

Information release

The past and future of ECC-Net: 20 years of service and a new consumer agenda

On 12 November 2025, ECC-Net celebrated its 20th anniversary with a high-level commemorative event in Brussels. Organised by DG JUST, the celebration brought together Commissioner McGrath, senior EU officials, national authorities, representatives of traders and consumer organisations, along with influential figures from the digital age who helped raise awareness of the Network's mission among a new generation.

- **ECC-Net turns 20: two decades of protecting European consumer rights**

The 20th anniversary of ECC-Net has highlighted the ability of the European Consumer Centres Network to transform complex EU legislation into practical solutions for citizens, confidence in the single market, and an effective rapid alert system in Europe for new challenges that are of most concern to consumers. At the same time, this anniversary is also a good opportunity to reflect on two decades of cooperation and commitment to defending the rights of consumers across Europe.

- **ECC-Net: The diversity of a European network working together to defend consumers**

The ECC-Net network currently consists of 31 centres spread across 29 EU countries as well as Norway and Iceland, operating under different legal systems, consumer cultures and languages, but working together with a common goal: to make the single market fairer and more accessible for all consumers.

From Brexit, COVID-19 and mass flight cancellations to the challenges of new digital markets, the ECC-Net network has never stopped helping consumers. Over the years, ECC-Net has become a strong European structure that has been able to adapt to new market characteristics and emerging consumer needs, transforming each challenge into an opportunity for learning and professional growth.

- **Looking ahead: ECC-Net welcomes the EU's new Consumer Agenda 2025-2030 and stands ready to fulfil its mission**

After twenty years, the ECC-Net network has reached maturity. We know who we are and what we offer: reliable advice, cross-border cooperation and valuable data to improve EU policies. Now, with our sights set on the next decade, the services provided by this network are becoming even more important.

On 19 November, the European Commission published the Consumer Agenda 2025-2030, which sets out an ambitious roadmap to tackle the digital inequality, platform responsibility, travellers' rights, fraud prevention and sustainable consumption. ECC-Net warmly welcomes this roadmap and is pleased to see that many of the issues long raised by ECC-Net are now reflected in the strategic actions set out in this new Agenda.

In particular, ECC-Net welcomes the fact that the Consumer Agenda 2025-2030 incorporates the following lines of action:

- **A strong commitment to online markets and the Digital Fairness Act.**

Addressing dark patterns, influencer abuse, opaque pricing and manipulative app design responds directly to the thousands of cases that ECC-Net handles each year.

- **A bold proposal on cross-border rental of vehicles.**

For years, ECC-Net has documented significant consumer detriment in this sector, from unfair damage charges to non-transparent contracts. A structural response from the EU is long overdue.

- **Evaluation of the Regulation on unjustified geo-blocking.**

ECC-Net welcomes the Consumer Agenda's focus on the Regulation on geo-blocking and its forthcoming evaluation, as improving cross-border access to the single market and addressing remaining enforcement challenges remain central to consumers' everyday experience.

- **Greater protection against financial fraud and increased payment security.**

Victims of financial scams often turn to European Consumer Centres as their first port of call. That is why it is essential to have stronger fraud prevention tools and refund rules in place to help consumers avoid scams and ensure safe practices.

- **Strengthening enforcement and cross-border cooperation**

The Agenda recognizes the need for faster action by the Consumer Protection Cooperation (CPC) Network, better use of data, and a closer relationship between law enforcement agencies and entities that deal directly with consumers.

- **Advances in repairability, sustainability, and transparency**

Consumers have told us about their difficulties accessing repairs or understanding claims about the durability of goods, highlighting the need for greater transparency regarding products and their environmental impact. Furthermore, information on the right to repair and compensation options must be clearer and more easily accessible to consumers.

The Consumer Agenda 2025-2030 identifies key priorities for strengthening consumer protection, digital fairness, sustainability, and enforcement mechanisms. The ECC-Net network, thanks to its role as a cross-border advisory and support network, an external alert mechanism, and a provider of evidence to authorities, can make a significant contribution to the successful implementation of this new Agenda.

- **ECC-Net warns of the need to further improve consumer protection in e-commerce.**

The ECC-Net identifies the following areas where greater ambition is needed to provide better consumer protection:

- Platform liability for non-EU merchants selling unsafe products.
- Too many non-EU sellers circumvent EU rules through online marketplaces. Rules must be strengthened and enforced in these cases.
- Stricter liability measures for cross-border parcels and deliveries.
- Consumers continue to face a legal vacuum when parcels disappear in cross-border shipments. Clearer liability rules would address one of the main causes of complaints, while stricter enforcement could prevent online merchants from shifting the burden of proof onto consumers.

- **Looking ahead**

The ECC-Net network is ready to support the implementation of the Consumer Agenda by providing structured data reports, rapid alerts on systemic risks, and ongoing assistance to millions of EU consumers. After 20 years of operation, the network's mission remains the same: to ensure that all consumers can participate safely, confidently, and on a level playing field in the single market.

Want to know more?

> European Commission [press release](#) on the Consumer Agenda 2025-2030

> [ECC-Net's position on the new Consumer Agenda 2025-2030](#)