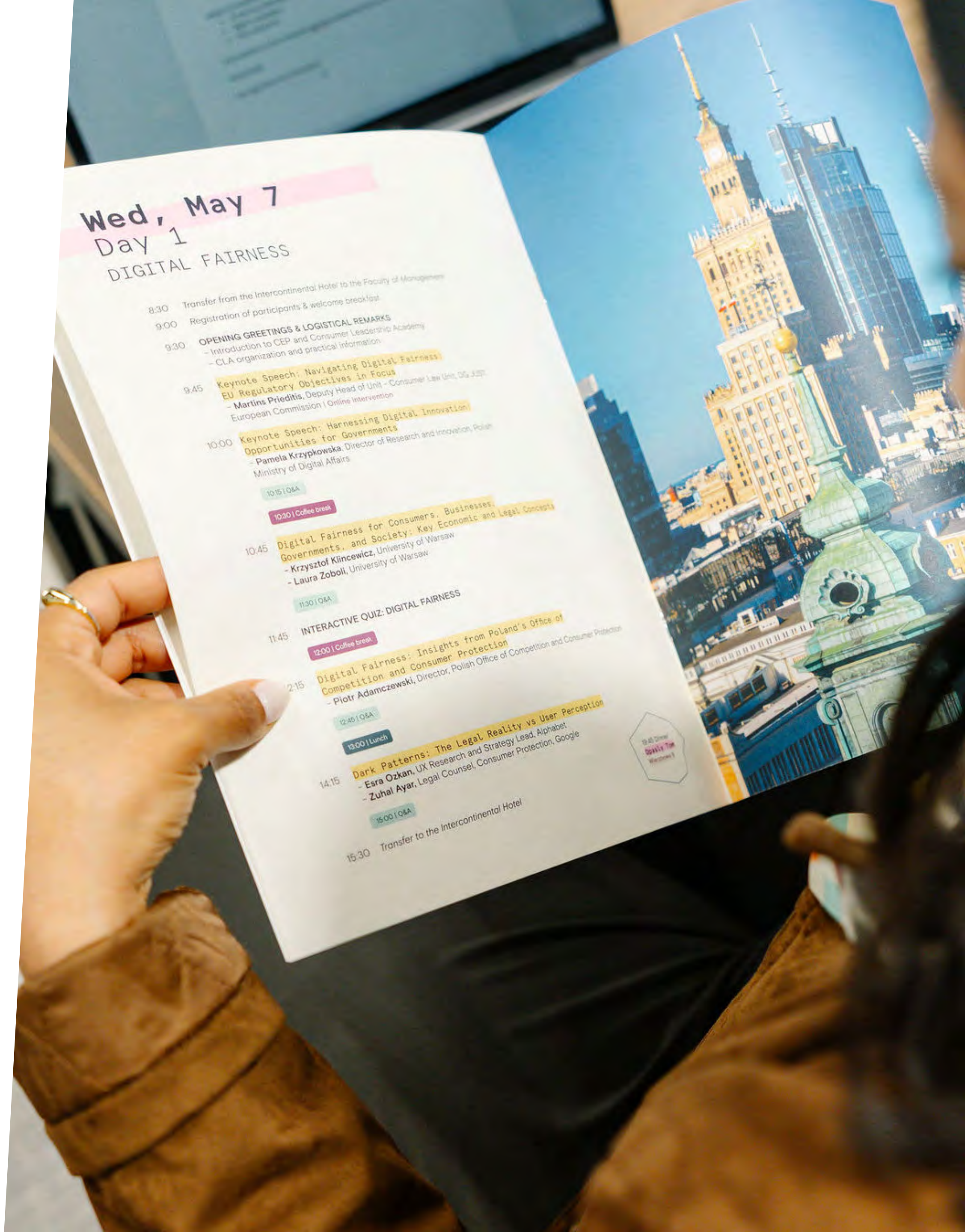


## Consumer Leadership Academy, University of Warsaw 7 – 9 May 2025

This edition's theme, "Digital Fairness Unveiled: Navigating EU Consumer Rights in the Digital Age," delved into the evolving legal and ethical landscape governing AI, data-driven consumer services, platform accountability, and online transparency. We host this academy in cooperation with the Center for Socially Responsible Innovation at the Faculty of Management, University of Warsaw, one of the country's leading academic institutions. **This edition explored the Digital Fairness Act (DFA), a key step in updating EU consumer protection for the digital age.**



 **CLA Warsaw**  
Recap video







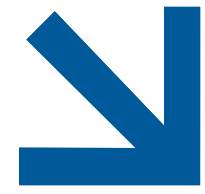
## Consumer Leadership Academy, University College Dublin

29 – 31 October 2025

The 7th edition of the Consumer Leadership Academy took place at University College Dublin (UCD), Ireland, under the theme: **“Navigating the AI Revolution: Copyright, Data, and Consumer Protection”** exploring the intersection of artificial intelligence, data governance, and consumer rights.

