

# EuroCommerce draft action plan

## BRIEFING TO THE STEERING COMMITTEE OF 20/11/2009 AGENDA POINT 3

**Date:** 14 October 2009  
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### 1. Environment and logistics

Based on the discussions and input received from members as regards the priorities, the secretariat is proposing to follow the WEEE directive and either the Biocides Regulation or the European Food SCP Roundtable.

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>1.1 Environment</b>				
<b>WEEE directive</b>	Sets rules applicable for the placing on the market and treatment of electrical and electronic waste by traders	Clarifications of definitions and scope of the Directive  More harmonised rules	Commission proposal overall in line with our demands <sup>1</sup>	Raise awareness among EU institutions, stakeholders and media  Breakfast or lunch debate

<sup>1</sup> The member states are not following the Commission. The Parliament is undecided. Unless we get active help of our members very quickly, we will have lost the battle.

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				<p>Store visit (if appropriate)</p> <p>Co-ordinated media action as appropriate</p> <p>Co-ordinated actions with other stakeholders if possible</p>
<p><b>European Food Sustainable Consumption and Production Round Table</b></p>	<p>All the players along the supply chain to work together to establish by 2011 the following:</p> <p>scientifically reliable and uniform environmental assessment methodologies for food and drink products;</p> <p>identify suitable means of voluntary communication to consumers</p> <p>promote and report on continuous improvement initiatives along the whole food chain.</p>	<p>EuroCommerce to influence the outcome of the work on voluntary communication to consumers</p> <p>Provide input to the working group on voluntary communication to consumers and ensure that our views are included into the process which is expected to lead to recommendations of the food and drinks sector to serve as basis for standardisation and/or legislation.</p>	<p>NEW ISSUE</p>	<p>Participation in the working group on voluntary communication to consumers.</p>
<p><b>OR</b></p>				
<p><b>Biocides</b></p>	<p>The proposal may lead to massive marketing bans of imported products such as textiles and furniture which contain (traces of) biocides. Such products would</p>	<p>Limit the scope (and at least make sure to exclude products with traces of biocides for example from container gassing)</p> <p>Drop the labelling</p>	<p>NEW ISSUE</p>	<p>Raise awareness among EU institutions, stakeholders and media</p> <p>Co-ordinated media action as appropriate</p>

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	only be allowed under the condition that they do not contain any non-authorized biocide. Consumer goods which contain authorised would be subject to an extensive labelling scheme.	requirement (at least in its current form)  Align the proposal as much as possible with REACH		Co-ordinated actions with other stakeholders if possible
Last year, it was agreed that EuroCommerce would act as the secretariat of REAP. Therefore, the REAP activities while falling under the work load of the committee adviser will not be part of the environment committee activities and priorities. Any important issues emanating from REAP will however be reported to the environment and logistics committee.				
<b>Retailers' Environmental Action Programme</b>	Increasing consumer and governmental pressure for retailers to offer more sustainable products	Increase retail visibility by promoting initiatives in the field of sustainability  Raise awareness about the complexity of the supply chain  Avoid any binding legislation	Launch of REAP in the presence of Commissioners Kuneva and Dimas  4 new members since launch  Growing political interest	Retail Forum meetings (preparation, follow up, drafting of issue sheets...)  Annual Event  Raise awareness among EU institutions, stakeholders and media  Drafting of the Code of Conduct
<b>1.2 Logistics</b>	The commerce sector is put continuously under pressure by different initiatives at EU level related to transport and its effects on the environment. Most of the actions relate to higher freight transport costs, in particular higher road freight transport costs.	Optimise the flow of goods to increase efficiency, reduce costs, minimise environmental effects and allow retailers to better serve consumers  Revision of the Eurovignette Directive /Internalisation of External Costs - avoid unfair rise of transport charges and costs	Position paper Revision of Eurovignette Directive and discussions with the rapporteur and other MEPs in Parliament  Prevented the inclusion of CO2 and some other external charges in the Eurovignette Directive  Position Paper on the Future of Transport	Lobby European Parliament report Revision of Eurovignette Directive/Internalisation External Costs and EC proposal Regulation European rail network for competitive freight  Media action as appropriate  Raise awareness among institutions of retailers' concerns

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		<p>Consultation Future of Transport -Emphasise the importance of transport for the commerce sector and for the society, lack of viable alternatives to road transport, importance of co-modality and alternative fuels as well as EMS, etc.</p> <p>Proposal Regulation European rail network for competitive freight - support Commission initiative to improve rail for freight transport</p> <p>Revision of Directive 96/53/EC – Truck sizes and weight dimensions – avoid the banning of larger trucks by rail operators</p>	<p>Position Paper on the Regulation European rail network for competitive freight</p> <p>Member of the European Commission Focus Group on Infrastructure and Logistics</p> <p>Stakeholder European Commission Freightvision projected</p> <p>Joined the EMS website</p>	<p>Raise EuroCommerce profile</p> <p>Cooperation with other European federations to pressure European Parliament regarding road charging</p> <p>Take part in various Commission discussion platforms, conferences, focus groups on transport</p> <p>Promote public private partnerships by taking part in projects with other stakeholders</p>
<b>Sustainable Freight Logistics</b>	Delivery of goods in cities is becoming more and more problematic, increasing costs and threatening town centre trade	<p>Ensure city accessibility for freight and consumer traffic</p> <p>Avoid limitations of freight delivery in city centres</p> <p>Avoid extra charges/administrative burden for freight transport in city centres</p>	<p>Position Paper on European Parliament's own initiative report on Urban Mobility Stressed the importance of the commerce sector in city centres to MEPs and Commission representatives</p> <p>Recognition of freight transport in the delayed Action Plan Urban Mobility (Published September 2009)</p>	<p>Draft Position Paper on Action Plan Urban Mobility 2009 and lobby European Parliament and Commission and put pressure via the media</p> <p>Media action as appropriate</p> <p>Raise awareness among institutions of retailers' concerns</p> <p>Raise EuroCommerce profile</p>
<b>Urban Transport</b>	Standardisation –CEN task force	Avoid measures which would be too costly or too	Coordination Commission, Parliament and other	Raise awareness among institutions of retailers'

