



CONSUMER
EMPOWERMENT
PROJECT

Founding Partners



Google

Empowering consumers

through dialogue

About

The mission of the **Consumer Empowerment Project** (hereafter: “**CEP**”) is to empower consumers globally through dialogue. We aim to facilitate and encourage consumer understanding of their rights and enable them to make **better informed decisions in the digital world.**



Founding Members of the initiative are **Euroconsumers and Google.** The initiative is open to other partners (both commercial and non-commercial) to enlarge its constituency and to create a broader space where consumer organizations, industry and civil society can engage in dialogue and collaboration, jointly addressing issues related to consumer rights and empowerment.





The power
of dialogue

Oreste Pollicino
Professor of Constitutional Law and Internet Law,
Bocconi University



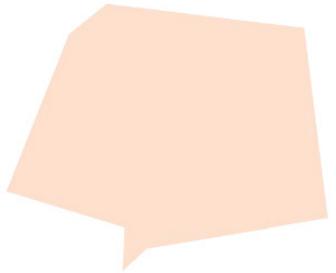
CONSUMER EMPOWERMENT PROJECT
Founding Partners
euroconsumers Google
We're here to help co-create a better consumer environment

CEP launch event

Institutional stakeholders, industry, civil society and consumer experts from a diverse range of countries came together - on a stunning location in Rome on 28 April 2022

Main goal

Exploring how consumers can be at the center of a renewed, sustainable, post-Covid economy, driving change not only as clients, but as demanding prosumers



The power of dialogue

At the core of this project is the idea **to create a trusted environment for an open and constructive dialogue on consumer issues**. The Founding Members have come together to inspire progress through a common purpose - but often differing points of view. These different perspectives are actively encouraged and as a result are reflected in our core concept for the brand.

With the combined experience and expertise of our members, **our vision** is to foster an empowering consumer environment through open dialogue and collaboration. **Our goals** are to shine a light on the gaps in consumer experiences today; to strengthen the dialogue with consumers, key political decision makers and third parties; and to generate a better understanding of consumer rights leading to more informed decisions in the digital world.



Activities

- In-person CEP launch event in Rome - April 28th 2022
- Develop knowledge pieces, studies, reports and other research materials on consumer rights and issues
- Develop new, accessible tools to raise consumer awareness and empowerment (e.g. apps, web-based games)
- Develop evidence-based data output projects (e.g. Consumer Digital Empowerment Index)
- Host and promote different types of events (e.g. from roundtable discussions to open summits)
- Engage in awareness raising activities
- Evaluate and potentially undertake other specific thematic activities



Primary audience:

- ISSUE EXPERTS: ACADEMICS AND RESEARCHERS
- CONSUMER ORGANISATIONS
- CORPORATE PARTNERS

2022: others projects planned

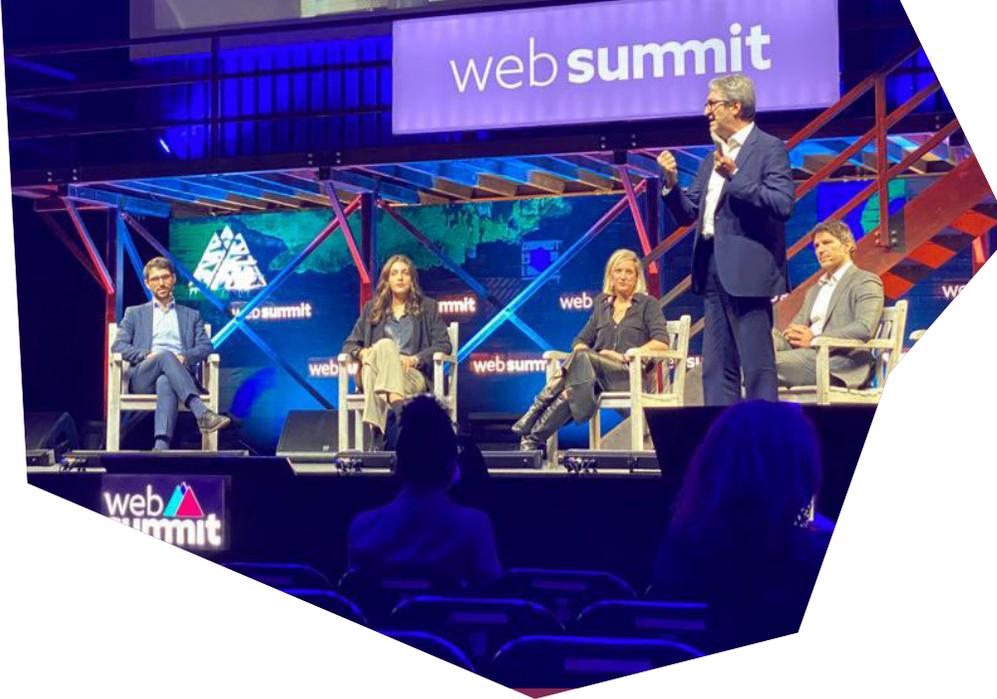
Consumer Digital Empowerment Index

An index created **to measure the impact of digitalization on consumer experience** (informed choices, consumer rights, problem solving, access to public information) and with the ambition to establish it as a live tool that will be updated each year. Its objectives are:

- a) benchmarking different EU member states activities, highlighting best practices;
- b) provide recommendations to help improve consumer experience (EU, Member States);
- c) track performance over time of EU countries in a standardized way.

My Data Is Mine Award

A multidisciplinary award, established by Euroconsumers in 2020, aimed at data protection researchers and scholars **to stimulate a debate on the most controversial and challenging issues on the rights of users and consumers of digital goods and services.** In 2021, the second edition of the “my data is mine” award has been dedicated to exploring the best opportunities, from a regulatory and technological point of view, to build a digital environment that maximizes benefits for consumers in terms of quantity, quality and transparency, without being pervasive. Next edition is expected in November 2022.



Join the conversation

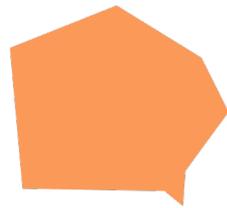


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