



**Enhancing quality in  
innovative higher education about consumer awareness**

**Consume-aware**

Erasmus+ Action 2



# CHAPTER 11

## BUILDING CONSUMER AWARENESS

# GOALS

1.

Understand european consumer awareness programme including market monitoring tools

2.

Understanding how consumers are empowered and provided with information

3.

Understanding the direction of changes in building consumer awareness

# Consumers are more aware than ever, due to programmes:



Legal:  
eg. directives

Legally-non-binding:  
monitoring tools, information and  
education tools, networks

# CONSUMER EMPOWERMENT BY EU

- European Consumer Agenda
  - Promoting consumer safety
  - Enhancing knowledge of consumer rights
  - Strengthening the enforcement of consumer rules
  - Integrating consumer interests into key sectorial policies
- Also:
  - Choice,
  - Information
  - Awareness of rights and means to redress

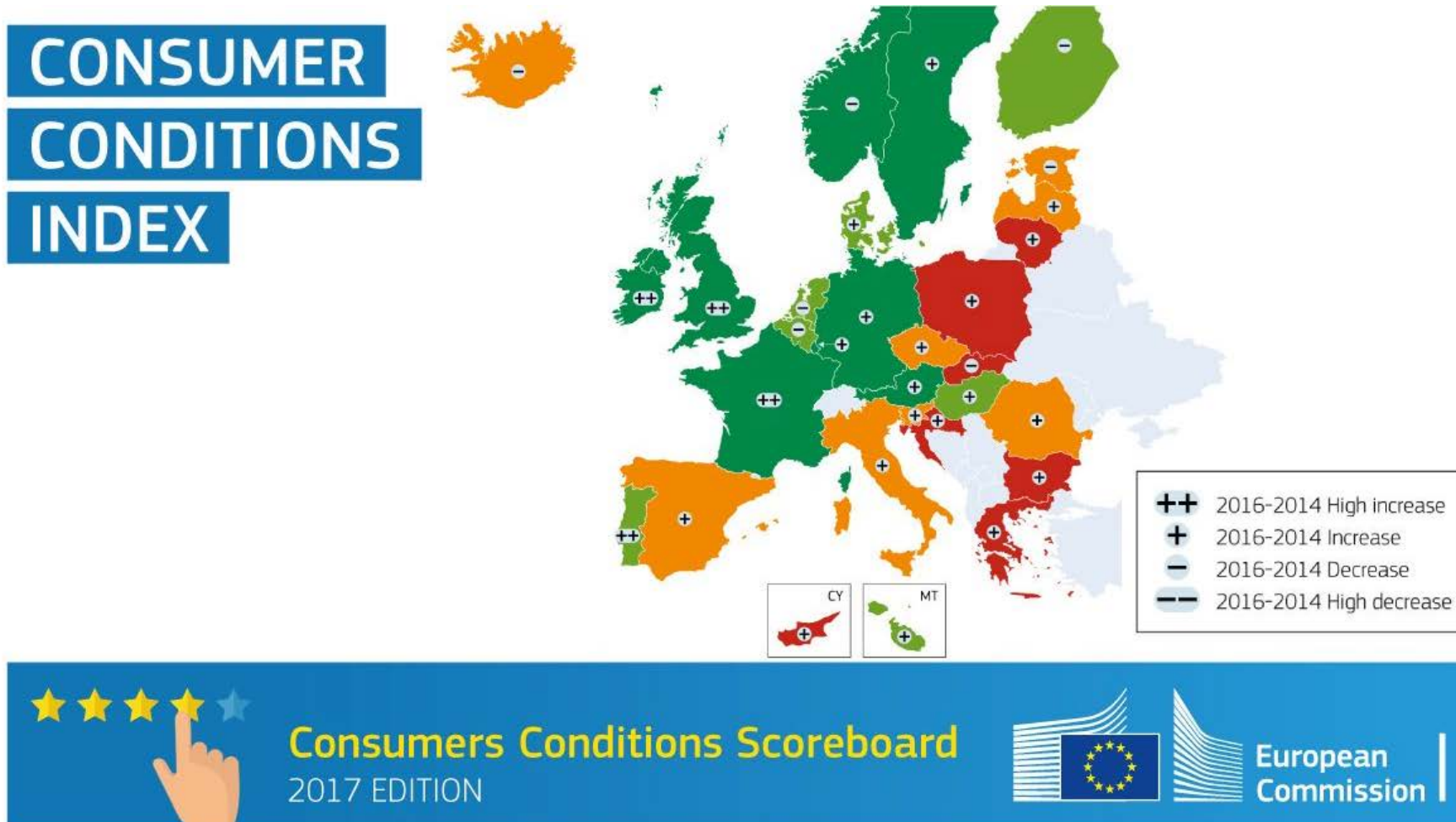


# CONSUMER CONDITIONS SCOREBOARD

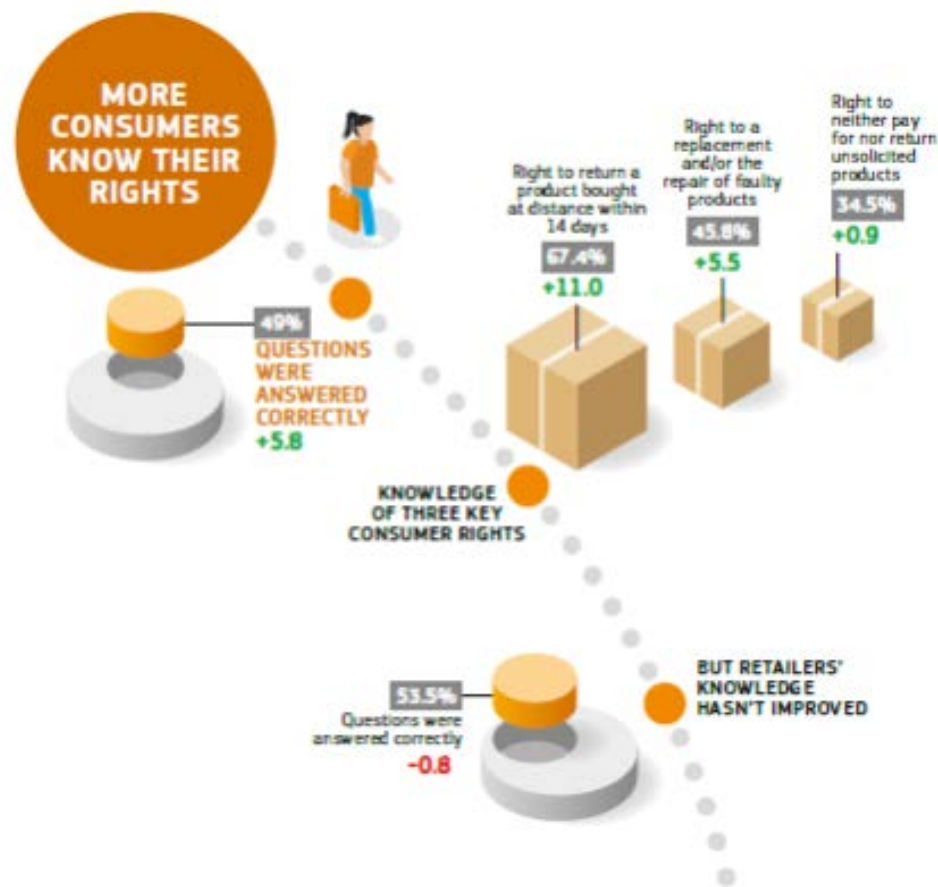
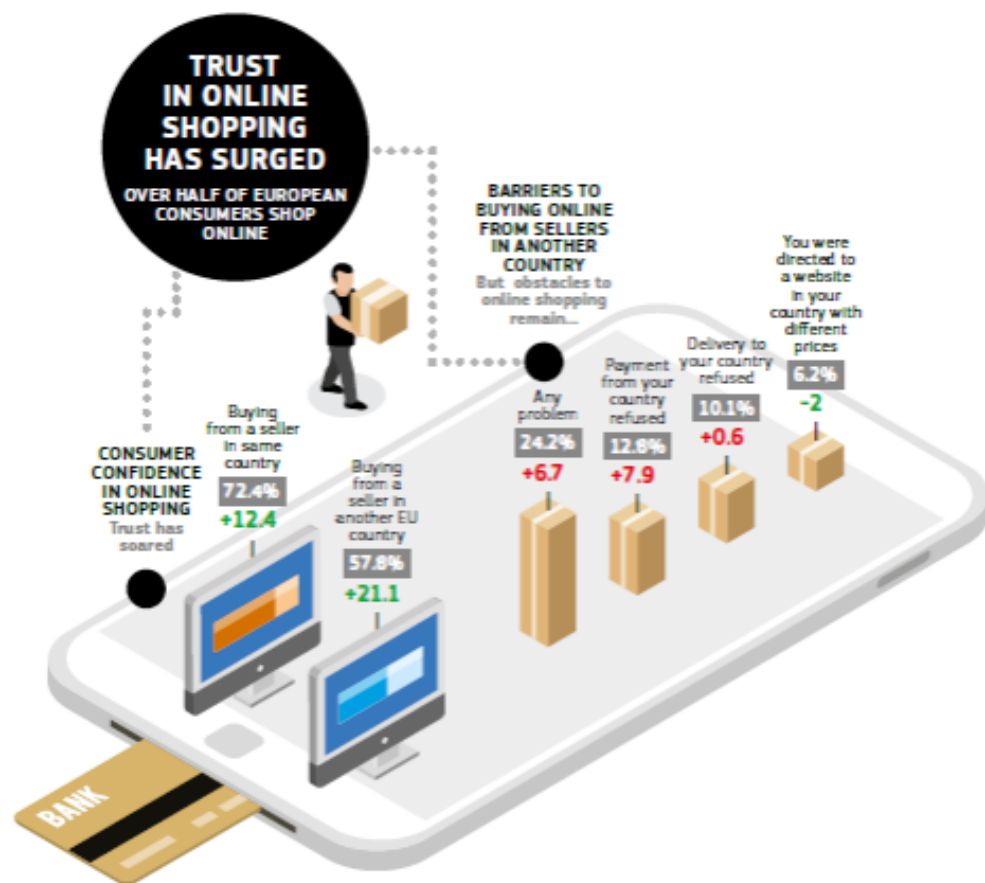
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# CONSUMER CONDITIONS SCOREBOARD