We host this edition in cooperation with University College Dublin, one of Ireland’s leading academic institutions, renowned for its commitment to excellence in legal scholarship and public engagement.





## Consumer Digital Empowerment Index

The Consumer Digital Empowerment (CDE) Index is a research study, designed to find out if, and how, digital services empower consumers in their daily lives.

In 2025, we released the fourth edition of the Index, featuring data from six countries: Italy, Spain, Portugal, Belgium, Bulgaria, and Poland.

This year we also introduced the AI PULSE (Perception, Usage, Life-impact, Sentiment, Empowerment), a new composite indicator designed to summarise consumers' experiences and attitudes towards AI.



 [EXPLORE CDE INDEX DATA](#)



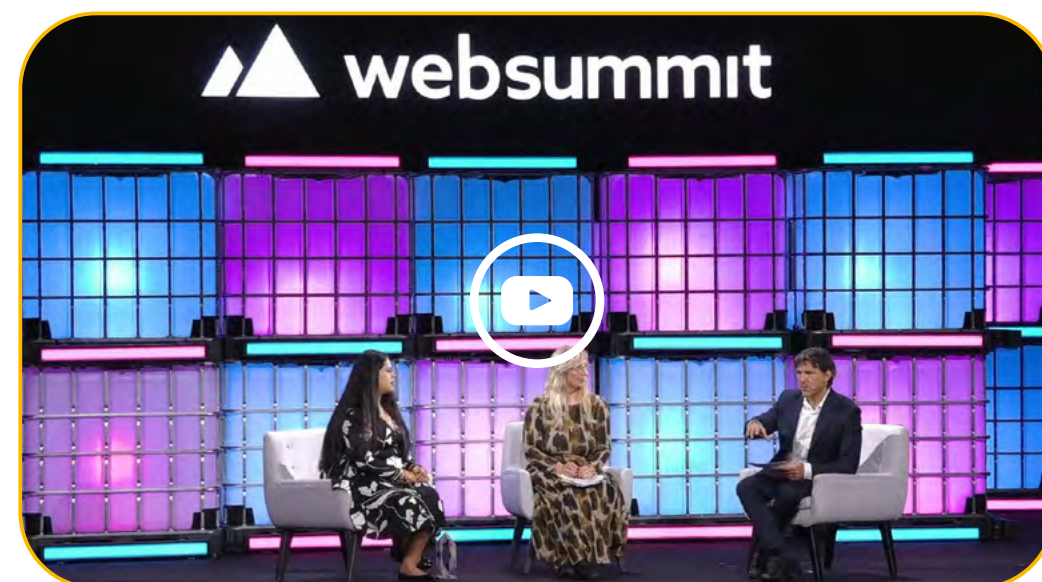


## My Data is Mine

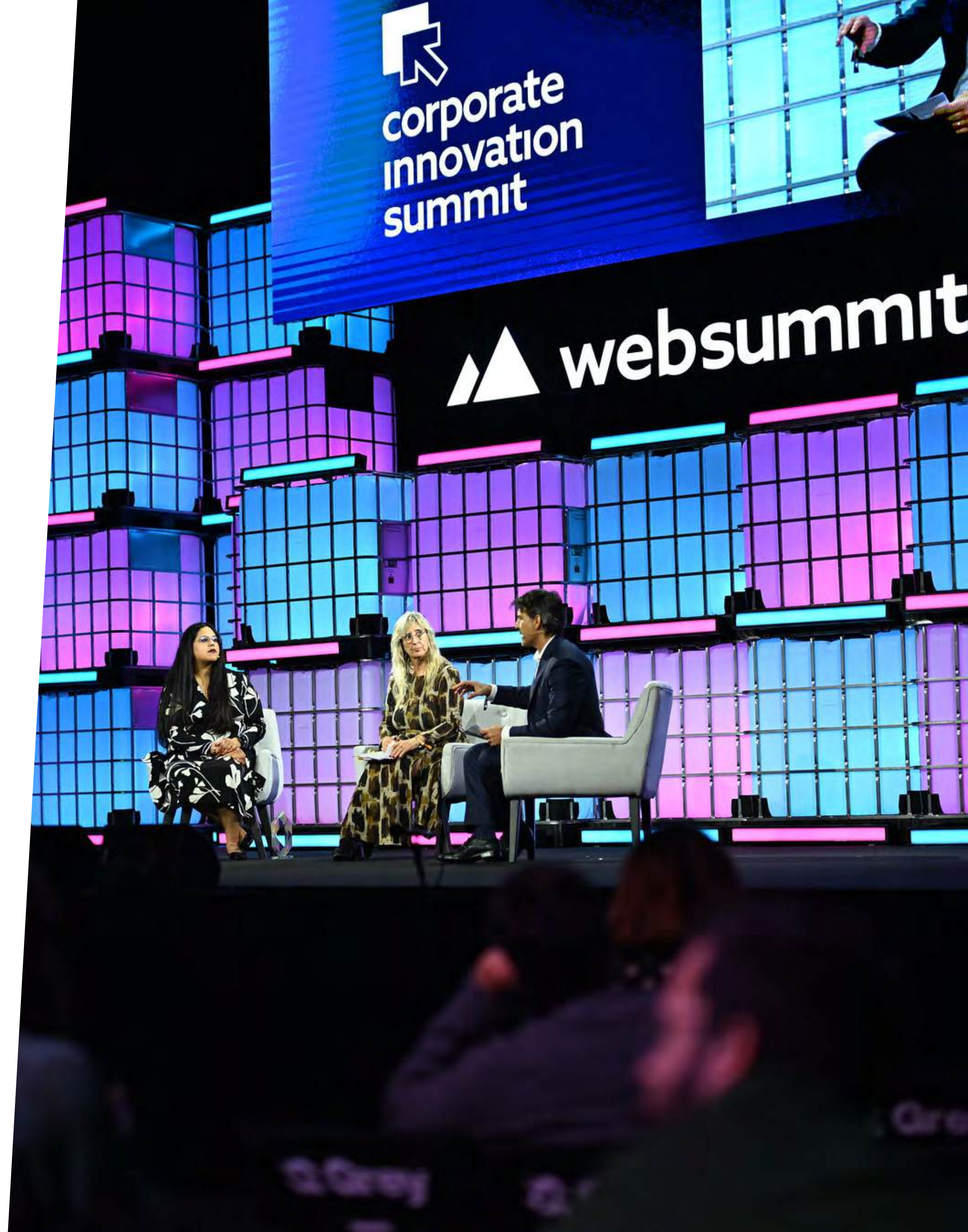
**My data is Mine Award is aimed at supporting young scholars with an innovative approach to data protection issues and who can offer a visionary contribution to data exploitation in Europe and worldwide.**

The sixth edition took place in Lisbon during the 2025 Web Summit, receiving the European Data Protection Supervisor's patronage for the third time, which notably heightened the award's prestige.

This year's Call for Papers, titled "Digital Fairness and Data Protection in the Age of AI," focused on the impact of AI-driven technologies on consumer interactions, fairness, and autonomy.



 [Watch MDIM 2025 Award ceremony](#)





## CLAx

The CLAx is a format dedicated to navigating the complex intersection of policy and digital transformation through high-level roundtables on the most pressing issues in the policy sphere.

**In 2025 we developed our Brussels-based series, "Exploring Digital Fairness," which served as a vital forum for aligning the legislative goals of the Digital Fairness Act (DFA) with real-world consumer protection.** From analyzing the manipulative nature of dark patterns and the ethics of personalization to ensuring the safety of minors by design, CLAx successfully bridged the gap between policy conception and regulatory action. Our mission remains clear: to build a coherent, forward-looking digital landscape where innovation and consumer rights coexist.

### EXPLORING DIGITAL FAIRNESS





## Kids Leadership Academy - At School with AI

An educational initiative designed to provide kids with a transformative edtech experience. **Through the “At School with AI” Kids Leadership Academy, the CEP—in partnership with Codemotion—aims to increase the younger generation’s awareness of the challenges and opportunities of AI, ultimately fostering the digitally empowered citizens of tomorrow.** After the successful launch of the project involving more than 300 students, the program has focused its 2025/2026 strategy on combating educational poverty and social marginalization. By bringing the skills of the future to where they are needed most, the initiative has now reached more than 600 students across Italy, Spain, and Belgium.