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	Bottleneck exercise – chairing the infrastructure working group	burdensome for retailers Raise awareness among institutions of retailers’ concerns Raise EuroCommerce profile	stakeholders regarding supply chain security (container scanning)	concerns Raise EuroCommerce profile Participation in CEN meetings Chairing of the bottleneck exercise

## 2. Fiscal Affairs

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>Company taxation</b>	Tax compliance is a major source of costs for retailers, especially when operating cross border, due to very limited harmonisation in the field of tax policies. This is particularly burdensome for European SMEs	<ul style="list-style-type: none"> <li>- Remove tax obstacles that companies face when operating in the Internal Market</li> <li>- An SME wishing to establish a subsidiary or permanent establishment in another Member State would be able to use only the tax rules with which it is already familiar if is implemented</li> </ul> <p>Inform members about latest developments</p>	Inform members	<ul style="list-style-type: none"> <li>- Monitor the progress made in the field of the implementation of a common consolidated corporate tax base.</li> </ul>
<b>VAT issues</b>	<ul style="list-style-type: none"> <li>- VAT fraud in the EU is a source of unfair competition detrimental to the commerce sector</li> <li>- Retailers need to comply with the revised VAT rates especially with regard to the exceptions to the 6th VAT Directive in place in different fields.</li> <li>- Some retail sectors benefit from a reduced rate of 5,5% when providing labour intensive services.</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce amount of VAT fraud in the EU</li> <li>- Continue to benefit from reduced VAT rates</li> <li>- Reduced VAT rate on labour intensive services to be maintained and used by a bigger majority of Member States that have not opted in the system yet.</li> </ul> <p>Inform members about latest developments</p>	Keep members informed on developments.	<ul style="list-style-type: none"> <li>- Follow up of Commission initiative on finding ways to combat fraud</li> <li>- EuroCommerce follows the review of the VAT rates in order to ensure that the necessary exemptions (parking rates, reduced rates etc) are maintained</li> <li>- Discuss with the competent Commission official the issue of reduced VAT rates for labour intensive services</li> </ul>

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	This rate is thought to foster job creation - VAT treatment of vouchers			
<b>Excise duties</b>	All Member States apply excise duties to specific product categories, such as alcoholic beverages which affects the retailer	Different excise duties should not impede the free movement of goods in the Internal Market  Inform members about latest developments	EuroCommerce participates in the Commission expert group meeting on EMCS	– EuroCommerce will monitor the project to computerize the system concerning the intra-Community movement of excise products

### 3. Food policy and Consumers

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<p><b>Food information to consumers</b></p>	<p>A major priority - covering the draft Regulation on food information to consumers, but also the risk of additional labelling obligations (e.g. products from GMO-fed animals, nanotech, origin labelling...)</p> <p>All labelling proposals have a direct impact on commerce, in particular on the retailers selling own-brand foods.</p> <p>Current proposal contains several requirements that would lead to impractical and costly changes.</p>	<ul style="list-style-type: none"> <li>- Get across the messages that only essential information needs to be on the label and that it is not the label alone that can educate the consumer.</li> <li>- Overall: working towards labelling rules in line with better regulation and simplification principles. Common commencement date to avoid frequent labeling changes.</li> <li>- In more detail: avoiding prescriptive requirements for legibility, non-essential information on-pack, change in the regime for non pre-packed foods, clarifying retailers' responsibility</li> </ul>	<ul style="list-style-type: none"> <li>- Adoption of position on the proposal.</li> <li>- Adoption of amendments for lobbying EP</li> <li>- Presence in the hearings organised by the EP</li> <li>- MEP lunch December 2008 and November 2009</li> <li>- Speaker in EU Food law conference</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby EP</li> <li>- Members to lobby their national contact points (council expert groups).</li> <li>- Continue discussions with other key stakeholders to identify points of agreement.</li> </ul>
<p><b>Health and Lifestyle</b></p>	<p>The abuse of alcohol and fight against obesity are significant political challenges for the EU Institutions.</p> <p>The commerce sector is seen as a major actor in issues related to consumers' lifestyle.</p>	<p>Be seen as an active and responsible member of the platforms organised by the Commission.</p> <p>Avoid unnecessary legislation.</p> <p>Raise the visibility of commerce regarding the actions taken by member</p>	<ul style="list-style-type: none"> <li>- Participation (+ members) in the Commission meetings, depending on the relevance of agenda;</li> <li>- Increase the awareness of members on the actions of the platforms and inform them of any potential consequences</li> </ul>	<ul style="list-style-type: none"> <li>- Identify areas that could affect commerce.</li> <li>- Collect and present best practices to the Forum.</li> <li>- Increase members' awareness of the work of the Forum and encourage them to participate in national fora.</li> <li>- Follow-up on the</li> </ul>

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	<p>EuroCommerce needs to be part of discussions within the EU Alcohol Forum and the EU Nutrition Platform to influence any potential regulatory actions.</p> <p><b>Claims:</b> So far, the Commission had prioritised the task of establishing the nutrient profile scheme. The fact that the Commission aims to amend the Annex to Regulation 1924/2006 is a good opportunity for EuroCommerce to present their proposals for addressing omissions and modifications to the list of nutrition claims permitted. The Annex affects retailers not only on the claims they use on-pack, but also on all commercial communications (brochures, leaflets...) to help customers make healthy options.</p>	<p>companies.</p> <p>Ensure better understanding by the EU institutions of a demand-driven activity.</p> <p>Draw the attention to the importance of public authorities' consumer education for lifestyle choices</p> <p>Give members information and help on the regulatory aspects of the Claims regulation</p>	<ul style="list-style-type: none"> <li>- Adoption of EuroCommerce guidance on actions for members to put in place to combat abuse of alcohol</li> <li>- Developing a constructive relationship with CIAA to work in collaboration on this dossier</li> <li>- Speaker in meetings on alcohol policy organised by the Swedish Presidency and WHO.</li> </ul>	<p>implementation of the Guidance on alcohol</p> <ul style="list-style-type: none"> <li>- Make available information to members on how to put in place the requirements of the Regulation</li> </ul>
<p><b>Animal By-Products (Fatma Sahin, in collaboration with rapporteur Ilkka Nieminen)</b></p>	<p>Commerce outlets produce waste that usually falls under the category of former foodstuffs. As such they need to undergo a special treatment for</p>	<ul style="list-style-type: none"> <li>- Ensure that the current derogation measures for former foodstuffs become permanent</li> <li>- Decrease administrative burdens and therefore costs on retailers</li> </ul>	<ul style="list-style-type: none"> <li>- Several meetings were held with the DG officials in charge</li> <li>- Data was sent to the Commission to back up our requests</li> </ul>	<ul style="list-style-type: none"> <li>- Propose common principles to the EC ensuring safe collection, transportation and end treatment of ABP from Retail and Wholesale Trade in order to have less strict requirements for</li> </ul>

