

## **Consumer Scoreboard**

### **Questionnaire for stakeholders**

Please return this questionnaire no later than by 28.11.2007:

1. Mail to: [kyriacos.kyriacou@ec.europa.eu](mailto:kyriacos.kyriacou@ec.europa.eu)

2. By post to the following address:

European Commission  
Health & Consumer Protection Directorate-general  
Mr. Akis Kyriacou  
Office B 232 6/50  
European Commission,  
B-1049 Brussels

3. By fax to: +32 2 296 76 68

## 1. Introduction

### **Context**

On 10 May 2006 the Commission adopted a Communication "A Citizens' Agenda – delivering results for Europe". This agenda sets out various policy initiatives in response to issues raised by citizens with the aim of strengthen their confidence in the European Union. One of the major initiatives of the Citizens' Agenda is a Review of the Single Market. The review will deliver a report which will be presented by the Commission to the European Council in Spring 2008 setting concrete proposals for future action.

One of the review's initial findings is that the regulatory framework should be more impact-driven and result-oriented. To this end the Commission should act when markets are not delivering and where it will have maximum impact. This requires improved assessment of consumers' needs and a closer monitoring of market functioning and performance. Another finding is that the single market should be more accessible and better communicated to citizens so they are able to find clear answers to their questions or problems.

As a result, the Commission has created a Taskforce on Consumer Markets to address these issues. The mission of the taskforce is to develop data tools and analysis in order to help the Commission understand better, monitor and take into account consumer interest in the Internal Market.

The development of a Consumer Scoreboard monitoring the performance of consumer markets is central in the new direction outlined by the Single Market Review. Indicators, benchmarks and other data will be gathered and elaborated to facilitate the long term monitoring of the performance of consumer markets in the internal market.

The scoreboard will be a systematic approach to monitor both the internal market and national markets, and in particular the retail and consumer dimension. Regular monitoring will strengthen the Commission's ability to identify failing markets and prioritise policy action towards the most problematic sectors. In addition to this, regular monitoring and assessment of consumer markets will contribute toward the Commission efforts to make more visible the benefits of EU action to the daily lives of consumers.

Data will be published regularly in the form of key indicators and benchmarks.

### **Objective**

This questionnaire aims at providing the Commission with stakeholders' views (Member States, consumer NGOs, businesses, individuals, and any other interested parties) on monitoring of consumer markets and the establishment of the Consumer Scoreboard. It is hoped that this consultation will generate useful comments, ideas and data sources.

### **Responses**

Responses will be used as an input to the Commission's thinking in developing the Consumer Scoreboard. The individual responses to this questionnaire will be made public by the Commission. A working paper with an aggregate analysis of responses will be posted on the DG SANCO website after the end of the consultation period.

| 2. Identification data  |   |
|---|---|
| Name of organisation  | Direcção-Geral do Consumidor  |
| Country of establishment of the Organisation  | Portugal  |
| Questionnaire completed by<br>(Name of person, position, contact details)                           |   |
| Stakeholder group   | <input type="checkbox"/> Member States authority<br><input type="checkbox"/> NGO<br><input type="checkbox"/> Industry (please specify sector of operation)<br><input type="checkbox"/> Individual<br><input type="checkbox"/> Other, <i>please specify</i><br><br><i>Sector of operation (if applicable):</i>                         |
| Stated objectives of the organisation   | The DGC has the mission to contribute to the elaboration, definition and implementation of the policy of consumer protection with the aim of ensuring a high level of protection  |
| Address   | Praça Duque de Saldanha, 31, 3º - 1069-013 Lisboa   |
| Website address (if available)  | <a href="http://www.consumidor.pt">http://www.consumidor.pt</a>   |
| Contact person  |   |
| Name  | <i>Please specify</i>   |
| Role in the organisation (compulsory)   | <input checked="" type="checkbox"/> Senior management<br><input type="checkbox"/> Management (middle/lower)<br><input type="checkbox"/> Strategy / policy function<br><input type="checkbox"/> Specialist / expert<br><input type="checkbox"/> Other, Senior management - José Manuel Ribeiro, Director General <i>please specify</i> |
| Size of your organisation   |   |
| Number of members   | <input type="checkbox"/> 1-49<br><input checked="" type="checkbox"/> 50-99<br><input type="checkbox"/> 100-149<br><input type="checkbox"/> 150-199<br><input type="checkbox"/> 200+<br>Other, <i>please specify</i>   |
| Organisation's geographical area of activities<br>(Please specify according to focus of activities) | <input type="checkbox"/> Local<br><input type="checkbox"/> Regional<br><input checked="" type="checkbox"/> National<br><input checked="" type="checkbox"/> European<br><input type="checkbox"/> International<br>Other, <i>please specify</i>   |

### 3. Monitoring

3.1 Do you think indicators and benchmarks are sufficient to monitor consumer markets or do you have any other suggestions?

*Please tick appropriate box and explain your answer*

- Sufficient  
 Not sufficient  
 Neutral  
 Don't know  
 Other, please specify

*Please explain:* It is important the hearing of consumer associations, dealing with complaints and special attention to the area of communications that supports hiring in the distance.

### 4. Tools and data

4.1 Should the scoreboard aim to cover all the main categories of consumer expenditure or should it rather focus on covering a more limited range of categories but in more detail?

- Yes, main categories  
 No, limited number of categories in more detail

*Please explain:* we can not say that it should cover all categories or be limited. Both options are correct. we have to cover all categories and when needed we should limit And analyse with more detail.

4.2 What are the most important market outcomes for consumers that should be monitored?

*If you agree, please tick appropriate box, multiple answers possible.*

- Prices  
 Quality  
 Choice  
 Transparency of offers  
 Consumer complaints  
 Consumer satisfaction  
 Consumer confidence  
 Consumer empowerment (skills, assertiveness, education, information)  
 Product safety  
 Accidents and injuries  
 Enforcement of consumer legislation  
 Consumer-led innovation  
 Switching costs

4.3 What other kind of data should the consumer scoreboard include?

Data on consumption across borders, consumer redress and consumer complaints.

4.4 Do you have any data that are collected regularly and could be used as input to the scoreboard (should be of use to all Member States – this does not mean that they should cover all EU territory) - please specify.

Data collected from the complaints book.

#### 5. Frequency, dissemination

5.1 How often should the consumer scoreboard be issued?

*Please tick appropriate box*

- Every 6 months  
 Every 12 months  
 Every 24 months  
 Other, *please specify*

5.2 How should the results of the consumer scoreboard be disseminated?

Website specific; Newsletter for sets defined and media coverage (TV, radio, etc.)