

# Euroconsumers' wish list for Ireland's EU Council Presidency

(July to December 2026)



Euroconsumers gives voice to over 7 million people across Europe and Brazil. We exist to empower people and improve the market — giving consumers the tools to choose with confidence, while pushing companies and policymakers to do better. At the same time, we want to ensure markets can deliver on what consumers are looking for and help improve how they work.

For us, protection and innovation go hand in hand: empowered consumers push markets to deliver better, more innovative products, stronger competition and solutions that match real needs. Europe's 450 million consumers aren't a market to be merely regulated — they're an asset for EU competitiveness, and that's the lens through which we approach Ireland's Presidency of the Council of the European Union.

As Ireland start its presidency, this is an important moment to reflect on consumer empowerment and their call for good, affordable and innovative products and services. Euroconsumers urges the Presidency to keep consumer interest at the core of EU policy choices and embrace consumers aggregated power to deliver a competitive Europe.

# Our 10 priorities at a glance

- 1. From Scams Prevention to Victims Recovery:** An ambitious EU Action Plan on Online Fraud, with clear liability across the scam chain, national anti-scam centres, and cross-border and cross-sectoral data sharing with GDPR as a facilitator, not a blocker.
- 2. One Market, One Rulebook, One Standard of Protection:** Give in the CPC review the Commission direct powers over major EU-wide infringements and make public and private enforcement reinforce each other instead of competing.
- 3. Don't Let Europe's Food Innovation Slip Away:** Reintegrate novel food and cultivated meat into the Biotech Act, and build the competitive, consumer-trusted biomanufacturing sector Europe pioneered.
- 4. Consumers Are a Geopolitical Force, Not Just a Market:** Judge every trade deal, including EU-US, by how it repositions Europe geopolitically and by what it delivers for consumers: affordability, quality and a high variety of goods
- 5. Powering Down Bills, Powering Up the Grid:** Deliver the Grids Package, recognise consumer demand aggregators, and use every lever to bring household energy costs down.
- 6. Smart Safeguards, Not Blanket Bans:** Evidence-based, proportionate protection for minors online, designed with young people, that keep them safe and empowered.
- 7. One Ticket, One Set of Rights:** Deliver the Rail Ticketing and Multimodal Booking Regulations, with clear provider accountability when journeys go wrong.
- 8. Shopping Shouldn't Be a Safety Gamble:** Hold marketplaces accountable for what's sold on them and roll out the Digital Product Passport in a format consumers can actually use.


9. **Making the Sustainable Choice the Easy Choice:** Put consumers at the centre of the Circular Economy Act and introduce EU-wide rules for refurbished products to create a truly circular economy.
10. **The Good, the Bad and the Unfair:** Building a Digital Fairness Act that empowers consumers by closing the loopholes behind unfair dynamic pricing, opaque influencer marketing and misleading online reviews.



## 1. From Scams Prevention to Victims Recovery

Online fraud is a systemic threat, not a niche consumer problem: sophisticated international networks now use AI-generated content and social engineering to defraud consumers and businesses at scale, draining billions of euros a year and eroding trust in the digital economy Europe is trying to build. Euroconsumers and the Global Anti-Scam Alliance have already set out what a real fix looks like in a [joint call](#) backed by [a full analytical report](#): national anti-scam centres as a single point of contact for victims, clear liability across the scam chain, and cross-border and cross-sectoral data sharing with GDPR as a facilitator, not a blocker.


As [Euroconsumers has argued](#), defeating fraud goes beyond consumer protection — it is integral to Europe's economic resilience and competitiveness, siphoning off resources the European economy needs for the green and digital transition.



**With the Commission expected to deliver an Action Plan on Online Fraud during the Irish Presidency, we call for an ambitious, victim-centred plan that connects prevention, enforcement and recovery — and treats consumer trust as the competitive asset it is.**

## 2. One Market, One Rulebook, One Standard of Protection

When an EU-wide problem hits millions of consumers at once, national authorities too often respond in scattered, slow and inconsistent ways — leaving the protection you get to depend on where you live, and businesses competing on an uneven playing field. As the Commission revises the Consumer Protection Cooperation (CPC) Regulation, the Irish Presidency has the chance to set the political conditions for a real step change. Euroconsumers' member organisations have direct experience with these enforcement gaps — from airline hand-luggage fees to sneaky pricing tricks in the airline sector and unresolved compensation claims.