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	collection and disposal which is very costly for businesses.			category 3 materials. - lobby for exemption of small amounts of ABP
<b>Hygiene (rapporteurs Britta Gallus, and Nina von Radowitz - Salmonella issue in poultry being handled by Fatma Sahin)</b>	Hygiene rules play an important role for the commerce sector. Member States are implementing the EU legislation. Regulation 2073/2005 especially creates problems with the Annex stipulating zero tolerance for salmonella for products.	<ul style="list-style-type: none"> <li>- Call for better legislation, including impact assessment for any changes to legislation and legal certainty through harmonised implementation;</li> <li>- Tackle the package as a whole (including micro-biological criteria);</li> <li>- Ensure that the implementation period is sufficient.</li> </ul>	<ul style="list-style-type: none"> <li>- Following the publication of the Commissions report on the implementation of the Regulations, a paper was prepared to lobby on national level in view of discussions in Council.</li> <li>- Meetings with European Commission</li> <li>- Collaboration with avec and Copa-Cogeca</li> </ul>	<ul style="list-style-type: none"> <li>- Monitoring at national level to prepare for any changes to national legislation.</li> <li>- Members to lobby at national level (on basis adopted paper)</li> </ul>
<b>Animal Health (rapporteur Peter Wight)</b>	In case of any animal disease crises, the decisions taken by the Commission and national authorities to recall products have not been justified by risk assessment, hence they are costly and bad for consumer confidence. Moreover, other trade restrictions are not risk-based and have significant commercial implications	<ul style="list-style-type: none"> <li>- Avoid unnecessary withdrawal of any products that do not cause a risk to health (e.g. processed foods).</li> <li>- Remove any trade restrictions where technically not justified</li> <li>- Simplify rules to ensure consistency of enforcement across Member States.</li> </ul>	<ul style="list-style-type: none"> <li>- Activities ongoing according to need</li> </ul>	<ul style="list-style-type: none"> <li>- Activities ongoing according to need</li> </ul>
<b>Agricultural and Food Quality (rapporteur Alexander Rogge – to be</b>	Over the last years, EU agriculture has made a shift towards quality and specialisation. This has become a selling point, and consumers	The discussions, in particular on origin labelling should be followed to avoid mandatory origin labelling of foodstuffs and/or main ingredients	<ul style="list-style-type: none"> <li>- On basis of EuroCommerce’s response to the consultation (green paper), participation at DG AGRI advisory group</li> </ul>	<ul style="list-style-type: none"> <li>- Revise EuroCommerce position on labelling to better define position on origin labelling</li> <li>- Defend this position in the different discussions at</li> </ul>

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<b>replaced in the course of 2010 by the Secretariat)</b>	increasingly rely on logos and certification to help them identify quality food produce		(and sub groups) meetings, at conferences (8 <sup>th</sup> October, etc.)  - Meetings with DG Agri officials	Commission, EP and Council level
<b>Fish (rapporteur Stephanie Mathet)</b>	Sustainable fishing is of growing interest for commerce and consumers. A draft regulation considers setting criteria for labelling of sustainable fishing. The Reform of the Common Market Organisation (CMO) for Fish requires better and more consumer information, extension of mandatory labeling requirements and new traceability obligations.	Ensure that any labelling requirements are workable and enable consumers to make an informed choice.	- New dossier	- Participation at DG MARE advisory group - Prepare response to the Green Paper - Participation meeting December 2009 on fish prices - Workshop fish traceability first half of 2010

<b>Issues that are currently being monitored, but risk need of lobby actions during 2010</b>				
<b>Food Safety</b>	A safe food supply chain is a primary goal for the commerce sector and a non-competitive issue. Incidents that arise in one MS and the way they are dealt with can be of great interest to others.  The implementation of the General Food Law Regulation (GFL -	Put the message across that 'safety' is the top priority for any retail establishment  Build up relationships with key stakeholders and Commission officials to be quickly informed of any incident (also through the participation in the Food Safety Platform - see below).	- Presence in EFSA Stakeholder Platform - Presence in informal "Food Safety Platform" of stakeholders	Prepare to react once the GFL is under revision.  Set up conference calls with interested parties in cases of major food incidents.

	178/2002) has led to difficulties in the retail sector.			
<b>GMOs (need for a rapporteur)</b>	GMOs are a very sensitive topic for consumers and any new event will affect the commerce sector	<p>Consultation on the evaluation of the legislation on GM food and feed is ongoing.</p> <p>Main areas of focus:</p> <ul style="list-style-type: none"> <li>- the risk assessment and regulatory approval process</li> <li>- the labelling rules on GM food and feed.</li> </ul> <p>The final report should be delivered in June 2010.</p>	- Consultation of members on the evaluation of legislation	<ul style="list-style-type: none"> <li>- Monitor potential revision of the current legislation on GM authorisation, labelling (especially labelling of products from GM fed animals and "non GM" labelling) and traceability.</li> <li>- React on any incident on contaminated GM material from third countries to highlight faults in the system.</li> <li>- Monitor the impact of new provisions on "by GMOs" introduced under the organic Regulations</li> </ul>

**Other "monitoring" issues:**

- o Animal welfare (consideration of possible labelling requirements);
- o organic foods (implementation of Regulation and future mandatory label);
- o food related environmental issues (participation in SCP Round table/ possible extension of eco-labelling to foods/possible labelling for environmentally friendly products);
- o food safety and quality certification (possible Commission guidelines for private and national food certification schemes);
- o nanotechnologies (verification of use of nanotechnology in products and possible mandatory labelling requirements);
- o animal cloning (possibility of having to label food produced from cloned animals or their offspring);