# CONSUMER CONDITIONS SCOREBOARD





# CONSUMER MARKETS SCOREBOARD

Consumer Markets Scoreboard gathers information about performance of 52 specific consumer markets including 21 goods and 31 services markets. This scoreboard is based on several indicators including:

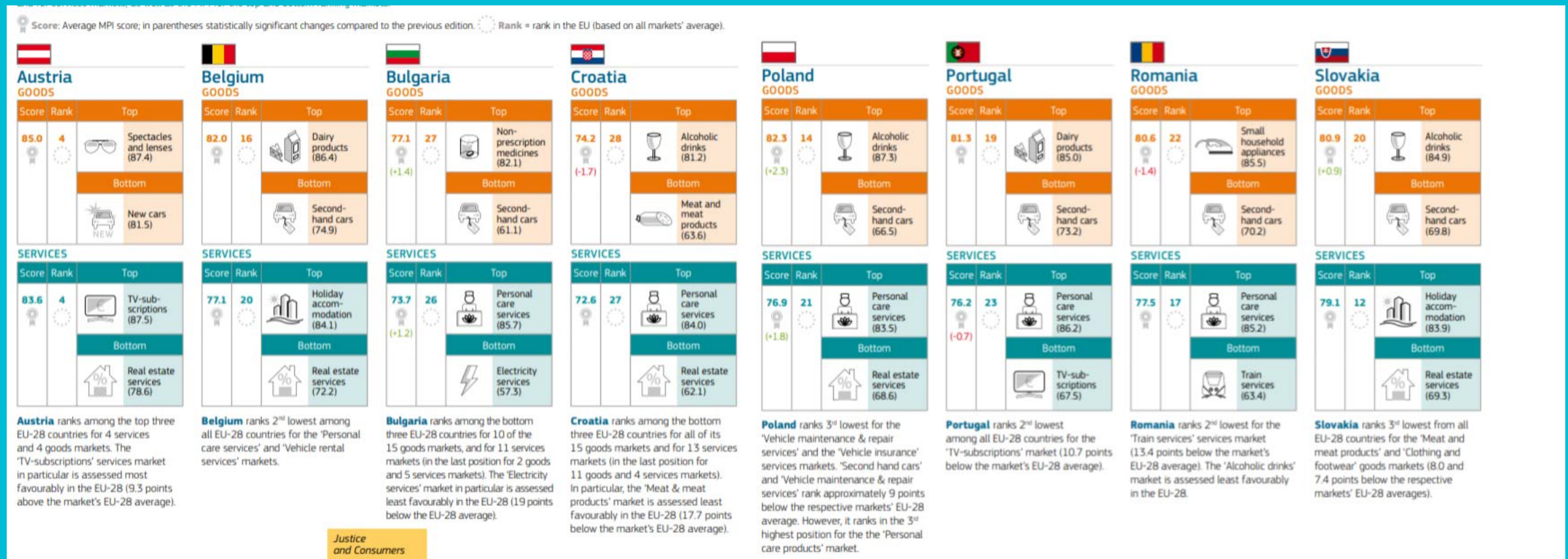
- Comparability
- Trust
- Expectations
- Choice
- Overall detriment
- Complaints
- Switching

