

EC Partners

United Nations
Development
Programme

State Committee of
Ukraine on Technical
Regulation and
Consumer Policy

Facts and Figures

- Project budget:
€3,150,000
- (EU: €3,000,000;
UNDP: €150,000)



EUROPEAN
COMMISSION

Civil Society

Consumer Society and Citizen Networks

"Informed consumers by their choices have to regulate the market of consumer goods and services in national economies by voting with their pockets."

Ms. Joanna Kazana-Wisniowiecka,
UNDP Deputy Resident Representative
in Ukraine



Context

The Consumer Society and Citizen Networks project (CSCN) is a joint initiative of the European Union and UNDP started in 2006. Its goal is to increase civil society's role in sound economic governance in Ukraine according to the European standards. Specifically CSCN aims at promoting access of citizens to information on product safety, consumer rights protection, and to results of independent testing, as well as promoting wide public discussion of challenges facing the consumer society in Ukraine.

Objective

- To raise the competence of relevant target groups (consumer organisations, media, judiciary, education institutions) in consumer issues.
- Raising consumers' confidence through their education, information and empowerment.

Impact

- Capacity building programmes for consumer protection civil society organisations (CSOs) and media.
- Methodology for Consumer Satisfaction Measurement Index developed and tested.
- Courses on consumer issues for secondary schools and universities conducted.
- Collection of best advocacy practices and a handbook for judges on hearing and ruling cases on consumer issues.
- Consumer awareness campaign and consumers' information web resource (www.consumerinfo.org.ua) launched.

Anything Fishy?

The project organised a number of awareness campaigns aimed at Ukrainian consumers. Campaigns have included "Fast food - fast help!" drawing attention to the damage fast food can cause to human health, especially to youngsters, "What hides behind the E", a campaign encouraging consumers to pay more attention to the additives in food and the "Anything Fishy" campaign which encouraged consumers to check the sell-by dates of products



Anything Fishy?