

Informações ao Consumidor

Categoria	Outros
Assunto	Reunião ministerial da OCDE aprova Declaração sobre Proteção e Capacitação dos Consumidores para as transições digital e verde. Informação DGC n.º 22/2024



Foi aprovada, no dia 9 de outubro, a **Declaração sobre Proteção e Capacitação dos Consumidores para as transições digital e verde** por todos os países membros da Organização para a Cooperação e Desenvolvimento Económico (OCDE), pela União Europeia e por 8 países não membros.

Esta aprovação decorreu na **primeira reunião ministerial da OCDE sobre política do consumidor**, que juntou, nos dias 8 e 9 de outubro, em Paris, 24 Ministros e Secretários de Estado de 67 delegações.

Esta Declaração visa **responder aos desafios globais colocados por esses dois processos de transição e preservar o bem-estar dos consumidores**. Reconhece a necessidade de agir contra os riscos para os consumidores, em particular para os mais vulneráveis, de promover junto das empresas práticas justas, de assegurar a segurança dos produtos e de reforçar a política do consumidor e a cooperação internacional.

A Declaração passa a integrar os instrumentos legais da OCDE e é constituída por **cinco pilares**:

- Proteção e capacitação dos consumidores na transição digital;
- Proteção e capacitação dos consumidores na transição ecológica;
- Os novos riscos na segurança de produtos;
- Reforço da cooperação internacional;
- Reforço da política do consumidor e a eficiência na sua aplicação.

Esta Declaração resulta de um intenso trabalho no âmbito do Comité de Política do Consumidor da OCDE, para o qual a Direção-Geral do Consumidor, enquanto Vice-Presidente do *Bureau* criado especificamente para a preparação dessa reunião, contribuiu ativamente, e de consultas exteriores, em particular a organizações internacionais e outros atores relevantes.

Para mais informações, consulte:

- [Página do evento](#)
- [Nota de imprensa](#)
- [Instrumentos legais da OCDE](#)

Partilhe esta informação!

A Direção-Geral do Consumidor

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Declaration on Protecting and Empowering Consumers in the Digital and Green Transitions



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Background Information

The Declaration on Protecting and Empowering Consumers in the Digital and Green Transitions was adopted on 9 October 2024 on the occasion of the meeting of the Committee on Consumer Policy (CCP) at Ministerial level (hereafter, “CCP Ministerial meeting”) held at the OECD in Paris, France.

2024 meeting of the Committee on Consumer Policy at Ministerial level

Since its establishment in 1969, the CCP has sought to promote consumer well-being through policies and measures to protect consumers from harm and empower them to make informed decisions. In the face of fast-paced digital developments and worsening environmental degradation, the 2024 CCP meeting at Ministerial level chartered a vision for consumer policy to seize the opportunities and respond to the global challenges posed by the digital and green transitions.

Digital markets have brought consumers numerous benefits, including easy access to goods and services worldwide. However, they have also exposed consumers to significant harm from misleading, unfair and fraudulent commercial practices (including “dark commercial patterns” manipulating consumer decisions, pervasive tracking, and scams). Additionally, consumers are facing large volumes of unsafe products available online and new risks associated with digital technologies in products. Evidence also shows that while many consumers want to make more sustainable choices, obstacles such as unclear, inaccurate, and misleading green claims can prevent them from making green choices.

With consumer spending accounting for around [60% of gross domestic product](#) (GDP) on average across OECD countries, robust and agile consumer policies, enriched by behavioural insights, are crucial to protect consumers from harm and empower them to make informed choices, significantly contributing to well-functioning markets. As these issues know no borders and are increasingly interlinked with other policy areas (such as competition, health, privacy, digital, environmental and gender policy), whole-of-government and multi-stakeholder approaches, supported by strong international cooperation, are needed.

Scope of the Declaration

The Declaration was developed through extensive consultations and an iterative process involving OECD Members and non-Members, through both the CCP and its Working Party on Consumer Product Safety. It also benefitted from inputs from other international organisations and relevant stakeholders.