# CONSUMER MARKETS SCOREBOARD

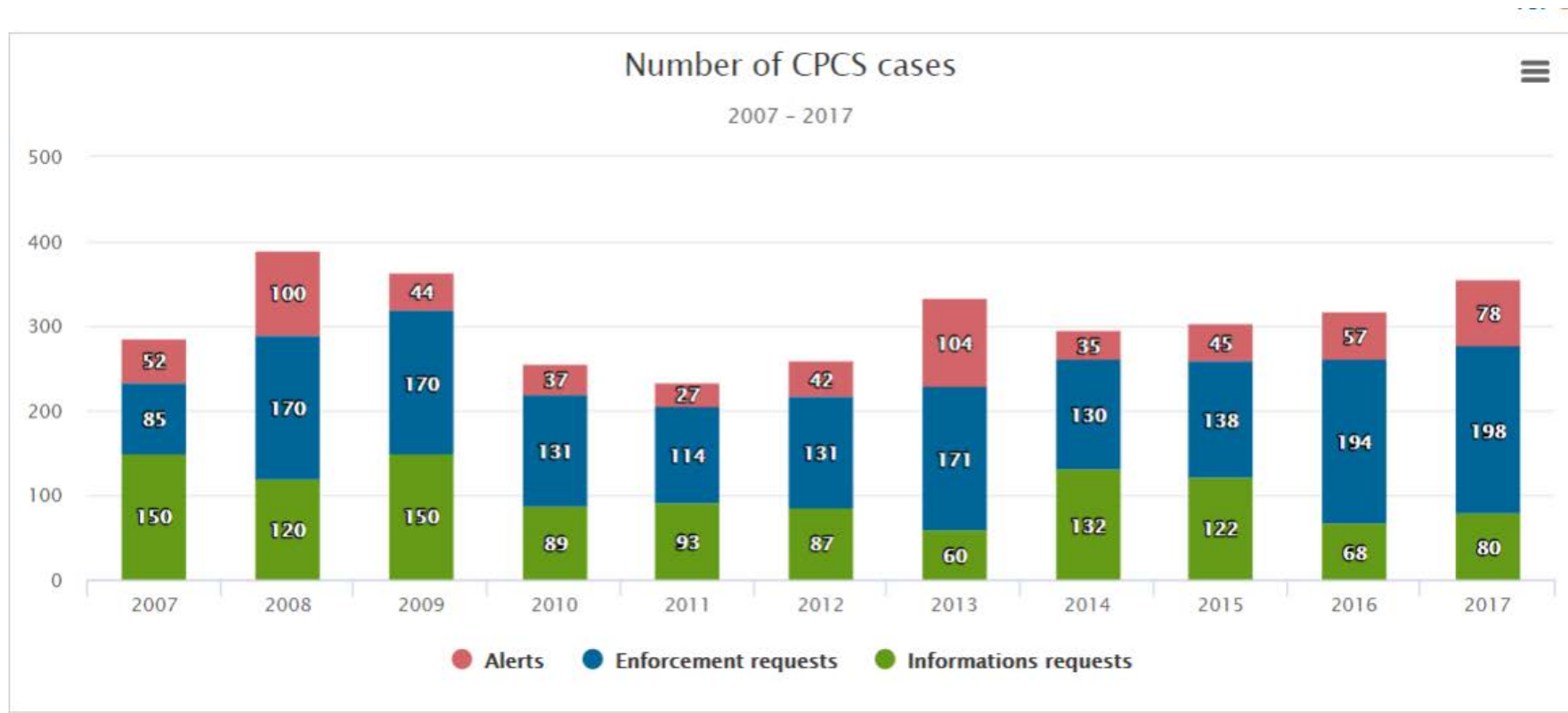


# CONSUMER MARKETS SCOREBOARD

Market performance is measured by the **Market Performance Indicator (MPI)**, a composite index calculated on a scale from 0 to 100 and which is made of 5 components: comparability of offers, trust in business to respect consumer protection rules, the extent to which markets live up to what consumers expect, choice of retailers/suppliers and the degree to which problems experienced in the market cause detriment.