#### 4. Information and Communication Technologies

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<p><b>RFID</b></p>	<p>Now accepted as bringing advantages to the whole economy, including the commerce sector and the customers</p> <p>Maintains and increases competitiveness of the commerce sector by enhancing efficiency throughout the whole value-chain (logistics management, just-in-time processing etc.)</p> <p>Improves service to customers, e.g. easier access to product information, better availability of products in the shelves, enhanced check-out experiences and improved product traceability</p> <p>Threats include potential legislation, mainly on data and privacy protection (see below), and acceptance issues</p>	<p>Raise awareness in the commerce sector on the range of RFID applications and the possibilities they offer</p> <p>Promote acceptance and fast implementation of RFID technology in the commerce sector</p> <p>Ensure that EU legislation and actions do not hinder the deployment of RFID technology</p> <p>Strive for a level-playing field for industry and operators at EU level with regulatory certainty while respecting individuals' privacy (see below).</p> <p>Foster understanding of RFID opportunities by stakeholders (EU, consumers and media)</p> <p>Ensure that consumers acquire better knowledge about RFID through accurate information</p> <p>Stimulate research and development programmes, promote best practices, provide a platform for</p>	<p>Following the publication of the recommendation on the implementation of privacy and data protection principles in RFID applications by the European Commission, EuroCommerce issued a press release reiterating its position.</p> <p>EuroCommerce was invited by the European Commission to participate in an informal stakeholder working group which will follow the implementation of the RFID recommendation.</p> <p>EuroCommerce worked closely together with other organizations such as EPC Global and ERRT and companies in order to make sure that the recommendation is implemented in an industry and operator-friendly way.</p>	<p>EuroCommerce will participate actively in the Commission's informal working group which was set up by the European Commission to examine and discuss progress made on the following main topics:</p> <p>(1) the development of a privacy and data protection impact assessment (PIA) framework (see below);</p> <p>(2) the identification of those RFID applications that might raise information security threats with implications for the general public;</p> <p>(3) the identification of good practices and/or the definition of concise guidelines regarding information and transparency on RFID, with special emphasis on the use of European sign(s);</p> <p>(4) deactivation of tags in retail trade</p> <p>EuroCommerce will intensify its media relations work in order to raise awareness about RFID</p> <p>A store/warehouse visit will be organized with the aim to illustrate the numerous possibilities that RFID offers.</p>

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		dialogue among stakeholders at EU level		EuroCommerce will liaise closely with the European Parliament, in particular through the European Internet Foundation, and seek support for its concerns related to RFID. To this end, a breakfast event could be organized.
<b>Data and Privacy Protection</b>	<p>Relevant for all companies using electronic tools and applications such as RFID</p> <p>Compliance with data protection legislation fosters consumers' confidence in the commerce sector and can thus contribute indirectly to the competitiveness of the sector</p>	<p>Raise awareness and sensitivity amongst commerce companies regarding the compliance with relevant legislation</p> <p>Follow developments at EU and national levels and promote self-regulation as regards the implementation of data protection legislation</p> <p>Prevent any additional legislative measures that would unnecessarily hamper the development or proliferation of technologies such as RFID (see above)</p> <p>Make sure that the privacy and data protection impact assessment (PIA) framework as foreseen in the RFID recommendation (see above), is based on an equilibrium between the needs of operators and users on the one hand and data protection requirements on the other hand</p>	EuroCommerce was invited by the European Commission to participate in an informal stakeholder working group which will follow the implementation of the RFID recommendation (see above).	With regard to the RFID recommendation, EuroCommerce will support the efforts by industry representatives to draft a Privacy Impact Assessment Framework.

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<b>E-commerce / Business-to-business electronic markets</b>	<p>Opens up new ways of carrying out business remotely</p> <p>Commerce sector is a key actor in the development of these platforms</p> <p>Particularly essential for SMEs as it opens up new businesses opportunities</p>	<p>Safeguard free market access for commerce companies and a safe shopping environment for customers</p> <p>Avoid unnecessary legislation</p> <p>Develop and promote best practices</p>	<p>EuroCommerce monitored closely the activities of the EU institutions</p>	<p>EuroCommerce will continue to monitor the activities of the EU institutions and will react in a timely manner to any new initiative in this field</p>

## 5. Internal Market and Consumer Affairs

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>Directive on Consumer Rights</b>	<ul style="list-style-type: none"> <li>- EuroCommerce traditionally fights against gold plating of EU legislation at the stage of implementation.</li> <li>- A full targeted harmonisation will lead to a cost reduction for businesses, since they will do away with 25 different sets of legislation</li> </ul>	<p>EuroCommerce focuses on a more harmonised approach when reviewing consumer protection legislation in place. A full targeted harmonisation is desirable for:</p> <ul style="list-style-type: none"> <li>- Definitions</li> <li>- Information duties</li> <li>- Right of withdrawal</li> <li>- uniform unfair contract terms</li> </ul> <p>EuroCommerce also advocated for the application of the mutual recognition principle in those fields where minimum harmonisation will remain.</p> <p>Ensure that Member States do not force minimum harmonisation</p>	<p>EuroCommerce set up an alliance with BusinessEurope, BEUC and Ueapme to push for full targeted harmonisation of the proposal and the introduction of an Internal Market / Mutual Recognition clause.</p>	<ul style="list-style-type: none"> <li>• Propose amendments to the proposal to remove obstacles to cross-border trade.</li> <li>• Advocate for the maintaining of the full targeted harmonisation approach in the EP and in Council (by members)</li> <li>• Support the introduction of mutual recognition mechanisms.</li> </ul>
<b>Collective redress-consumer and competition</b>	<p>DG Sanco is preparing a draft Communication on Collective redress. DG Comp in parallel is preparing a Communication looking at similar measures on issues of competition</p>	<p>DG Sanco: Avoid any legislative initiative that is not based on evidence of need, and that could lead to deflections of the systems, similar to those in the US. DG Comp: ensure that the possible introduction of EU mechanisms will not overwhelm national judicial and procedural systems</p>	<ul style="list-style-type: none"> <li>- Setting up of Working groups</li> <li>- Participation in preparatory meetings</li> <li>- Ensure that the proposal was not adopted by the end of the current Commission term</li> <li>- Speaker in Commission Hearing</li> </ul>	<p>Reply to the consultations if any further considered</p> <p>Media work as appropriate</p>
<b>Internal Market Review/ Retail Market Monitoring</b>	<p>Most of the questions are of interest for the commerce sector:</p>	<ul style="list-style-type: none"> <li>- Remain one of the main interlocutors of the Commission on Internal</li> </ul>	<p>EuroCommerce and its members provided expertise to help in the drafting of the</p>	<p>Ensure that the Communication, if adopted reflects the complexity of the</p>