We urge a meaningful, ambitious revision: **give the Commission direct powers over high-impact, Union-wide infringements, ensure consumer organisations have a genuine seat at the table throughout CPC proceedings rather than being briefed after the fact, and introduce fast-track procedures for infringements that are widespread but short-lived — the kind of scam or rogue campaign that can do its damage and vanish before today's process even gets moving. Public enforcement should actively support private enforcement too, so authorities and class actions reinforce each other rather than leaving redress to sit in a national silo.**

**To deliver a true Single Market, we need one rule and one way of enforcing it.**

### 3. Don't Let Europe's Food Innovation Slip Away

Europe had a head start in cultivated meat and novel proteins with the first patent to grow meat from stem cells, the first cultivated meat burger, and world-class biotech clusters at the frontier of the technology. Euroconsumers' research shows consumer appetite for novel foods is there: half of respondents across Belgium, Italy, Spain and Portugal would try cultivated meat if it were EFSA-approved and available on their market. But the removal of novel food and cultivated meat provisions from the Biotech Act I has left a coherence gap that leaves innovators without clear guidance and consumers without the protections a robust framework provides. Euroconsumers supports Ireland's ambition to put biotech innovation at the heart of its Presidency — but innovation without a solid regulatory framework doesn't empower consumers, it leaves them uncertain.

**We call on the Presidency to reintegrate novel food and cultivated meat into the Biotech Act, and to build a Council position on the Biotech Act II that creates a coherent, competitive path from lab to market.**

### 4. Consumers Are a Geopolitical Force, Not Just a Market


European consumers have already moved on from assuming Washington will always have Europe's back. Euroconsumers' survey of nearly 10,000 people across ten countries found only 28% believe the US will remain a reliable partner, and half want the EU to actively diversify its partnerships. That doesn't make Europeans anti-trade — two-thirds recognise that trade delivers more choice at better prices, and Irish consumers are among the most enthusiastic, at 73%. What they won't accept is trade that comes at the cost of the standards that protect them: faced with US tariff pressure, majorities oppose weakening digital protections or loosening food safety rules in exchange for tariff relief.

**We welcome the Irish Presidency's commitment to implementing the EU-US Trade and Investment agenda, but this shouldn't translate into underwhelming deals for European consumers. Every trade agreement, including the EU-US deal, should be judged by what it delivers for consumers: affordability, quality and access to a wide range of goods**

## 5. Powering Down Bills, Powering Up the Grid

We welcome the Irish Presidency's echo of the European Council's call to agree the Grids Package in 2026, and its commitment to the ambitious timeline set out in the One Europe, One Market Roadmap. As Euroconsumers set out following the Iberian Blackout, grids are no longer just technical infrastructure — they are critical enablers of affordability and decarbonisation. More than 1,700 GW of renewable projects across 16 European countries were stuck in grid connection queues in 2024; without the infrastructure and storage to move power to where it's needed, the grid falls back on gas and consumers pay more than they should.

Energy affordability is now one of Europeans' top concerns: Euroconsumers' data shows 30% of households across our member countries already struggle to pay their energy bill, and Ireland feels this acutely through its dependency on natural gas. Consumers are Europe's largest energy buyer, yet they have no organised way to pool that power the way governments and industry already do.




**We call on the Presidency to deliver the Grids Package; formally recognise and empower consumer demand aggregators in EU energy market regulation, with harmonised rules across Member States so cross-border collective switching and demand-response actually work; and mandate transparency on the gap between wholesale and retail energy prices, so falling wholesale costs reach consumer bills instead of disappearing into margin.**

## 6. Smart Safeguards, Not Blanket Bans

Online safety for children has moved from a policy debate to a policy sprint — and young people are telling us what actually works. Euroconsumers' own research finds minors overwhelmingly favour safety-by-design and empowerment tools over blanket bans: automatic blurring of inappropriate content, “think before you share” prompts, accessible reporting channels, and real control over what algorithms show them.