The Declaration emphasises that consumer well-being should be a priority for businesses and government policy and recognises that sound consumer policy and enforcement are needed to address the challenges of the digital and green transitions. There are five pillars in the Declaration, outlining Adherents’ commitments as well as calls on the OECD to support their efforts:

- The first pillar focuses on protecting and empowering consumers in the digital transition.
- The second pillar focuses on protecting and empowering consumers in the green transition.
- The third pillar focuses on addressing new consumer product safety risks in a fast-evolving and global marketplace.
- The fourth pillar focuses on working together, across borders and policy areas to protect and empower consumers.
- The fifth pillar focuses on strengthening the evidence base of consumer policy and effectiveness of enforcement.

These five pillars are complementary and mutually reinforcing to capitalise on societal transitions while safeguarding consumers.

For further information please visit the OECD Consumer Policy Ministerial Meeting website at www.oecd-events.org/consumer-policy-ministerial/en.

For further information on consumer policy work at the OECD please visit www.oecd.org/en/topics/policy-issues/consumer-policy or contact consumer@oecd.org.

WE, THE MINISTERS AND REPRESENTATIVES of Argentina, Australia, Austria, Belgium, Bulgaria, Canada, Chile, Colombia, Costa Rica, Croatia, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Peru, Poland, Portugal, Romania, Slovak Republic, Slovenia, Spain, Suriname, Sweden, Switzerland, Thailand, Türkiye, Ukraine, the United Kingdom, the United States, and the European Union, in the context of the first-ever meeting of the Committee on Consumer Policy (CCP) at Ministerial level, at the OECD headquarters in Paris on 8-9 October 2024, chaired by Australia, that discussed the centrality of consumers in the digital and green transitions:

WE ACKNOWLEDGE the important role of the CCP and its Working Party on Consumer Product Safety (WPCPS), as fora to convene consumer policymakers, authorities and other key stakeholders to address consumer and product safety issues, building on policy analysis and empirical research.

WE RECALL the statements of the OECD Council condemning the aggression by Russia against Ukraine in the strongest possible terms as a clear violation of international law and a serious threat to the rules-based international order; and **RECALL** the United Nations General Assembly Resolution [A/RES/ES-11/1](#).

WE RECALL the [OECD 60th Vision Statement “Trust in Global Co-operation – The Vision for the OECD for the Next Decade”](#) which reasserts the OECD’s core values, reaffirms its founding goals and provides that the OECD will advance responses to the challenges of digitalisation and will work towards strong, sustainable, green, inclusive and resilient growth.

WE RECOGNISE that:

- consumers are at the centre of the global economy – their spending accounts for around 60% of gross domestic product across OECD countries, and every day their transactions number in the hundreds of billions, which drive economic growth and support businesses and the livelihoods of workers;
- in well-functioning markets, consumers have the power to collectively influence business conduct;
- digital markets can benefit consumers through easy access to goods, services, and information, but there is a growing awareness that many of these markets are not functioning in ways that allow consumers to realise their full benefits;
- digital business models and technologies create a range of significant, and often obscured, risks and harms to consumers that can undermine consumer choice, trust and safety, and force honest businesses to compete on an uneven playing field;
- evidence indicates that many consumers globally would like to make more sustainable choices to mitigate the pace and gravity of climate change, depletion of natural resources, biodiversity loss, pollution and other environmental harms, but often face a number of obstacles that prevent them from acting on their preferences, undermine consumer choice and trust, and force honest businesses to compete on an uneven playing field;
- robust consumer policy and enforcement play a critical role in protecting consumers from harms and empowering them to make informed decisions;
- policy and empirical research can enrich our understanding of consumer behaviour, as well as business practices and their effects on consumer understanding, attitudes and behaviours, and allow for evidence-based and effective policy;
- consumer policy and empirical research may be relevant to other policy areas in which consumers play a role, including competition, privacy, digital, environmental and gender policy, as well as the protection of people at high risk of harm;

- there are significant interlinkages between the digital and green transitions, including in how consumers access information, goods and services, and through the environmental footprint of e-commerce.

WE EMPHASISE that:

- consumer well-being should be a priority for businesses and for government policy;
- failure to strengthen consumer protection and empowerment will lead to further harm to consumers and risks harm to markets, society and the environment;
- decisive action is needed to mitigate the risks and capture the opportunities consumers face in digital markets and the markets for goods and services with environmental impacts, through whole-of-government and multi-disciplinary policy and enforcement approaches;
- the global and interconnected nature of such issues requires international co-operation, which the OECD, particularly through the CCP, is well placed to support, in collaboration with partner economies, intergovernmental organisations and other stakeholders, building on shared values.