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	achievement of the single market for services, costs of European legislation for companies, standardisation of services, etc.	Market issues; - Make sure that the specificity of the commerce sector is taken into any initiatives that will follow.	Communication	distribution chain and the different levels of its intermediaries to explain how consumer prices are determined.
<b>Revision of General Product Safety Directive</b>	The current legislative framework provides for a clear distinction of the responsibilities of each operator of the supply chain.	Maintain the current definitions for retailers and producers.	The report on the implementation of the GPSD has been postponed several times. Monitoring pending report	Examine the report once available to identify areas of concern for the sector

## 6. International Trade Committee

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<b>I. EU import trade</b>				
<b>1. TDI rules</b> (for single antidumping cases see no. 6)	The EU current policy is too cumbersome, non-transparent and unpredictable for traders (examples: Chinese shoes, energy saving light bulbs etc.).	<p>Less &amp; cheaper antidumping, antisubsidy &amp; safeguard measures</p> <p>More balanced Community Interest Test</p> <p>More predictability &amp; legal certainty</p> <p>Stricter rules &amp; procedures</p> <p>More transparency</p> <p>Stronger supra-national rules on antidumping</p>	<p>More <u>transparency</u>: European Commission announced a package 75% of which is based on EuroCommerce input:</p> <ul style="list-style-type: none"> <li>- complete overhaul of the DG Trade Antidumping website</li> <li>- new SME TDI helpdesk</li> <li>- enhanced transparency of non-confidential files</li> <li>- facilitated questionnaires</li> <li>- enhanced role of the Hearing Officer</li> </ul> <p><u>Predictability</u>:</p> <ul style="list-style-type: none"> <li>- DG Trade ready to discuss and prepare concrete measures</li> </ul> <p>Constructive &amp; result-oriented dialogue with DG Trade</p> <p>Stronger coalitions</p> <p>Strong media presence</p> <p>Close contacts with Council Presidencies</p>	<p>Continue work in progress, especially on predictability clause and administrative changes</p> <p>TDI working group (whenever appropriate)</p> <p>Further coalition building</p> <p>Join forces with other interested stakeholders</p> <p>Maintain media presence</p> <p>Raise awareness in the EP (INTA Committee)</p> <p>Lobby 133 / Council Committees as appropriate</p> <p>Action subject to support by members</p>
<b>2. Rules of origin</b>	These rules are too complex, unpredictable	Simpler and more harmonised rules	<p>Already achieved:</p> <ul style="list-style-type: none"> <li>- Withdrawal of "single</li> </ul>	Lobby to improve Commission proposal

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	and costly. The Commission is preparing a reform that would make these rules work even worse.	Enhanced predictability & legal certainty	<p>value added" criterion by DG Taxud</p> <ul style="list-style-type: none"> <li>- Work on Form A ongoing; compromise solution possible</li> </ul> <p>Alliance building with major trade &amp; industry stakeholders</p> <p>Influence on member states (with members' help)</p> <p>Paper highlighting our concerns on abolition of Form A certificate</p> <p>Visibility for our position in a DG Trade meeting</p>	<p>to re-allocate responsibilities (i.e. keeping Form A also beyond 2013 or replacing it with another trader-friendly tool)</p> <p>Join forces with like-minded stakeholders</p> <p>Pursue close contact with Commission &amp; EU-27</p>
<b>3. 'Made in' label</b>	The 2005 Commission proposal on mandatory labelling for some imports of sensitive products (textiles, footwear, leather etc.) would create costs and red tape for traders. On top of that, liability problems would also arise.	<p>Rejection of the mandatory origin marking scheme for imports, proposed by the Commission in 2005.</p> <p>Favouring adequate consumer protection, EuroCommerce will analyse carefully any labelling proposals that may come up.</p>	<p>Thanks to continued lobbying by EuroCommerce, the made-in label is still not adopted by the EU-27. Since the Commission proposal was tabled in 2005, retailers and importers saved compliance costs for already four years.</p> <p>Media awareness raising</p>	<p>Based on existing EuroCommerce position papers:</p> <ul style="list-style-type: none"> <li>- Work with members in the EU-27 against the "Made-in" proposal</li> <li>- Enhance MEP and public awareness</li> </ul> <p>Insist on careful distinction between consumer protection and trade protectionism</p>

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>4. Individual product-specific issues<sup>2</sup></b>	Lower product availability, higher prices, reduced choice: trade restrictions on imports and EU manufacturers' lobbying for protectionist action have a negative impact on commerce	<p>More predictability &amp; legal certainty for importers</p> <p>No TDI measures on textiles, clothing and other products</p> <p>No export duties rise</p>	<p>EuroCommerce stayed in close contact with the Commission to ensure that textiles &amp; clothing trade remains smooth, building on the successes already achieved:</p> <ul style="list-style-type: none"> <li>- 2008 entirely quota-free</li> <li>- No more double-checking surveillance for Chinese products</li> </ul> <p>Continuous monitoring of the ongoing developments in order to prepare for possible new TDI cases on textiles</p> <p>Monitoring of supply chain issues (DG Enterprise)</p>	<p>Continued close co-operation with DG Trade</p> <p>Pro-active approach &amp; co-ordination</p> <p>Work on EP, PR and media level</p> <p>Ensure critical mass of support by members:</p> <ul style="list-style-type: none"> <li>- media</li> <li>- Council</li> <li>- contributions</li> </ul>
<b>4. GSP (Generalised System of Preferences)</b>	By lowering import duties from more than 170 developing countries, the GSP reduces import prices. But to benefit from these preferences, traders need a predictable GSP.	<p>Publication of the next GSP on year in advance, leading to more predictability &amp; legal certainty for importers</p> <p>Simpler rules &amp; application</p>	<p>Pro-active approach, based on the success already achieved:</p> <ul style="list-style-type: none"> <li>- no more annual graduation</li> <li>- 1 single GSP plus instead of many special incentive clauses</li> <li>- 1 year predictability</li> </ul> <p>Already in July 2009, EuroCommerce tabled its position on the GSP 2012;</p>	<p>Pro-active approach vis-à-vis the Commission:</p> <ul style="list-style-type: none"> <li>- Lobbying on GSP 2012, with a special view to the GSP plus (earlier publication of the beneficiary countries)</li> <li>- Request proper stakeholder</li> </ul>