# CONSUMER PROTECTION COOPERATION NETWORK



# EUROPEAN CONSUMER CENTRES NETWORK



- Explain your rights as a consumer
- Tell you who to contact if they can't help
- Help you to settle a dispute with a seller based in another EU country (or Iceland or Norway)



# ECC-NET

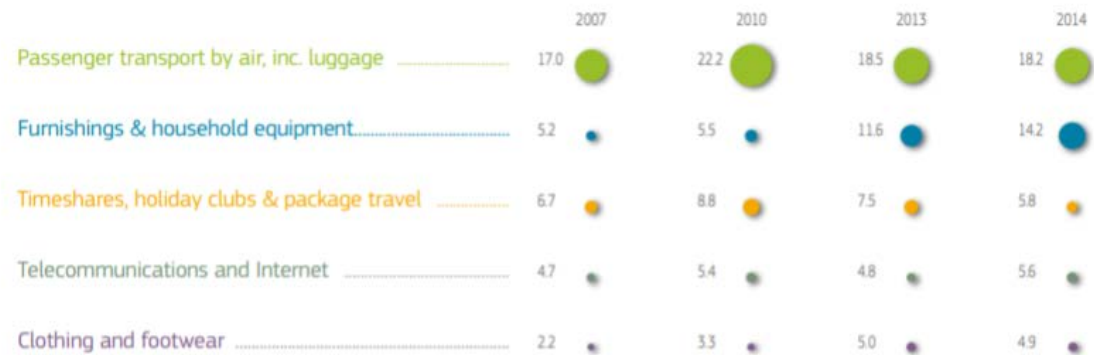
Over the last 10 years,  
ECCs have dealt with nearly  
**50 000 cases involving e-commerce.**

Over the last **10 years**,  
ECCs have dealt with some **20 000 cases**  
involving **unfair selling techniques.**

Over the last 10 years,  
ECCs have handled some **50 000 cases of goods or services**  
**being defective or not in conformity with the order.**

## Top five areas of complaints (% of all complaints)

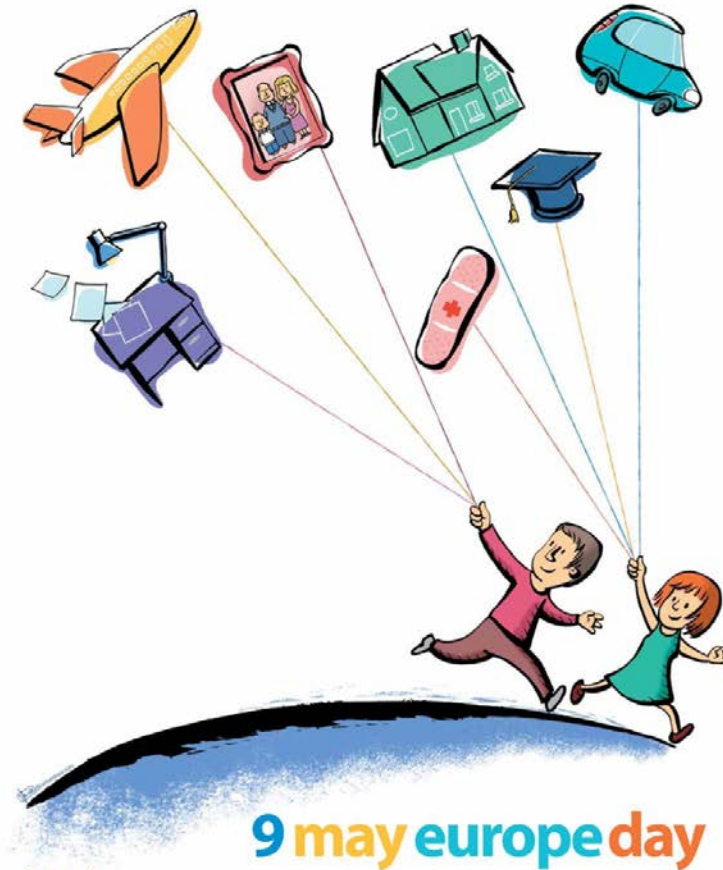
Source: ECC Case database



Complaints about **all forms of journey**,  
together with complaints about  
**package travel, time shares** – and a  
growing proportion of complaints about  
**car rentals** – every year make up between  
**30-35% of all complaints.**

