



# Conference on E-commerce Trustmarks in Europe

Copenhagen, 10 November 2006

## Trust in cross-border e-commerce

On 10 November 2006 European Consumer Centre Denmark will host the conference "E-Commerce Trustmarks in Europe", which will focus on the use of e-commerce trustmark schemes in Europe.

The goal of this conference is to gather European business and consumer organisations, authorities, existing trustmark schemes, researchers and politicians and to have a fruitful discussion on the possibilities of creating a widespread and well-known European e-commerce trustmark scheme to the benefit of both consumers and businesses.

Cross-border e-commerce in Europe is growing, but unfortunately this is also true for complaints relating to e-commerce, according to reports

prepared by the European Consumer Centres Network for the last three years.

Experience shows that even though EU regulation provides the framework for consumer protection, in practice it can be difficult for consumers to distinguish reliable web traders from unreliable, especially when shopping in other countries.

Consumer organisations, the business community and the authorities appear to agree that a European trustmark scheme would help remedy this uncertainty and boost trust in e-commerce. And yet, we are still waiting for the advent of a widely recognised European Trustmark.

## Practical details

Date of the conference:  
Friday, 10 November 2006

Conference venue:  
Eigtveds Pakhus, Asiatisk Plads 2 G,  
1448 Copenhagen K, Denmark

Conference language:  
English

Participation fee:  
Free of charge

Registration:  
[www.trustmarkconference.dk](http://www.trustmarkconference.dk)

## European Consumer Centre Denmark

The conference is organised by European Consumer Centre Denmark. ECC Denmark is a member of the European Consumer Centres Network, which collaborates across borders to help consumers with questions and problems regarding cross-border commerce in the EU. ECC Denmark is financed by the National Consumer Agency of Denmark and the EU Commission.

## Conference Programme

The conference begins at 9.30 a.m.  
and ends at 4.30 p.m.

The conference will be opened by Danish Minister for Consumer Affairs Lars Barfoed, who will present the Danish government's view on a European e-commerce trustmark.

As a basis for the discussions to take place throughout the day, Jan Trzaskowski, Assistant Professor at Copenhagen Business School, will present the key findings of a report on existing trustmarks in Europe. The report will also be released on the day of the conference.

The presentations will focus on the main topics listed on the right and will be made by:

- Rasmus Kjeldahl, president of beuc, the European Consumers' Organisation
- David Mair of the European Commission
- A representative from the Euro-Label trustmark scheme
- Representatives from 1-2 other trustmark schemes to be confirmed
- Representatives from the business community

At the end of the conference there will be a panel discussion.

### Main topics at the conference:

- \* The feasibility of operating a European trustmark scheme
  - \* How a European trustmark scheme can be organised
  - \* Whether the requirements for a cross-border trustmark scheme are too high
  - \* Whether consumers are really interested in a European trustmark
  - \* What characterises a good and successful trustmark scheme
  - \* How to get a large number of web traders to participate in a trustmark scheme
  - \* How to raise awareness about a European trustmark scheme among European consumers
- The full conference programme will be available soon on [www.trustmarkconference.dk](http://www.trustmarkconference.dk).

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