Their message is clear — they want protection that gives them agency, not protection that shuts them out. We welcome the Irish Presidency's focus on online safety, the planned Youth Forum, and the high-level Conference on Online Safety — but the real test is whether young people's voices shape the outcome, not just the agenda.



**We call on the Presidency to build evidence-based, proportionate safeguards designed with minors, not merely for them, and to turn the Youth Forum into a lasting participation mechanism rather than a one-off event.**

## 7. One Ticket, One Set of Rights

Cross-border travel in Europe should be seamless. In practice, it too often isn't: travellers still face fragmented information, limited access to ticketing data, and real difficulty asserting their rights when a journey spans different operators and modes. The Rail Ticketing Regulation and the Multimodal Booking Regulation can change that — making it easier to compare, book and combine transport services, with clear accountability when things go wrong.




**We welcome the Irish Presidency's commitment to advancing both files, and call for continued progress that delivers a genuinely seamless travel experience: clear allocation of responsibility between providers when delays or cancellations happen, and transparent pricing so consumers can compare options and understand their rights before they buy.**

## 8. Shopping Shouldn't Be a Safety Gamble

As e-commerce grows, consumer trust in online marketplaces can't be taken for granted — it's a competitive edge that needs to be earned and enforced. Euroconsumers' own testing tells a consistent story: unsafe products are still reaching consumers across every major online marketplace, from dangerous consumer goods to faulty safety devices and non-compliant food supplements.


These aren't isolated failures; they point to persistent gaps in market surveillance, platform accountability and enforcement that undermine consumer trust and unfairly disadvantage responsible businesses. The Digital Product Passport is a genuine opportunity to close these gaps, but only if the information it delivers is simple, accessible and something consumers will actually use.



**We welcome the Irish Presidency's commitment to advancing the European Product Act, and call for marketplaces to carry real responsibility for what's sold on their platforms — including effective complaint handling, clear product traceability, and stronger cooperation against non-compliant traders.**

## 9. Making the Sustainable Choice the Easy Choice

Euroconsumers' research shows consumers are ready to choose more sustainably and opt for refurbished products — but they keep hitting practical barriers: limited repair options, affordability concerns, lack of transparency, and software practices that shorten how long products last. Even in markets with real momentum, like refurbished electronics, the absence of clear definitions, warranty standards and quality indicators leaves consumers without the confidence to act on their intentions. The Circular Economy Act is a genuine opportunity to close that gap, and to strengthen Europe's competitiveness and resilience at the same time, but only if it puts consumers at its centre. Circular business models scale when circular choices are the easy choice.

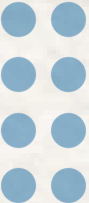


**We call on the Presidency to give the Act a strong consumer dimension: with spare parts and reliable durability information, clear standards for the growing refurbished market, and a Digital Product Passport that keeps sustainable choices genuinely affordable for everyone.**

## 10. The Good, the Bad and the Unfair

Europe's consumer rules are among the strongest in the world, but they cannot always keep pace with the new developments in the online world. Many of the digital economy's newer problems, unfair dynamic pricing, opaque influencer marketing and misleading online reviews, sit in the gaps between rules written for a different era and practices that move faster than regulators can follow.

As Euroconsumers set out in its response to the Commission's DFA consultation, the goal isn't more rules for their own sake: it's keeping what already works for consumers while closing the loopholes that let manipulative practices persist. That means real empowerment — clarity, not just enforcement — so consumers can actually exercise the rights they already have.



**We call on the Irish Presidency to advance a Digital Fairness Act that consumers can feel in their everyday choices: an end to dynamic pricing in live entertainment and clear disclosure wherever it's used elsewhere, joint liability and mandatory disclosure for influencer marketing, and real safeguards against fake and incentivised online reviews.**

Euroconsumers stands ready to work with the Irish Presidency and the EU institutions to deliver on these priorities. We are committed to bringing forward the consumer voice and ensuring that the outcomes of this Presidency improve the daily lives of the more than 7 million consumers we represent across Europe.



**euroconsumers**  
GROUP

**Empower** people,  
**improve** the market.