<sup>2</sup> The most important products for members are (in decreasing order) : textiles & clothing, footwear, furniture, candles, agricultural products, plastic sacks and bags, salmon, energy-saving light bulbs, fishery products

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
			very positive reaction by Commissioner Ashton  Sri Lanka / GSP Plus: <ul style="list-style-type: none"> <li>- EuroCommerce reminded the Commission of the need for stability and predictability</li> <li>- Early information on the likely withdrawal of the GSP Plus status in mid 2010</li> </ul>	consultation  - Make use of DG Trade Civil Society Dialogue  Work on EP and media level
<b>6. Single antidumping cases</b> (for TDI rules see no. 1)	The current EU policy is too costly, cumbersome, non-transparent and unpredictable for traders (examples: Chinese shoes, energy saving light bulbs etc.).	Antidumping duties <ul style="list-style-type: none"> <li>- based on evidence and not political</li> <li>- transparent</li> <li>- simplified questionnaire procedures</li> </ul>	EuroCommerce dealt with a number of cases on higher political and PR level, supporting free trade  Footwear case: <ul style="list-style-type: none"> <li>- detailed comments on expiry review</li> <li>- visibility in the media</li> <li>- high-level contacts with the Commission</li> <li>- alliance-building with private sector and consumer organisations</li> </ul> Continuous real-time alert on all new EU publications concerning TDI  Opportunity to raise and discuss TDI cases at every Committee meeting	Amplify work in progress in line with enhanced member support (provision of facts & figures, rapporteurs)  PR and media presence  Continued alliance building (especially with consumer organisations and FTA)  Sharing information & coordination of high level political work
<b>7. Tariff classification</b>	Diverging tariff classification of	Simplified and more harmonised tariff	Discussion ongoing	Take action as appropriate, possibly

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	products creates different conditions for EU importers, raising costs and reducing business security	classification		based on new policy paper by interested members
<b>II. Customs</b>				
<b>1. Electronic Customs, reform of customs legislation, pre-declaration, security-related amendments, transit</b>	EU is reforming its customs system. Aim: harmonisation, simplification & computerisation.  Threat: new obstacles by security measures  Customs Code revision to be finalised by 2010.	Creating a simpler, more efficient and more economic customs environment which will cut red tape and save traders' money	Despite limited resources, EuroCommerce is visible on all relevant customs issues thanks to its rapporteurs  Presence in all important DG Taxud working groups, especially those related to security issues, electronic customs and the Modernised Customs Code.  Several technical achievements in detail  Agreement was given by the Commission to publish all working papers on the EuroCommerce extranet  Establishment of a specific customs page on the website	Building on work already done by the rapporteurs, participate in the various committees and groups with Commission, EU-27 and other stakeholders  Consider organising a conference  Follow the legislative process and <u>give input</u> to the drafting of the <u>IP</u>
<b>2. Modernised Customs Code and Implementing Provisions (IP)</b>				
<b>III. WTO &amp; Bilaterals</b>				
<b>1. WTO</b>				
<b>1. Doha Round</b>	Multilateral liberalisation of trade in goods & services, for imports & exports saves money, cuts red tape and makes trade	Trade liberalisation  More development  Simpler procedures	Continous support for the Doha Round on political and technical level  Geneva Ministerial: invited as a member of the	Lobby EU and other WTO members  Cooperate with NRF, FIRAE and other international partner

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	<p>more predictable.</p> <p>The WTO dispute settlement body provides multilateral stability.</p> <p>Multilateral agreements are easier to handle than numerous bilaterals with different rules</p>	<p>Better rules</p> <p>Inclusion of EuroCommerce priorities in the ongoing negotiations</p> <p>Successful conclusion of the Doha Round, especially a WTO Agreement on Trade Facilitation</p>	<p>Commission Delegation (technical adviser)</p> <p>Joint declaration with NRF to mobilise more US support</p> <p>Regular contacts with the EU negotiators (technical &amp; political) and key protagonists in Geneva (WTO Secretariat, EU Delegation, International Trade Centre)</p> <p>Alliance building (NRF, FIRAE, etc.)</p>	<p>organisations</p> <p>Close co-operation with the European Services Forum (ESF)</p> <p>Foster alliances with free trade think tanks like ECIPE etc.</p> <p>Further develop existing good contacts with the WTO</p> <p>Take additional action as appropriate, including media presence</p>
<b>2. Single out Agreement on Trade Facilitation from DDA</b>	<p>Better and more harmonised customs will save traders' money.</p>	<p>Enable a WTO Agreement on Trade Facilitation which should save some 3% of transaction cost at the border</p>	<p>Meeting with DG Trade and Deputy Head of the EU Delegation in Geneva on Trade Facilitation</p> <p>EuroCommerce won Commission support for quicker progress on Trade Facilitation in Geneva</p> <p>A Draft Agreement on Trade Facilitation is under preparation and will be tabled in Geneva in November 2009</p> <p>Cooperation with NRF, SME Union, key MEPs and other partners</p>	<p>Continue lobbying on EU, international and WTO level in close co-ordination with the European Commission</p>
<b>3. Accessions</b>	Integrating the	Rapid accession of the	Russia's accession has been	Based on the existing

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	<p>accession countries, especially Russia, in the legal framework of the WTO would reduce import tariffs, remove bureaucratic barriers, create opportunities for investment and provide for smoother customs procedures.</p> <p>The benefits of Russia's accession to the WTO (<u>better investment conditions, trade facilitation measures etc.</u>) will become fully tangible for companies when Russia has joined the WTO.</p>	<p>current candidates under conditions favourable to European traders, with Russia as the most important of these countries</p>	<p>delayed by recent political developments; work in progress continues.</p>	<p>EU-Russia position paper, lobby for soon accession and the implementation of our priorities already defined</p> <p>Join forces with other stakeholders and take additional action as appropriate</p>

