



Press release
April 6, 2009

EU launches first campaign on consumer rights in Lithuania

European Commissioner for Consumers Meglena Kuneva today launched the campaign 'Know your rights and win' – to inform Lithuanian citizens about their consumer rights both at home and in other EU countries.

"EU laws have given consumers rights, but making laws is only one step towards empowering consumers", - she said in a video speech at a press conference in Vilnius. "To make these rights work in practice, Lithuanian consumers need to know their rights, need to be assert them firmly, and need know where to go for further information and advice".

Ms. Kuneva further said that a Eurobarometer survey conducted for the EU in Lithuania showed that almost three quarters of Lithuanian consumers between the ages of 21 and 45 years want to know more about their rights when something they ordered on-line is not to their liking; when they find there are unexpected payments and charges on the credit they took to buy a car or a computer; or when their package holiday does not turn out as it appeared in the travel brochure.

The survey also revealed that 2 out of 3 Lithuanians think that they have less consumer rights than the inhabitants of other EU countries. It also shows that 66 percent Lithuanians claim that the sellers in Lithuania have less respect for consumer rights than those in other EU states.

"Lithuanians have same basic consumer rights as other EU citizens– the ground rules are the same as in Germany, France and Belgium. But we must claim and use these rights more actively", - says campaign expert Mykolas Okulič-Kazarinas.

The main message of the campaign is that everywhere in the EU consumers have rights, and that you can use these rights to your advantage. Awareness of consumer rights also means knowing where to go to find out more about your rights when you run into problems, and where you can get help to get your rights enforced.

"We have chosen a boxing ring setting because focus group research showed that Lithuanians don't like getting into a fight when something goes wrong with their purchases. We want challenge the idea that consumers always have to fight hard for his rights and emphasize, that knowledge of your rights is power", - M. Okulič-Kazarinas explained.

The three main campaign topics are shopping online, travel package and consumer credit. Campaign activities encompass TV spots, print and online advertising, campaign website www.ecc.lt and the distribution of facts sheets in public places such as shopping centers, airports, etc) and via consumer associations and institutions.

Consumer rights caricatures go on show



The first exhibition of caricatures on the consumers' rights was also inaugurated today. Organized together with the Lithuania Caricaturists Union, it gives an ironic glance at the problems of consumers. The exhibition can be seen in the shopping centre "Europa" (Konstitucijos av. 7A, Vilnius) for the whole month and also on the campaign website www.ecc.lt

Best caricatures authors were awarded. The first places went to Jonas Lenkutis for caricature "Akcija", second - Vincas Bareikis ("Automobilis"), third - Rimantas Dovydenas ("Viesbutis") (you can find them below).

Similar consumer rights information campaigns were conducted in other new European Union countries as of 2005. This year campaigns are also ongoing in Latvia and Estonia.

The contract for the campaign was awarded after a competitive public procurement process to a consortium of communication agency IC BALTIC and advertising agency LEO BURNETT VILNIUS.

Find out more about the campaign and consumer rights on www.ecc.lt

For more information contact:

Renata Grikšelytė, IC BALTIC Account Director, tel. 278 84 91, mob. 8 682 93777, e-mail: renata@icbaltic.lt