Protecting and empowering consumers in the digital transition

WE RECOGNISE that:

- well-functioning digital markets can provide consumers, where they have the necessary skills and access, with greater choice and more complete information to make informed decisions, and new technologies hold the promise of improving consumers' lives;
- digital business models and technologies, however, can create and exacerbate information and structural power asymmetries, which facilitate business practices that can harm, mislead and exploit consumers and by doing so, weaken consumer choice and trust in markets;
- among the risks that consumers face as they navigate digital markets are: manipulative, coercive, deceptive, or addictive online design techniques; fake reviews; exploitative personalisation; pervasive and extensive data collection, tracking and sharing; the exploitation of behavioural biases and information asymmetries; algorithmic discrimination; fraud; sophisticated scams; counterfeit goods; and access to unsafe products;
- all consumers may at times be targeted by these practices, and some, such as children (including teenagers) and older consumers face particular risks online;
- the consequences of these practices are serious and far-reaching, resulting in substantial and wide-ranging consumer harm, including direct financial loss, erosion of privacy and physical and psychological harm, including addiction;
- a strong and effective consumer policy environment can enable consumers to have trust when engaging with digital businesses and technologies.

WE COMMIT to strengthening our efforts to:

- identify and take action against ongoing and emerging consumer harms in digital markets;
- encourage businesses in digital markets to pay due regard to the interests of consumers and act in accordance with fair business, advertising and marketing practices, as well as the general principle of good faith;
- protect and empower all consumers, including those who may be particularly at risk of harm, whether because of age, gender, skills, income, health, disability, ethnicity, cultural background, digital literacy or other factors.

WE CALL on the OECD, through the CCP, and in collaboration with other relevant OECD bodies and international fora, to:

- significantly enhance our evidence base and understanding of how digital business models, technologies and practices benefit consumers or create or exacerbate consumer risks and harms, and identify policies that protect and empower consumers in digital markets;
- update the 2016 Recommendation on Consumer Protection in E-commerce [[OECD/LEGAL/0422](#)] to address existing and emerging consumer risks and harms in the digital transition.

Protecting and empowering consumers in the green transition

WE RECOGNISE that:

- evidence indicates many consumers globally are concerned about climate change and the environment, and that these concerns can be important to consumer decisions;
- in well-functioning markets, these consumers have the potential to incentivise businesses to provide more sustainable and safe goods and services, including through innovative business models and digital tools, to help shift market offerings towards more sustainable choices;
- consumers with access to clear, accurate and easy-to-understand information and protected from misleading and unfair practices are better able to consider the environmental and climate impact of their decisions;
- consumers, however, often lack access to such information or are faced with confusing, misleading, deceptive or unsubstantiated environmental and climate claims, which can also undermine consumer trust and competition;
- other consumer protection issues, including product labelling, second-hand product sales and rentals, shared services, product repair, product warranties, and business liability, can also affect the ability of consumers to act on their environmental concerns in marketplace transactions;
- there are other obstacles consumers face when looking to reduce their environmental impact, and addressing them can require the engagement of several policy areas, including but not limited to consumer policy;
- other policy areas can play an important role in addressing obstacles to sustainable consumption that impact all consumers;
- insights into consumer understanding of environmental claims and possible obstacles to sustainable consumption can serve as a foundation for evidence-based policy measures, whether in the field of consumer policy or other policy areas.

WE COMMIT to:

- strengthening consumer protection from misleading, deceptive, and unsubstantiated environmental claims, which thereby also levels the playing field for honest businesses and fosters business incentives to provide more sustainable options;
- empowering consumers by improving their access, including in marketing and through labels, to clear, accurate and easy-to-understand information about the environmental impact of goods and services;
- examining how consumer policy can support consumers' ability to choose more sustainable goods and services and to safely and easily repair, reuse, repurpose, share, lease, recycle, and sustainably dispose of products or otherwise reduce their environmental footprint, as they desire.

WE CALL on the OECD, through the CCP, and in collaboration with other relevant OECD bodies and international fora, to:

- examine how consumer policy can help those consumers who want to reduce their environmental footprint to do so;
- continue empirical work to better understand the factors affecting consumers' marketplace decision-making, in particular their understanding of environmental information and claims and of the environmental impact of their choices;
- consider policy recommendations, in particular to address how consumer protection authorities can work together towards effective enforcement on environmental claims.

