

Mr Glenn Micallef
Commissioner for
Intergenerational Fairness,
Youth, Culture and Sport
European Commission
Rue de la Loi 200

B-1049 Brussels

BEUC-X-2024-109

Brussels, 01/12/2024

Subject: The Consumer Mission Letter

Dear Commissioner Micallef,

On behalf of BEUC, The European Consumer Organisation, I wish to congratulate you on your recent appointment as European Commissioner for Intergenerational Fairness, Youth, Culture and Sport. Created in 1962, we represent 44 national consumer groups from 31 European countries. Thanks to our members' markets watchdog role, their product testing and daily contacts with consumers of all ages and from across Europe, we can support you with evidence-based policies and enforcement actions to ensure the European economy delivers to consumers.

Your mission and commitment

We fully support your mission to undertake a Strategy on Intergenerational Fairness to inter alia "ensure that decisions are taken with future generations in mind", to anticipate and take into account trends, research, tech and other developments that can have an impact on our economy and society, to implement the EU Strategy on the Rights of the Child and work on the impact of social media and online addiction on young people together with other Members of the College.

We were pleased to learn during your hearing and through written answers to the European Parliament that you seek to ensure the current EU digital rulebook including the Artificial Intelligence (AI) Act, the Digital Services Act (DSA) and the Digital Markets Act (DMA) delivers for people. As you rightly mentioned, "without effective implementation, our rules will remain on paper". We were also very pleased to learn that

you will support Commissioner McGrath on the work leading to the Digital Fairness Act to advance child protection online.

Consumers proposals for your mission

An EU digital rulebook that delivers to people in practice

The EU has recently added very important laws such as the DMA, the DSA and the AI Act to the digital rulebook which included landmark laws such as the General Data Protection Regulation (GDPR). Improving Europe's competitiveness also means ensuring that the implementation and enforcement of EU digital rules effectively protect and give swift redress to people, uphold their rights and address the challenges of digitalisation. Consumer organisations can, and should be, part of this process. For example, we have contributed to [greater gatekeepers' compliance](#) with the DMA and the EU has recently launched investigations into [Temu after we sounded the alarm](#).

Support an ambitious Digital Fairness Act

We encourage you to support together with Commissioner McGrath a **Digital Fairness Act** that provides a [comprehensive safety net](#) for young and all consumers online. For example, 38% of children between 6-12 do [not recognise](#) commercial influencer content. 10- to 14-year-old children [struggle](#) to distinguish between in-game advertisements and the actual gameplay. BEUC had commissioned [independent academic research](#) to identify gaps in EU consumer law, including where sector-specific legislation such as the Digital Services Act does not apply or insufficiently addresses the needs of consumers, including minors.

Advance implementation of the EU Chemicals Strategy and of EU product safety laws to better protect children

Consumer organisations [regularly check](#) the market and test products, finding consumers are exposed to unsafe products. For example, 60% of 121 tested toys and children's products [contain](#) one or more endocrine-disrupting chemicals. Many non-compliant products including children's products are being sold to consumers via online marketplaces. To safeguard children against unsafe products, we urge you to champion a swift adoption of the Toy Safety Regulation and an ambitious revision of REACH as well as a swift finalisation of the customs reform.

The way forward

We are aware that you have a busy agenda but hope nonetheless that you will find the

time to meet with us. We would be keen to discuss our proposals with you and would like to elaborate more on the expectations of European consumers towards European decision-makers.

Please find enclosed our priorities for this new Commission.

Please count on our support if you need information about the consumer perspective.

I wish you a most successful mandate and look forward to meeting you soon.

Yours sincerely,

Agustín Reyna
BEUC Director General

Encl.: *Europe, Consumers Count on You – BEUC priorities for the next European Commission (2024-2029)*