

European Consumer Centre Denmark

advises consumers on their rights and provides assistance if problems arise with sellers in other EU member states. We are part of a European network with offices in all EU member states and in Norway and Iceland.

The Danish office is part of the Danish Competition and Consumer Authority's consumer policy centre. European Consumer Centre Denmark employs lawyers, law students, a clerical officer and a journalist.



In 2016 European Consumer Centre Denmark...

...participated in 2 people's festivals



European Consumer Centre Denmark

was present at the People's Political Festival on the island of Bornholm, where we worked with the European Commission's representative in Denmark on two joint activities. Two popular radio hosts from P4 Bornholm presented our quiz about consumer rights in Europe in a crowded tent. And we interviewed a number of familiar and less familiar faces among the visitors about their attitudes to cross-border online shopping in the EU. This resulted in a small film: goo.gl/nk6WIQ

Furthermore, we had been invited by the Confederation of Danish Industry to participate in a panel debate on digitalisation and consumer protection.



...launched a new European complaints portal



The Online Dispute Resolution (ODR) portal was launched in early 2016. In our capacity as the national ODR contact point we were in direct contact with all relevant dispute resolution bodies and we provided specific guidance to business associations and firms. A number of firms chose to follow our guideline examples of how to meet the obligation to provide information. At the suggestion of the European Commission, our ODR guidance was presented to the other national ODR contact points at the first meeting of the new EU network. Our website was also updated with a whole section on ODR. See a film about ODR: goo.gl/w7cAko

We were also active at the Funen people's festival in Odense, where Europe Direct and the Danish Institute for Voluntary Effort had invited us to stage an event for consumers. We handed out information materials and answered questions from visitors.

In 2016 European Consumer Centre Denmark...

...collaborated on communication in the Nordic region



At workshops in Karlstad and Helsinki, we discussed the communication efforts of the European Consumer Centres Network with our colleagues from Sweden, Norway and Finland. We also planned a concerted Nordic communication campaign focusing on the problems experienced by consumers who receive trial packs that turn out to be subscription traps. Each Nordic office provided complaints statistics about the extent of the problem and we published a joint press release, check lists with advice and case stories from the respective countries. This effort received good media coverage throughout the Nordic region.

...toured EU libraries



Forbrugerjurist Christel Pedersen fra Forbruger Europa besøger Roskilde Bibliotek.

Kend dine rettigheder

ROSKILDE: Flere og flere handler på nettet på tværs af landegrænser eller lejer bil i andre europæiske lande. For det meste går det godt.

European Consumer Centre Denmark arranged four events about consumer rights at the EU libraries in Denmark. This idea was conceived in collaboration with Europe Direct when we met at the European Commission's network conference in Odense in February, at which we had been invited to give a talk about European Consumer Centre Denmark to other EU stakeholders.

...posted articles on social media and published news



At the end of 2016, we launched our own Facebook page, which had acquired more than 1,100 followers after one month. We were also active on Twitter, and we shared our knowledge with consumers via 20 newsletters. We hope this has equipped them a little better for shopping and travelling in the EU.

...networked against counterfeit products



European Consumer Centre Denmark is an active member of the **Danish Ministerial Network** against IPR infringements. On the World Anti-Counterfeiting Day 2016 we and 11 other authorities participated in a campaign aimed at consumers as part of this network collaboration. Flyers about the risks related to buying counterfeit products were distributed to morning commuters at public transport hubs in the Copenhagen area. The core messages of the Minister for Business and Growth were quoted in several media as a result of the campaign's press activities.

...took the temperature of the digital single market



#DigitalSingleMarket

The European Commission is performing a fitness check of the EU's consumer legislation in order to align it better with digital developments so that it meets the current challenges faced by consumers and businesses. We have contributed to this work by giving the Commission an insight into the industries and business areas where we experience problems with trading practices. We have also supplied specific complaints data.

Figures from 2016

66.376

visits to our websites
forbrugereuropa.dk
flyregler.dk
consumereurope.dk

European Consumer Centre
Denmark was mentioned in

610

media stories

942

complaints cases

21 %

more than in the
preceding year

119 %

more contacts to our hotline
than the preceding year - a total
of 2,220 contacts via chat,
telephone and email. The
most frequent issues raised
by consumers related to air
travel, car rental, purchase
of electronics and sports
equipment, and holidays
and cultural events

Our core areas are consumer
guidance, processing of complaints,
communication and networking



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