

THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

CALL 1 – SMALL AND MEDIUM PROJECTS

SMALL PROJECTS

9. THE CENTRE FOR EDUCATION AND INFORMING OF CONSUMERS: I4V – THE IMPROVEMENT OF CONSUMER POLICY IN REPUBLIC OF CROATIA

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Project duration	18 months (1.9.2023 – 28.2.2025)

The improvement of consumer policy in Republic of Croatia project aims to improve consumer protection policy in the Republic of Croatia. Croatia has a law on consumer protection that is in line with European regulations, but a realistic picture of how consumers really are protected and to what extent they can exercise their rights shows us that currently the laws are just words on paper. On the other hand, consumer organizations have been struggling with funding models for years and consulting organizations throughout the country operate on a volunteer basis.

All this makes them insufficiently strong and limits their power to act beyond the local needs of citizens. We want to treat the problem of ineffective consumer rights protection policy through 3 aspects - external ones - through advocacy for concrete changes aimed at public bodies and decision-makers, by strengthening consumers through targeted educational activities, but also internally – by networking process of consumer organizations in the Republic of Croatia and by establishing functional and strong networks which can have a positive effect on current politics.

Expected project results:

- **Influence achieved on the adoption of proposals and suggestions of the Law on Consumer Protection.** Through this activity we want to cover the most important issues and violations in one place and create proposals for changes and establish a dialogue with decision-makers and also with public bodies and companies that must apply it. The target group: Ministry of Economy and Sustainable Development, representatives of local and regional self-government bodies, representatives in commissions, inspection services and public companies. After a comprehensive analysis, we will propose amendments to acts/national or local regulations in the field of consumer protection, organize 2 round tables in order to involve the public and present the results to the public.
- **Increased capacities of the network of CSOs that advocate a fairer consumer protection policy in the Republic of Croatia.** The goal of this activity is to connect our organizations, encourage cooperation, gather experience, look at weaknesses as well as strengths, define development strategies that we will present to the Ministry of Economy in terms of finding a model of sustainability of the work of consumer associations in Croatia. It is expected that min. 6 consumer organizations

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from the Republic of Croatia will be included that will participate in strategic planning and thus further strengthen their capacities through planned trainings and involvement in the public education campaign with their ideas, suggestions and comments.

- **Increased consumer awareness and engagement through an advocacy campaign**
The goal of the campaign will be to make consumers aware of their possibilities to influence consumer policies through more responsible and conscious consumption and more frequent reporting of fraud and irregularities. The campaign will include: 4 posts per month on social networks for a period of at least 6 months with a total of 120,000 views throughout the entire campaign, 2 interactive consumer quizzes, 20 public forums for consumers, 6 editions of the newsletter with a minimum of 1000 subscribers.