 Watch the "At School with AI - Kids Leadership Academy" visual story





## CEP Scholarship

CEP scholarship program is aimed at stimulating academic interest in EU consumer rights in the context of the green and digital transition by providing grants to PHD students. Moreover the Program entails networking events, a research conference and research publications.

**After launching the Call for Universities in 2025 we selected 2 universities with whom CEP is ready to advance consumer rights together:**

- **Catòlica (Portugal)**
- **Lodz (Poland)**



The background features a light gray gradient with two thin white circles. One circle is larger and positioned on the left side, while the other is smaller and centered horizontally. The text is overlaid on these circles.

# Funded Projects

**10**  
projects  
ongoing



**11**  
new grants  
applications  
submitted


**41**  
projects  
completed



**575**  
partners







All our projects align with our strategy, providing resources and knowledge with a long-term perspective.

**This approach fosters innovation and strengthens relationships with stakeholders.**



## COMPLIANCE SERVICES

Aimed at **supporting suppliers and retailers regarding compliance with ecodesign and labelling legislation to better serve consumers' needs and contribute to energy savings.**

Over 30 product categories in the EU market are covered by the eco-label requirements, including washing machines, tumble dryers, IT equipment, consumer electronic devices, heating and air conditioning. The project hopes to save time for consumers and businesses by helping them get the information right first time.



[!\[\]\(0f848bbd71cef6b345273b16f905912a\_img.jpg\) WEBSITE](#)

## CIRCTHREAD

Main objective was to **improve lifespan, repair, remanufacturing, and recycling sharing information across the product life cycle all along the value chain.** We were able to give life to a new association called Circular intelligence association to support companies being compliant with eco-design and digital product passport rules.



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## Re-act pilot

Thanks to 'Re-act' project Altroconsumo started the cooperation with Latvia, Lithuania and Slovakia consumer organizations in Riga sharing its own experience on **collective redress and addressing unlawful practice by online platforms** through two major European pieces of legislation: the Digital Services Act (DSA) and the Representative Actions Directive (RAD).



 [WEBSITE](#)

## HORIS

HORIS challenge was to give birth to digital one-stop shops of integrated home renovation services to **support homeowners' decisions all along the overall building renovation customer journey in Italy, Portugal and Spain**. The platforms were released and overcome more than 100.000 visits in each country raising awareness about energy efficiency retrofitting and enabling contacts between trusted services suppliers and homeowners.



 [WEBSITE](#)

-  Scoprite le possibilità
  -  Soluzioni rapide
  -  Isolamento e ventilazione
  -  Produrre elettricità
  -  Climatizzazione
    -  Riscaldamento
    -  Distribuzione del calore
    -  Acqua calda
  -  Acqua e spazi verdi
-  Come fare
-  Consigli personalizzati
-  Direzione ed esecuzione
-  Regolamenti
-  Chi siamo
-  Contatti
-  Esempi di progetti
-  Bonus e Finanziamenti
-  Notizie sulla sostenibilità



## GREENWASHING

We managed a survey together with ICRT and BEUC in 11 European countries to **assess the consumer knowledge about sustainable finance** discovering reticence around making the move to sustainable investing linked to misgivings and mistrust in green claims and information.



 [WEBSITE](#)

## FUTUREZYME

Developed **smart technologies to establish a high-tech platform for fast production of new enzymes with enhanced performances and reduced environmental impact.** We contributed to the advisory board work and shared the project research outcomes.



 [WEBSITE](#)

## MOBILISING CONSUMER ORGANISATIONS FOR THE FUTURE OF FOOD AND THE CAP REFORM DEBATE

Survey to dig deeper and cover complementary aspects to get a better **understanding of how much consumers really know about the Common Agricultural Policy (CAP) and what it is used for.**



 [WEBSITE](#)

## EPREL SERVICES

To develop and promote a new type of modular web application for **EPREL database**, tailored to the needs of consumers, procurers, retailers and policy makers, providing essential product information.



WEBSITE

## REP.PER

REP.PER was born to support SMEs in the repair economy, increase repair skills, and pursue the transition to more sustainable choices by overcoming the existing repair barriers. We produced more than 100 content, organized focus groups with stakeholders, participation to repair festival in France and production of training material for schools in all project countries.