Addressing new consumer product safety risks in a fast-evolving and global marketplace

WE WELCOME the OECD's continuing coordination of global awareness campaigns on product safety, including the launch at this Ministerial Meeting of the 2024 Campaign on Lithium-ion Battery Safety.

WE RECOGNISE that:

- consumers increasingly buy goods and services in a complex digital and global marketplace, where unsafe products are readily available for sale;
- information about their safety when used, reused, remanufactured, refurbished, made from recycled content or disposed of is not equally available to consumers and businesses;
- digital and other new and innovative technologies can reduce and address consumer product safety risks, including through earlier identification of hazards, remote product repair and upgrades, better traceability and swifter and more effective product recalls;
- the incorporation of digital or other new technologies in consumer products, however, may pose novel product safety risks, which can also impact mental health and child development;
- digital business models, such as online marketplaces, combined with global supply chains, have enabled delivery (including direct delivery) to consumers of unsafe products, without sufficient accountability throughout the supply chain;
- circular business models may also pose new risks, such as insufficient oversight of second-hand or refurbished products, underlining the need for product safety over the lifecycle of the product and clear supply chain accountability;
- unsafe products cause substantial harm to consumers, including death, injury or illness and potential impacts on mental health, and financial costs, as well as significant costs to economies;
- there is a growing need for international cooperation to establish and enforce product safety frameworks to reduce the risk of unsafe products reaching consumers;
- educating consumers about product safety and their rights can empower them to choose safer products.

WE COMMIT to:

- working together, including through the CCP and its WPCPS, towards improving consumer product safety policy frameworks globally;
- ensuring consumer product safety policy frameworks can effectively address persistent and emerging consumer product safety risks, and that businesses, in particular online marketplaces, take proactive steps in addressing these risks;
- effectively enforcing consumer product safety legal obligations on businesses;

- working to ensure online marketplaces take responsibility for the safety of the products listed on their sites, swiftly remove unsafe products when they are identified, and prevent the same or similarly unsafe products from being listed;
- reinforcing regulatory authorities' ability to monitor, assess and address current and emerging risks to consumer health and safety.

WE CALL on the OECD, through the CCP, and in collaboration with other relevant OECD bodies and international fora, to:

- identify consumer product safety opportunities and challenges, including the safe design of sustainable products, and promote the adaptation of risk assessment methodologies, in light of issues related to online sales, digital technologies in products, as well as circular business models and the broader green transition;
- draw on behavioural insights and empirical evidence to deepen understanding of consumer use of unsafe products and ways to foster their engagement in product recalls;
- support the development of robust policies, laws, standards, enforcement tools and other initiatives such as voluntary business commitments ("pledges"), to address consumer product safety challenges, taking into account impacts on different consumer groups;
- enhance and broaden usage of existing international co-operation and information sharing tools, such as the OECD GlobalRecalls portal, and develop new tools as necessary.

Working together, across borders and policy areas to protect and empower consumers

WE WELCOME the launch of a Global Forum on Consumer Policy as an inclusive network to discuss consumer issues, behavioural insights, technology and market trends, and emerging policy and empirical consumer research with academia, civil society (in particular, consumer organisations), businesses and other stakeholders (including Business at OECD and the Trade Union Advisory Committee to the OECD).

WE RECOGNISE that:

- in light of the increasing intersections between consumer policy and other policy areas such as competition, digital, privacy, environmental, energy, health, finance, trade, transport, and gender policy, as well as the protection of people at high risk of harm, multidisciplinary policy and enforcement approaches incorporating behavioural insights can be beneficial;
- with global supply chains and increasing cross-border consumer transactions and data sharing, accelerated by digital markets, effective international consumer policy and enforcement co-operation is critical to consumer protection, redress, empowerment, confidence in the safety of products, and trust in global markets and trade;
- co-operating and exchanging experiences and expertise with counterparts, including through participation at the OECD and developing and implementing OECD standards and tools, have led to more effective consumer policy and enforcement at national, regional and global levels;
- collaboration of all stakeholders, including policy makers, enforcers and their networks, civil society (in particular, consumer organisations), businesses and academia, can strengthen the impact of consumer protection and empowerment;
- by contributing to well-functioning markets and trust in products across all regions, including in emerging and developing economies, consumer policy can support economic growth and development.