<b>2. Bilaterals</b>				
<b>1. EuroMed</b>	<u>Enhanced access to retail and wholesale markets outside the EU, i.e.: improved framework conditions for opening supermarkets abroad (ownership &amp; size restrictions, cumbersome procedures, etc.)</u>  <u>Liberalisation of imports into the European market</u>	Influence trade negotiations at an early stage in order to prevent predominance of producers  Enhance benefits for traders and reduce risks & costs in line with the EuroCommerce positions	South Korea: - Most ambitious EU free trade agreement ever negotiated with a third country - Special consideration of the commerce sector - Abolishment of discriminatory size restrictions - Removal of almost all market access obstacles for retail and wholesale services  Detailed contributions to the trade negotiations  Close contact with the EU negotiators; active participation in all relevant consultations  EuroCommerce ensures that the specific interests of European commerce are duly reflected also in the ongoing negotiations with Russia, India, ASEAN, Andean Community, Central America and other trading partners	Make sure that distribution services play an adequate role in the ongoing negotiations  Further pursue continuous lobbying activities in a proactive approach  EuroCommerce will take part in the relevant consultations on new bilateral trade negotiations (subject to members' input)
<b>2. ASEAN</b>				
<b>3. Russia</b>				
<b>4. India</b>				
<b>5. Mercosur</b>				
<b>6. Ukraine</b>				
<b>6. GCC</b>				
<b>8. Korea</b>				
<b>9. ACP/EPA</b>				
<b>10. Central America</b>				
<b>11. Andean Community</b>				
<b>12. Libya</b>				
<b>Japan</b>				
<b>IV. Export</b>				
<b>1. General Market Access Partnership (MAP)</b>	Export trade is an important part of commerce  Commerce has an	Raise the profile of EU export trade  Support and influence the EU Market Access	Market Access Advisory Committee (MAAC) - Possibility to convey market access cases to the Commission	Action points in detail to be chosen by Export Working Group  Continue and enhance

	interest in exporting goods and services to countries outside the EU in the best possible trade policy framework.	Partnership (MAP)  Remove market access barriers for goods and services in cooperation with the European Commission	and to receive concrete support - Market Access Database (MADB) - Export Helpdesk for Developing Countries	successful work in co-operation with the European Commission and the European Services Forum
<b>2. Intellectual Property</b>		Lobby for more effective intellectual property rights worldwide	EU working group on distribution services - Retail & wholesale services	Enter into dialogue with EU-institutions
<b>3. Export Credit Insurance</b>		Maintenance of the changes in the conditions to ease the applicability of the escape clause	- Entry into key retail markets - Focus on 5 priority countries (Russia, Ukraine, India, Japan, China) - Well-established constructive working relationship with DG Trade	Building up and intensifying the contacts to the responsible persons / committees Action points in detail to be chosen by Export Working Group
<b>4. EU external cooperation programmes</b>		Commerce contributes to a great extent to development in transition countries and LDCs	- Presentation at Market Access Symposium November 2008 - DG Trade is willing to support retailers; results conditional of input from companies	Re-start the dialogue on how to cooperate in institution building and/or matchmaking projects
<b>5. Impact of the Economic Crisis on EU Exports</b>		Addressing drastical decreases in export volumes  Export Promotion : evaluation of measures taken in the EU-27		Action points in detail to be chosen by Export Working Group
<b>6. Financial Action Task Force / Export Control</b>		Opposing the involvement of financial institutions in the scheme of export control	EuroCommerce Export Working Group - The only European level platform for export traders	Building up and intensifying the contacts to the responsible persons / committees Action points in detail to be chosen by Export Working Group
<b>7. Anti-Corruption</b>		Evaluation of respect of anti-corruption legislation in countries	- Great interest and active participation by wholesalers	Action points in detail to be chosen by Export Working Group

		relevant for exporters Evaluation of measures taken in those countries	- Influence on EU trade policy continuously being enhanced	
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## 7. Payment Systems

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>1. Payment Cards complaints</b>	Despite the launch of SEPA, the current credit card market is highly anti-competitive and brings huge costs for traders, especially the small ones, and all European consumers. Many fees are bundled, non transparent, levied in an anticompetitive way and cover services from which retailers do not benefit, which distorts competition and promotes less efficient means of payments. On the debit card side, Maestro and V Pay, based on the interchange fee mechanism are replacing efficient and cheap national systems, while potential alternatives are not given a chance to emerge (the MIF acting as a barrier to entry).	Abolition of the elements of the MSC from which retailers do not benefit  Make DG COMP, the ECB and national competition authorities recognise, and act against, the anti-competitive nature of the card schemes' rules (MIF and HACR)	General: The EuroCommerce payments card coalition continued its growth (retailers worldwide, hotels, petroleum industry, national competition authorities...)  Public awareness of our action increased notably thanks to: 1. the launch of several press releases 2. the increase of our press database with numerous meetings at all levels in European Commission, ECB and European Parliament 3. participation to numerous conferences	Conference organised by EuroCommerce for member companies senior finance executives and general secretaries of national associations – 1 December 09  Meet and coordinate action with national competition authorities around the world, retailers, courts and central banks  Maintain cooperation within the EuroCommerce payments coalition (other sectors and retail organisations worldwide)  Maintain adequate media coverage  Encourage members to support our actions: - at technical level - in the media

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>1.1 Visa</b>		To persuade the Commission to take against Visa Europe a similar decision to the MasterCard 2007 decision	<p>DG Competition sent a Statement of Objections to Visa</p> <p>EuroCommerce lodged a first submission on the restrictions to cross-border acquiring then an official complaint against Visa Europe</p>	Participate, as adequate, in the next procedural steps (reply to the SO, hearing, decision, appeal, possible settlement)
<b>1.2 MasterCard</b>		<p>Confirmation by the Court of First Instance (CFI) of the MasterCard 2007 decision</p> <p>Ensure adequate implementation of the 2007 decision at retailers level</p> <p>Convince the European Commission that the settlement reached on MasterCard is not economically sound</p>	<p>In a settlement with DG COMP, MasterCard committed:</p> <ul style="list-style-type: none"> <li>• To set its MIF rates so that the weighted average is no more than 0.30% for consumer credit cards and 0.20% for debit cards</li> <li>• To roll-back the acquirer price increases and to repeal the new acquirer fee it implemented in October 08</li> <li>• To improve transparency and to ask acquirers to “un-blend” rates as of July 09</li> </ul> <p>The settlement is temporary, pending revision of the fees and appeal at the CFI. Although welcoming some parts of the settlement (notably the transparency aspects), EuroCommerce strongly rejects the economic basis of the settlement (“tourist test”).</p>	<p>Participate, as adequate, in the appeal of the MasterCard decision at the CFI</p> <p>Encourage retailers to renegotiate their contracts with their acquirers; follow-up with DG COMP when necessary</p> <p>Monitor, as much as possible, card market developments to ensure that no new fee is introduced to circumvent the 2007 decision or the 2009 settlement</p> <p>Ensure that our points against the economic basis of the settlement are taken into account.</p> <p>Help the European Commission, as</p>