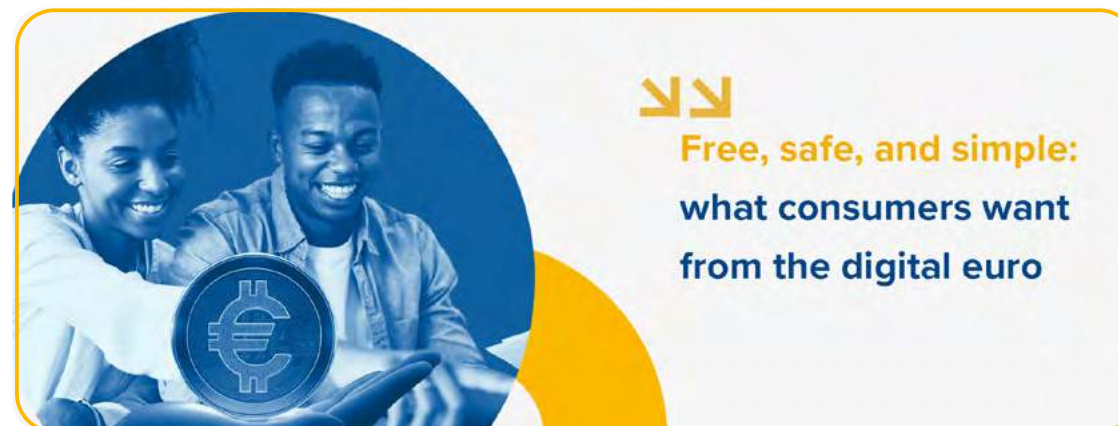


WEBSITE



## DIGITAL EURO

A survey was carried out for ECB in collaboration with BEUC and ICRT in 10 countries and around 1,000 responses per country were collected and analysed by Euroconsumers. What do consumers want? Result in a nutshell is that consumers want **free, simple and safe digital currency**.



 [WEBSITE](#)

## CICLE X

CICLE X ambition was the extension of the complaints management digital solutions developed in CICLE to benefit other countries **investigating consumers complaints data to start enforcement actions**. We deployed a complaint management light platform in Slovakia, Slovenia and France.



 [WEBSITE](#)



## DIGITALIZZATI

DIGITALIZZATI is Altroconsumo's project aimed at strengthening digital skills and helping people protect themselves from online fraud, bridging the technological gap in a country heavily affected by scams and phishing. We live immersed in the digital world, but not everyone navigates it with the same level of confidence and safety. **As online services and opportunities grow, so does the gap between those who understand the risks and those who fall victim to them. This is where DIGITALIZZATI comes in: a 12-month initiative designed to make citizens and consumers more informed, resilient, and protected.**



 [WEBSITE](#)

## SCEGLILO SFUSO

Selected for the ADI Design Index 2025. **An important recognition from the world of design for 'Sceglilo Sfuso o Riciclabile'** – The Experience, the event organized by Altroconsumo at the Triennale di Milano.



 [WEBSITE](#)





**Events**

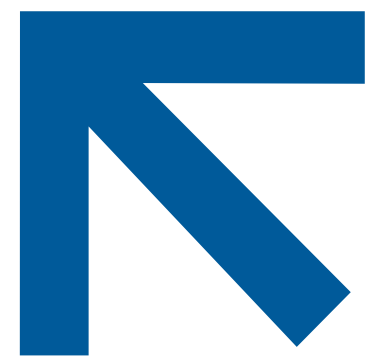




# The Seventh EC Forum

The 7<sup>th</sup> Euroconsumers International Forum returned to Brussels on November 27, gathering over 200 visionaries at the Solvay Library under the theme "Coming Together." This edition focused on building a Competitive Europe by uniting innovation, governance, and people. Following the success of 2024, the forum brought together policymakers and market leaders to transform ideas into action. Key discussions centered on protecting young consumers online, unlocking the potential of novel foods, and fighting scams. Drawing inspiration from the creative legacy of The Beatles, the event emphasized unity and reinvention as the keys to Europe's economic future. The day concluded with the Euroconsumers Awards, celebrating the year's most impactful innovations in the consumer landscape.

