



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR JUSTICE AND CONSUMERS

Directorate B – Consumers
Unit B.1 – Consumer Policy and Sustainability

Brussels
JUST.B.1

Subject: Gathering stakeholder insights on design of EU harmonised label for commercial guarantees of durability and EU harmonised notice for the legal guarantee of conformity

Dear Madam, dear Sir,

The European Commission and the European Innovation Council and SMEs Executive Agency would highly welcome your input to a newly launched study undertaken by Ipsos, LE Europe and EY. The study will help the European Commission to design an EU harmonised label for specific commercial guarantees of durability and an EU harmonised notice on the legal guarantee of conformity, as required by Directive (EU) 2024/825 on empowering consumers for the transition.⁽¹⁾

The main aim of the harmonised label is to assist consumers in taking better informed decisions and stimulate demand for, and supply of, consumer goods with a longer lifespan. The main aim of the harmonised notice is to remind consumers about the existence and the main elements of the legal guarantee of conformity.

The study will gather insights on how the label and notice should be designed so they are easily recognisable and understandable for consumers, as well as easy to use and reproduce for traders and producers. Your organisation has been identified as one of the key stakeholders whose input to the study is crucial. Your feedback is of utmost importance to ensure that existing knowledge, expertise and different perspectives are taken into account. Your responses will be treated confidentially and only be used for the purpose for which it was requested. Any personal data collected will be treated in accordance with Regulation (EU) 2018/1725 and GDPR.

In case of any further questions, you can reach out to the project team (Sara.Gysen@ipsos.com, Giulia.Stefani@ipsos.com) or EU officials responsible (Jeroen.VAN-LAER@ec.europa.eu, Benedicte.VAN-ORMELINGEN@ec.europa.eu, Chiara.PELINO@ec.europa.eu).

Thank you for your participation.

Electronically signed

Daniela BANKIER
Head of Unit

c.c.: Jeroen VAN LAER; Benedicte VAN ORMELINGEN; Jana HOSKOVA; Anne SEEKINGS-LE QUEMENT; ve_just.b.1

⁽¹⁾ <https://eur-lex.europa.eu/eli/dir/2024/825/oj>