WE COMMIT to:

- strengthening consumer policy and enforcement co-operation globally, including by sharing best practices, exchanging information, and enhancing cross-border investigatory and enforcement activities, and fostering access to cross-border dispute resolution and redress for consumers;
- deepening collaboration with civil society (in particular, consumer organisations), businesses and academia to support evidence-based consumer policies;
- enhancing co-operation with other policy areas to develop whole-of-government approaches to current and emerging consumer policy and product safety issues.

WE CALL on the OECD, through the CCP, and in collaboration with other relevant OECD bodies, enforcement networks and international fora, to:

- foster policy and enforcement co-operation and exchange of best practices and experiences across countries to address shared opportunities and challenges, including through the Global Forum on Consumer Policy;
- deepen understanding of the intersection of consumer policy and other policy areas to address issues in cross-cutting topics involving consumer protection and empowerment;
- strengthen dialogue with emerging and developing economies to foster robust and inclusive consumer policies that support sustainable growth and economic development.

Strengthening the evidence base of consumer policy and the effectiveness of enforcement**WE RECOGNISE** that:

- the increasing complexity of markets demands that consumer policy measures be evidence-based and regularly reviewed to ensure they reflect new circumstances and evidence;
- gathering socio-economic and demographic disaggregated data, including by gender and age, has the potential to inform the design of a more equitable and inclusive consumer policy;
- information disclosure and transparency measures may in some instances be insufficient alone to protect consumers;
- consumer protection enforcers may not be able to fully address current challenges with existing tools and powers to curb prohibited conduct;
- the OECD, through its wide geographic coverage, reach across policy areas, and the CCP's consumer policy expertise, is well placed to deliver and act as a locus for consumer policy and empirical research to support national, regional and global consumer policy efforts.

WE COMMIT to:

- strengthening the evidence base for consumer policy and enforcement, by deepening understanding of consumer behaviour and business practices, drawing on behavioural insights and empirical research;
- strengthening the tools and powers available to relevant enforcers to take effective action.

WE CALL on the OECD, through the CCP and in collaboration with other relevant OECD bodies, enforcement networks and international fora, to:

- expand its cross-country policy and empirical research, taking into account behavioural insights;

- undertake work to improve gender-disaggregated data, identify knowledge gaps, and address gender issues in consumer policy;
- act as a locus to discuss and promote policy and empirical consumer research through the Global Forum on Consumer Policy;
- update the 2014 OECD Recommendation on Consumer Policy Decision Making [[OECD/LEGAL/0403](#)], taking into account the CCP's policy and empirical research, to reflect new methodologies and technologies for effective consumer policy and enforcement.

About the OECD

The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies.

The OECD Member countries are: Australia, Austria, Belgium, Canada, Chile, Colombia, Costa Rica, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, the Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Türkiye, the United Kingdom and the United States. The European Union takes part in the work of the OECD.

OECD Legal Instruments

Since the creation of the OECD in 1961, more than 500 legal instruments have been developed within its framework. These include OECD Acts (i.e. the Decisions and Recommendations adopted by the OECD Council in accordance with the OECD Convention) and other legal instruments developed within the OECD framework (e.g. Declarations, international agreements).

All substantive OECD legal instruments, whether in force or abrogated, are listed in the online Compendium of OECD Legal Instruments. They are presented in five categories:

- **Decisions** are adopted by Council and are legally binding on all Members except those which abstain at the time of adoption. They set out specific rights and obligations and may contain monitoring mechanisms.
- **Recommendations** are adopted by Council and are not legally binding. They represent a political commitment to the principles they contain and entail an expectation that Adherents will do their best to implement them.
- **Substantive Outcome Documents** are adopted by the individual listed Adherents rather than by an OECD body, as the outcome of a ministerial, high-level or other meeting within the framework of the Organisation. They usually set general principles or long-term goals and have a solemn character.
- **International Agreements** are negotiated and concluded within the framework of the Organisation. They are legally binding on the Parties.
- **Arrangements, Understandings and Others:** several other types of substantive legal instruments have been developed within the OECD framework over time, such as the Arrangement on Officially Supported Export Credits, the International Understanding on Maritime Transport Principles and the Development Assistance Committee (DAC) Recommendations.