

For immediate release

21st November 2022

Media Contact

Giulia Neri

giulia@thegoodlobby.eu

Euroconsumers joins pilot project aimed at removing unsafe products from online marketplaces

Brussels - November 21st, 2022 - Euroconsumers is delighted to announce it will participate in a pilot project linked to the Product Safety Pledge, a voluntary agreement by e-commerce platforms such as Amazon, AliExpress, Allegro, and more. This pilot will incorporate Euroconsumers' testing capabilities to promote online product safety and enhance marketplaces to remove dangerous items from their online platforms.

The new pilot project was announced today by European Commissioner for Justice and Consumers Didier Reynders at the [2nd Annual Digital Consumer Event](#). As part of the announcement Els Bruggeman, Head of Policy and Enforcement at Euroconsumers, participated in the panel "Involving consumer organisations with the voluntary cooperation mechanism under the Product Safety Pledge - launch of an innovative pilot project".

Euroconsumers has a long-lasting experience in running safety tests. Recently its Spanish organisation OCU tested Halloween costumes to verify whether they were safe for children to dress up in, but in recent years there have also been tests on USB chargers, adapters, children's toys, children's clothing, smoke alarms, teeth whitening products, and more.

As part of the pilot project, Euroconsumers' product testing will be used to flag unsafe items and to quickly remove them from online platforms. Concretely, Euroconsumers' organisations will not only alert the manufacturer and the product safety authorities when a product fails the safety test, but also involve online marketplaces to take the product off swiftly.

"We don't only want to use our tests to just alert consumers and authorities. We want them to create an impact and make sure these products will not be on sale anymore," said **Els Bruggeman, Head of Policy and Enforcement at Euroconsumers**. "Every unsafe product we can take off, thanks to this direct engagement with online marketplaces, is one less unsafe product out there."

"This doesn't replace our work on legislation and enforcement, and it doesn't take away the responsibilities for marketplaces to make sure their platform is a safe place to shop," said **Marco Pierani, Director of Public Affairs & Media Relations at Euroconsumers**. "But if we stick together, maybe we can even do more. If handled well, this pilot can be a concrete example of how we can co-create something concrete that benefits both consumers and e-commerce."

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.