



1. INTRODUCTION

On 27 March, Euroconsumers organised a webinar to present “Approved by Tomorrow”, the new sustainability seal for the green transition. At the event, Euroconsumers gathered representatives from all of its member organisations (Altroconsumo, Test Achats/Test Aankoop, DecoProteste, OCU and PROTESTE) to discuss the actions relating to sustainability at both the national and international level. Furthermore, Euroconsumers invited two external speakers: MEP Petra de Sutter, Chair of the IMCO Committee at the European Parliament and Marina Migliorato, Head of Sustainability and Stakeholders Engagement at Enel.

2. ELS BRUGGEMAN INTRODUCES “APPROVED BY TOMORROW”

Els Bruggeman, Domain Head Policy and Enforcement at Euroconsumers began the webinar by introducing “Approved by Tomorrow”, Euroconsumers’ guiding principle for the green transition. The concept revolves around the idea that consumers are best positioned to guide markets towards a greener path. As such “Approved by Tomorrow”, will be a consumer-centred approach to sustainability. More concretely, Euroconsumers will make sure that all of its future actions (i.e. information campaigns, legal actions and partnerships) are aligned with a sustainability ideal that works for consumers.

3. MICHELE CAVUOTI OUTLINES EUROCONSUMERS’ ACTIONS

Next, **Michele Cavuoti**, Consumption Line Product Manager at Euroconsumers, commented on the impact of the COVID-19 pandemic on the sustainability trend. According to Cavuoti, the coronavirus will shift consumers’ attention to concrete problems (uncertainty and economic issues). As such, sustainability will lose part of its attractiveness. Hence, those committed to climate action must adapt to the changing times. Cavuoti argues that pragmatism and conscientiousness should be the defining features of a new communication strategy for sustainability. Indeed, it is important to stress the economic benefits of sustainable lifestyles.

Further, Cavuoti commented on Euroconsumers three-pronged approach to sustainability. Indeed, Euroconsumers strategy is based on three pillars: i) the testing of products for sustainability; ii) the investigation of systemic issues in the market (such as greenwashing and the premature obsolescence of goods); iii) the empowerment of consumers (e.g. Euroconsumers’ partnership with Google and Amazon to deliver sustainability tips on the Google Home and Alexa devices).

4. PRESENTATION OF ACTIONS TAKEN AT NATIONAL LEVELS

Following Cavuoti's presentation, a representative from each of Euroconsumers' members spoke about their respective organisation's concrete actions regarding sustainability.

First, **Benedetta De Michelis**, from Altroconsumo spoke about "Miglior Scelta Green", the Italian quality label launched in 2015. The "Miglior Scelta Green" label was awarded to those products who combined strong performance with an excellent level of sustainability.

Alexandre Marvão from Portugal's PROTESTE presented *RDUE* (Real Drive Users Experience), PROTESTE's campaign to make sure that the market for electrical cars is aligned with the interests of consumers.

Amaya Apesteguía, from Spain discussed how OCU is promoting sustainable lifestyles. According to OCU's research, Spanish consumers are committed to sustainability, yet due to high barriers (price, information, availability and trust), their ambitions are hard to materialise. In light of this, OCU is contributing to lower all of these barriers, through testing, the development of information tools and campaigns as well as through legal action.

Henrique Lian, from DECO PROTESTE outlined a historical account of sustainability in Brazil. According to Lian, while Brazil was once a pioneer in sustainability, the government has decided to change course since 2015. Lian is confident that "Approved by Tomorrow" will provide a unique opportunity for Brazil to return to its original sustainability approach.

Finally, **Simon November**, from Test Achats/Test Aankoop introduced Te Rap Kapot/Trop Vite Usé, a campaign which focuses on tackling the issue of premature product obsolescence. According to November, the platform, launched in 2016 has been immensely successful. For example, it has led to the development of the PROMPT European Project.

5. PETRA DE SUTTER INTERVENTION

Following the presentation by the national members, the external speakers shared their thoughts on the future of sustainability in Europe. **Petra de Sutter** (Chair of the IMCO Committee at the European Parliament) spoke first and commented on the recent initiatives brought about by the EU institutions as it relates to environmentalism: the EU Green Deal and the Circular Economy Action Plan. According to de Sutter, achieving a circular economy will be crucial for the success of the green transition. Moreover, economic circularity can only be attained with the collaboration of consumers. As such, consumers will be at the heart of the transition.

6. MARINA MIGLIORATO INTERVENTION

Marina Migliorato (Head of Sustainability and Stakeholders Engagement at Enel) followed up on de Sutter's intervention by commenting on the importance of the partnership between consumer organisations and private companies in the green transition. Migliorato noted that the idea of a just transition has been a part of Enel's business strategy since 2014. However, the representative from Enel noted that this is not enough. She called for the establishment of a new mindset when the COVID-19 pandemic was defeated. Moreover, she argued that consumers organisations have a growing role to play in this scenario. Indeed, Migliorato noted that without a real synergy with the consumer movement, there will be no future, for consumer organisations are the only major stakeholder that have fully mainstreamed the idea of sustainability.

7. CONCLUDING REMARKS BY MARCO PIERANI

Marco Pierani concluded the webinar by calling for the need to change our perspective. The climate crisis is a common challenge which can only be overcome through cooperation. Indeed Pierani argued that stakeholders must come together to help build a less individualistic society. Finally, Pierani noted that this Webinar is only the beginning of much needed continued discussion.