

Nordic consumer protection authorities enhance the cooperation for stronger consumer protection

In 26th to 28th of August, the consumer authorities of Denmark, Faroe Islands, Finland, Greenland, Iceland, Sweden, and Norway, met to discuss common consumer challenges and enforcement methods.

The Nordic consumer authorities see an increased importance of international cooperation as similar consumer challenges affect consumers in all the Nordic countries. We see new traders, platforms, and trends spread rapidly across the European market. To be able to react to these new consumers challenges raised by digitalisation, big global players, e-commerce, and marketing across national borders, each authority needs to use its resources effectively.

Since the Nordic have similar consumer protection regulation in many areas, it is easier to cooperate with enforcement cases and legal interpretations across the borders. Meaning, that authorities in one Nordic country can rely on the work done by an authority in another Nordic country. Therefore, an ongoing Nordic cooperation is crucial to prevent and stop unlawful marketing practices and unfair contract terms across the Nordic countries.

However, this also means that it is important that authorities apply the same interpretation for the same cases. In this sense, more cooperation between Nordic authorities can lead to increased legal certainty and predictability for Nordic traders, as they can apply the same business practices across borders in greater extent, instead of having to consult the authority in each country.

More cooperation can lead to Nordic consumer authorities being able to complete more enforcement cases, by bundling resources for important cases. This can benefit Nordic consumers, as they will get the same practices regardless of which Nordic country the trader is established in.

By joining forces at Nordic level, we can tackle emerging issues and trends that transcend national borders. Collaboration among our consumer authorities allows us to pool resources, share best practices, and harmonise how we understand similar regulations we have. In our view, Nordic cooperation is not only nice to have – but a must have!

-Nordic cooperation has led to the development of several common Nordic positions in the past years. We will ensure that this good cooperation continues. The core of our mission remains the same in all the Nordic countries, we work on behalf of the consumers. The fundamental consumer rights are the core of everything we do, says Bente Øverli, which is Acting Director of the Norwegian Consumer Authorities.