What is vzbv?
- an umbrella organisation of:
  - 16 Consumer Centers
  - 21 NGOs engaged in advocacy work for consumers
- a nonprofit and politically non-partisan organization
- engaged in lobby work for consumer interests

Tasks of vzbv
- to represent consumer interests vis-à-vis politics and industry
- to protect consumers by taking collective legal action
- to coordinate the activities of member organisations
- to promote the provision of information relevant to consumers
- to provide professional training for the staff of consumer organisations

Objectives
- to improve transparency regarding the production methods, characteristics and quality of goods and services
- to achieve equal levels of protection for consumers and suppliers
- to establish precautionary consumer protection as a key political objective
- to promote sustainable consumption
**Fields of vzbv’s activities:**

All market sectors relevant for consumers, for example
- food, health
- financial services and insurances
- transport, telecommunications, energy
- building & housing

**... activities:**

Horizontal issues include
- consumer information
- competition
- international trade
- ethical consumption
- investment and corporate social responsibility

**Radius of acting:**

→ European and global levels

Vzbv is member of:
- European Consumers’ Organisation BEUC
- Consumers International (global federation of consumer organisations)

**Vzbv’s approach to sustainable consumption policy**

- **Communicative strategy:** Get the message across to consumers!
- **Political strategy:** Framework setting by information rights, eco-taxes etc.
Examples for vzbv

Communicative Strategy

- Sustainable Shopping Basket:
  Collection of eco-labels and social labels;
  shall be continued as a central information platform
  on sustainable consumption

- YOMAG:
  internet-based discussion platform for young
  people on issues of sustainability, lifestyle and
  consumption

Examples for vzbv

Political Strategy

- Information Rights Campaign:
  Consumer Information Law
  Mandatory energy labelling for cars and buildings

- Public Transport:
  Modern consumer rights are a quality standard for
  sustainable public transport systems

- Economic Instruments:
  Product prices have to speak the ecological truth!