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Approved by Tomorrow: for a sustainable (re)building of the economy

Euroconsumers' 2020 International Forum be a unique online event will take place virtually across five cities

BRUSSELS - Euroconsumers today announced its second annual Euroconsumers' International Forum will be held on 19 November 2020. The virtual summit will be livecast simultaneously from Brussels, Lisbon, Madrid, Rome and São Paulo, and focus on the critical role of consumers in helping Europe's economy recover from the ongoing COVID-19 pandemic.

The forum will feature numerous distinguished speakers, including a keynote address from **Didier Reynders**, EU Commissioner for Justice, with other interventions from **Jeffrey Sachs**, bestselling author and globally-influential economist, **Marina Kaljurand**, Member of the European Parliament, **Helena Leurent**, Director General at Consumers International, **Juliana Oliveira Domingues**, National Consumer Secretary at the Brazilian Ministry of Justice, **Ana Paula Repezza**, Deputy Executive Secretary at the Brazilian Ministerial Board of Foreign Trade and Investment (CAMEX), **Giorgia Abertino**, Director of Global Affairs and Public Policies Southern Europe at Google, and **Kara Hurst**, VP for Sustainability at Amazon, amongst many others.

The forum will also feature the second annual BeXt Awards. These awards recognise brands that have made significant contributions to improving accessibility and environmental sustainability for consumer products. The finalists (see Annex) have been selected based on their track record on safety, quality and ecological attributes.

This forum is the culmination of Euroconsumers' 2020 sustainability initiative '**Approved by Tomorrow.**' This initiative has developed new consumer-centric approaches to sustainability. The coronavirus pandemic demonstrated the crucial role that consumers can play in EU and national COVID-19 recovery strategies and meeting the EU's long-term environmental and other sustainability objectives. A key part of this initiative was a series of webinars throughout 2020 that focused on engaging consumers, governments and industry to come together to meet the EU's long-term environmental and sustainability objectives.

The forum's main partners include Google (NASDAQ: GOOGL) and Amazon (NASDAQ: AMZN). Local partners include Mercado Livre (Brazil) and Mercadona (Spain). The forum's media partners include LN24-Belgium, Sky-Italy and IAB-Europe.

For more information, including registration details, please visit: <https://www.euroconsumersforum.com>.

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. Our organisations work to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities.

Annex - BeXt Award Nominees

BEXT AWARD FOR TOP QUALITY IN HI-TECH
Samsung, Apple, Asus
BEXT AWARD FOR TOP QUALITY IN LARGE APPLIANCES
Miele, Siemens, Bosch
BEXT AWARD FOR VALUE FOR MONEY IN LARGE APPLIANCES
Beko, Electrolux, Bosch
BEXT AWARD FOR ECO-FRIENDLY IN LARGE APPLIANCES
Siemens, Samsung, Bosch
BEXT AWARD FOR ECO-FRIENDLY IN DETERGENTS
Reckitt Benckiser, Henkel, Unilever
BEXT AWARD FOR ECO-FRIENDLY IN AIR CONDITIONING
Mitsubishi, Daikin, LG
BEXT AWARD FOR ECO-FRIENDLY IN CAR TYRES
Michelin, Dunlop, Continental
BEXT AWARD FOR INNOVATION IN HI-TECH
Samsung, Huawei, Motorola