



Press Release
14 March 2022

Euroconsumers joins CI's Fair Digital Finance Week **A week of events to mark World Consumer Rights Day focused on Fair Digital Finance**

Brussels - 14 March 2022 - The 15th March is **World Consumer Rights Day**, a day to raise awareness and drive meaningful change on consumer issues. The theme for World Consumer Rights Day 2022 is **Fair Digital Finance**. While there is a vast potential for digital finance to create opportunities for all, digital financial services have also created new risks that can lead to unfair outcomes for consumers.

Euroconsumers is proud to join **Consumers International** and its 200 member organisations across the globe to raise awareness of fair digital finance for consumers everywhere. To make this engagement concrete Euroconsumers' member organisations will run a series of activities focussed on a different aspects of digital finance throughout the week.

- On Tuesday 15th March our Spanish member OCU will have a series of activities promoting **inclusive finance**
- On Wednesday 16th March our Belgian member Test-Achats/Test-Aankoop will promote issues around **phishing**
- On Thursday 17th March our Portuguese member Deco Proteste will have news on the opportunities and risks of **cryptocurrencies**.
- On Friday 18th March our Italian member Altroconsumo will focus on **Environmental, Social, and Governance (ESG)** goals in finance.

Tune in and follow all activities from day-to-day on www.euroconsumers.org, [Twitter](#) and [LinkedIn](#).

These events will take place within the context of Consumers International's week-long event starting on 14 March 2022, the **Fair Digital Finance Forum**. The Forum will spark the first-ever global conversation around consumer-centred solutions in digital financial services, bringing together diverse voices of consumer advocates and key marketplace actors in digital financial services to accelerate change. For more info on World Consumer Rights Day and the theme of Fair Digital Finance, visit the website [here](#).

"The key to technological innovation is consumer trust," said **Ivo Mechels, Executive Director at Euroconsumers**. "If innovative technologies in digital banking, lending, and investment are to truly reach their potential, consumers must have confidence in it. They must know their data and their privacy are safe, and that their protection is paramount. Innovation and consumer rights go hand in hand."





“Digital finance, from standard digital banking to the wild frontier such as cryptocurrencies, pose great opportunities and risks, just like any new technology,” said **Els Bruggeman, Head of Policy and Enforcement at Euroconsumers**. “The goal of Euroconsumers has always been to embrace innovation, and use it to empower consumers. Innovation in digital finance can give consumers a mastery over their own finances never achieved before. But the consumer must be at the heart of everything.”

Helena Leurent, Director General of Consumers International, said: “The rapidly evolving nature of digital financial services is affecting how we spend and save. There is a great opportunity to create technologies that are safe, inclusive, data protected and private, and sustainable for consumers of digital financial services. To make this a reality for consumers, the global consumer movement will mobilise key decision-makers such as businesses and governments to ensure fair digital finance for all.”

About Euroconsumers:

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