# Overview of the Panels



- Video message from Commissioner Michael McGrath



- Firechat Talk with Isabelle Pérignon, Director for consumer policy, European Commission



- The Billion-Euro Drain: Turning Fraud Loss into a Competitive Advantage



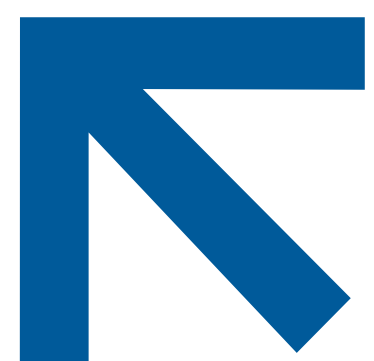
- Growing Up Online: Europe's Race to a Minor-Proof Digital Future



- Coming together for a Competitive Europe Part I: United for Europe's Single Market



- Coming together for a Competitive Europe Part II: Finding Europe's Spot in the New World



## **BRUNO MAÇÃES** – The New Geopolitics and the Future of Europe

As one of the most original and insightful geopolitical thinkers of today, Bruno Maçães argues that countries and regions do not dispute only physical territories anymore. In fact, it is the power to create new spaces in the digital world that matters most. How this new reality is changing the competitive position of traditional players like Europe and how it can keep its relevance and thrive? Those were some of the questions addressed by Bruno Maçães, who is also the former Portuguese State Minister for European Affairs.



## **RIK VERA** – Unlocking Europe Innovation in a Disruptive Moment

As a “professional question-asker” and global keynote speaker, Rik Vera has helped companies and institutions to find new ways of innovating and competing. In his first participation at the EC Forum, he shared considerations on how to relaunch Europe as a competitive force despite its heavy regulatory framework, and how consumer protection could become a source of innovation rather than a limit or a burden.



## **ALBERTO ALEMANNI**

At Euroconsumers 2025, Professor Alberto Alemanno—Europe’s leading public interest advocate and founder of The Good Lobby—challenged the audience to rethink the role of Europe’s 450 million consumers in shaping the continent’s future. As the rule-based world order eroded and the EU faced pressure to dilute its regulatory power, Alemanno argued that Europe’s true strength lay not in deregulation but in harnessing everyday consumer decisions as geopolitical tools. By turning purchasing choices into collective influence—reshoring critical industries, holding companies accountable, exporting European values, and transforming consumption into a form of citizenship—he invited us to imagine a new form of democratic power in which Europe’s €9 trillion consumer market became a decisive force in its global positioning.



# LONDON



## The Global Anti-Scam Summit

The **Global Anti-Scam Summit (GASS) 2025** took place in March in London, organised by **Euroconsumers, the Global Anti-Scam Alliance (GASA), the UK Home Office, and Cifas**. The event brought together leaders from government, law enforcement, civil society, and industry for two days of victim testimonies, expert panels, and workshops to strengthen global anti-scam efforts. Key objectives included building international alliances, advancing coordinated fraud prevention strategies, and working towards a multinational public-private agreement to be signed in 2026. During the event, Euroconsumers hosted a workshop with Which? focusing on the long-term impact of scams on victims, including online behaviour and trust.



## Panel "Victim impact, Human Cost: Building support for scam victims that lasts" organised by Euroconsumers and Which? 26-27 March 2025 Global Anti-Scam Summit London

At the Global Anti-Scam Summit London 2025, Euroconsumers and Which? hosted a pivotal workshop chaired by Jekatyerina Maszlova to address the profound psychological trauma of fraud. The session featured powerful testimonies from Cecilie Fjellhøy (LoveSaid) and Anna Rowe (Catch the Catfish), who highlighted how institutional responses can often exacerbate a victim's distress.

Academic and professional perspectives were provided by Dr. Elisabeth Carter, who analyzed the linguistic tactics of scammers, alongside Wayne Stevens (Victim Support UK) and Neil Postins (City of London Police), who discussed the challenges of early intervention. The dialogue was further enriched by Matt Niblett (Which?), Kole Gjokolaj (Childnet Youth Advisory Board), Giles Derrington (TikTok), and Will Gardner (Childnet), collectively emphasizing that recovery requires a unified effort across law enforcement, digital platforms, and community organizations.

 Watch the full panel





# 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.





### Transparency Note

Euroconsumers AISBL is an international non-profit and recognized Qualified Entity dedicated to consumer advocacy and private enforcement. To ensure the economic viability of its mission, it is supported by Euroconsumers SA (Luxembourg) and its subsidiary Synallagma SA (Belgium). Synallagma provides consumer insights, compliance testing, and academic training to align market practices with consumer rights. The Consumer Empowerment Project operates independently: its activities and results do not necessarily reflect the official views or standing of Euroconsumers AISBL