# Campaigns

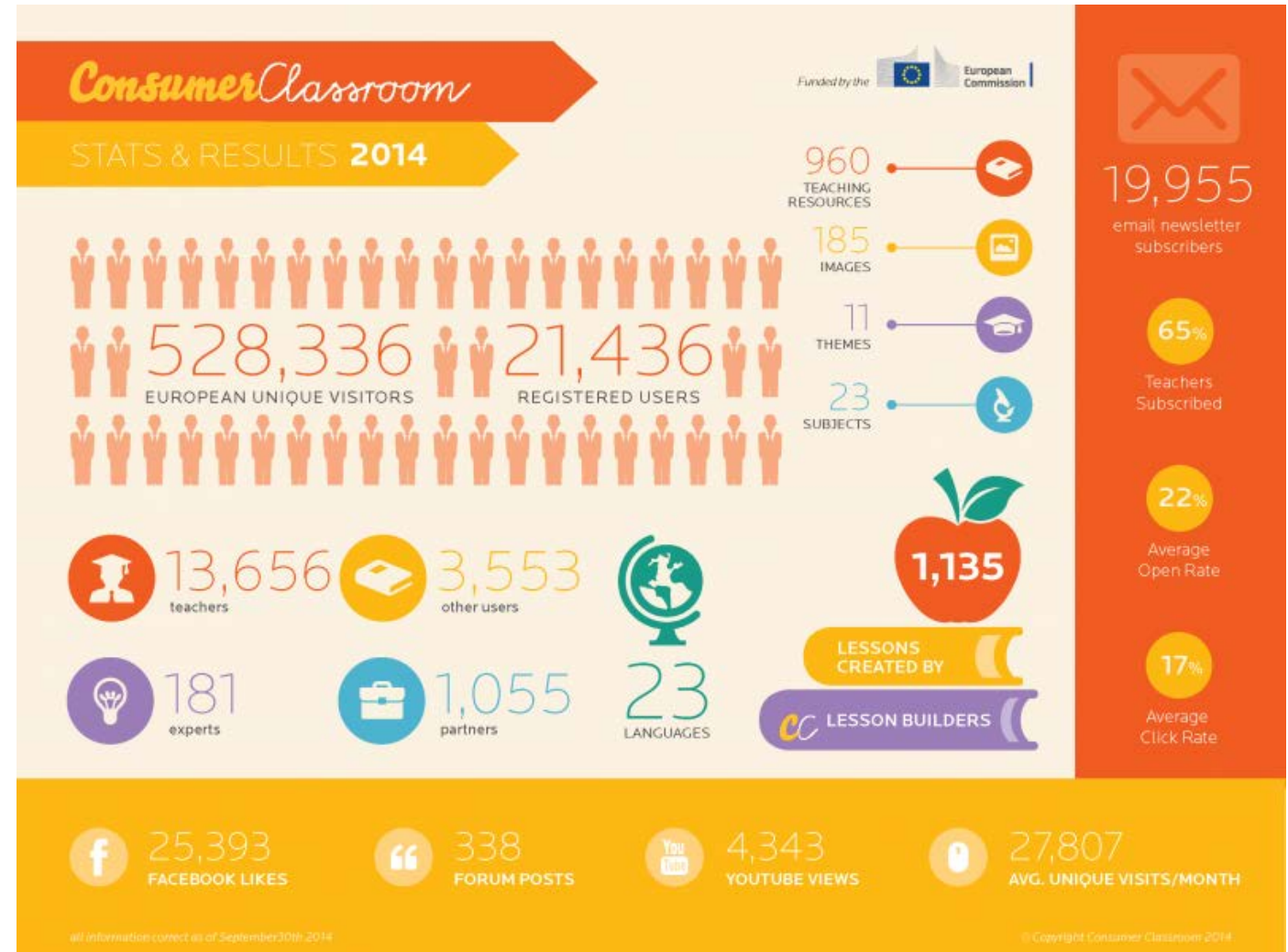
know your rights  
use your rights



Go to [europa.eu/youreurope](http://europa.eu/youreurope) or call Europe Direct 00 800 6 7 8 9 10 11

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# Education





# EUROPEAN ENTERPRISE NETWORK

## Aim:

To help businesses innovate and grow on an international scale. It is the world's largest (active in more than 60 countries) support network for small and medium-sized enterprises (SMEs).



How Consumer Scoreboards can be useful for consumers - explain?

Does Consumer Market Scoreboards have impact on individual consumer – in what way?

European Enterprise Network main focus is not consumer protection. How is it useful for consumer then?

# QUESTIONS

# FUTURE

- Sectors of particular importance:
  - Food,
  - Transport,
  - Electronic communications
  - Financial services.
- Connected Digital Market
- New trends?



**THANK YOU**