



ECU MANIFESTO

ECU is an organization of consumer association founded in 2009 whose main goal is to bring together national consumers' organisations from EU and non-EU countries merging into a single European association.

ECU aims at representing all registered associations on a European level and, providing a common ground of mutual cooperation, also wants to allow European consumers to play an active role in economic processes;

ECU's goal is to take part in European consumer policies in an active way and improve the level of consumer protection by increasing their power to affect the market and by working collectively;

ECU also promotes the exchange of information between non-European associations in order to share skills and knowledge and to effectively influence transnational impact issues;

ECU intends to achieve its goals by researching and using financial resources from different sources and making them public, considering the transparency and the plurality of incomes a way to strengthen its authority and independence from institutions and businesses;

ECU intends to enhance the characteristics of each individual association with a particular focus on listening, dialogue and protection of end users. ECU wants to promote the spirit of solidarity and cooperation, critical and qualified debate on increasingly complex issues, going back to the concept of association as a "school of democracy";

ECU works to ensure that all citizens reach a higher standard of living than that of previous generations and that they can meet their personal needs and desires by carrying out freedom of choice, avoiding harm to the environment, workers' rights, or society. To this end, ECU promotes active and democratic participation of consumers in all decision-making processes;

ECU aims at strengthening and improving the European regulatory framework in order to ensure training, information, education and the full non-formal implementation of consumers' rights by collaborating, interpreting and stimulating European institutions;

ECU intends to endorse the activities of consumers who have suffered a decline in their earning capacity and purchasing power owing to the economic crisis. Economic difficulties, low levels of schooling, language barriers, difficulties in accessing the Internet promote new vulnerabilities and inequalities that require adequate and specific forms of protection;





ECU integrates work on consumers' rights protection and the extension of those rights with a permanent effort to contribute as much as possible to having an adequate value for money on goods and services on the market. To this end, it identifies and spreads information on quality goods and services by performing comparative activities;

ECU intends to promote a culture of sustainability, knowledge of the environmental consequences of current consumption patterns and the evolution of sustainable production and consumption patterns;

ECU encourages all member associations to assume as common values: responsibility, sustainability, equality, freedom of choice and the development of social and cultural goods;

ECU encourages all associations to endorse the following key issues for the coming years: collective justice, corporate social responsibility and social responsibility of consumption, the single market, new digital economy models and universal legal rights concerning the welfare, public and individual health, food and nutrition;

ECU wants to be the eyes, ears and voice of European citizens.