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
				<p>requested, in their study on the cost of payments means</p> <p>Ensure members support and alignment</p> <p>Liaise with the European Central Bank</p>
<b>1.3 National cases</b>		New national decisions (on domestic MIF for both commercial and consumer cards) to follow the Commission decision on MasterCard	Most National Competition Authority did not want to take any decision before the release of the European decision against MasterCard. However, the Hungarian Competition Authority took a strong decision against Visa, MasterCard and 7 banks.	Help national federations to lodge cases towards their national competition authorities against domestic MIF
<b>1.4 Commercial cards</b>		Commission ruling against MIF for Visa and MasterCard commercial cards		Follow, as adequate, the developments on commercial cards and act where necessary

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<p><b>2.SEPA implementation</b></p> <ul style="list-style-type: none"> <li>- Prices</li> <li>- End-dates</li> <li>- Competition</li> <li>- National issues</li> </ul>	<p>The launch of SEPA credit transfer (Jan 2008) and SEPA direct debit (Nov 2009) are complete. By creating a euro-wide payments infrastructure, SEPA should offer wholesalers and traders new payment products and cost savings. However, the way card payments will develop is still unclear and there is a huge risk that new monopolies will emerge. Any end-dates must not be set before the needs of users on standards have been included</p>	<p>Make sure that Maestro and V Pay do not replace national schemes</p> <p>Ensure that SEPA meets its objectives: increased transparency, increased competition and lower prices for all.</p> <p>SEPA transition should be smooth, and not to the detriment of retailers</p> <p>Ensure setting of end-dates does not happen before outstanding issues resolved.</p> <p>Have retailers involved at all levels of the SEPA process to make sure that SEPA is not a "banks only" project</p>	<p>Increased awareness of our arguments and concerns by:</p> <ul style="list-style-type: none"> <li>- Greatly increasing our presence and influence in lobbying and decision-making bodies.</li> <li>- Participation in consultation processes</li> <li>- The release of significant position papers.</li> <li>- Technical lobbying to the European Commission and ECB</li> </ul>	<p>Continue to lobby the ECB, the European Commission, the European Parliament and the banks</p> <p>Follow development of alternatives to Maestro and V Pay (Monnet, PayFair, EAPS)</p> <p>Engage in consultations on end-dates</p> <p>Follow SEPA implementation at national level</p> <p>Monitor fee levels for cards and lobby on any further Commission action on fees for SEPA direct debit</p> <p>Ensure adequate media coverage</p> <p>Participate in the work of the stakeholder bodies of the European Payments Council.</p>
<p><b>2.1 SEPA governance</b></p>	<p>Until recently, SEPA has been a bank-led project, with little stakeholder involvement, inadequate communication and</p>	<p>To achieve an equal voice for commerce in deliberations over the overriding policy directions for SEPA.</p>	<p>EuroCommerce has achieved recognition that stakeholders must be involved in the EPC decision-making processes. The Commission has proposed a new governance body: EU SEPA Council</p>	<p>Contribute to consultations and discussions on SEPA governance, particularly the make-up and scope of SEPA Council.</p>

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	too little take-up. It needs direction from a properly representative governance body if commerce is to have the voice required and products are to emerge which will benefit all.			Push for representation on the council either directly or through a high-level stakeholder representative. Be an active member of EPC decision-making bodies.
<b>2.2 Standards</b>	The EPC is formulating standards: 1. SEPA 'Volume on card standardisation  2. Rulebooks on SEPA direct debit(SDD)	To make sure the commerce sector's requirements for standards are recognised in the EPC and reflected in the final definitions documents.	Due to lobbying from EuroCommerce and other stakeholders, the EPC has significantly widened stakeholder involvement in standards creation.  <u>Cards:</u> EuroCommerce has two seats on new advisory committee, Card Stakeholder Group (CSG). EuroCommerce will directly contribute to setting terms of reference. This group will make recommendations on - Card standards 'Volume' - Security - Terminal certification  <u>Direct Debit:</u> EuroCommerce has helped form a cross-sector stakeholder group, the End-user committee. This is becoming recognised as a voice of stakeholders in SDD and in governance	<u>Cards:</u> Reply to Volume 3.5 by end Oct 2009 and continue to consult on new versions throughout 2010. Strong presence in CSG: settle terms of reference, continued work on Volume, security and terminals.  <u>Direct Debit:</u> Contribute to revisions of rulebooks Monitor and lobby on issue of MIF for SDD. Continue to work within EUC and individually to promote users' views
<b>3 EPC complaint</b>	In 2007 EuroCommerce lodged a complaint with the commission under	To achieve ruling from Commission on legitimacy of EPC. To achieve	Commission activated the complaint early 2008; EPC replied and EuroCommerce responded; All written	Push the Commission for action on the complaint, particularly on the issue of the

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	Article 81(3) against the EPC. This was to combat the 'closed shop' of the EPC and the exclusion of the commerce sector. It focused on 3 issues: 1. Governance 2. Private EMV standard 3. Bias in the SEPA cards framework in favour of 4-party systems for cards	improvements in the SEPA Card Framework and the EPC governance.	proceedings are complete.  The complaint has put significant pressure on EPC and commission to improve governance. This has brought significant results (see above at 2.1)	private nature of the EMV standard.
<b>4. Mobile Payments / Contactless</b>	The development of mobile payments is becoming more and more widespread in Europe. They bring new sales channels for retailers but also new challenges.	Prevent uncompetitive business models from emerging  Stay up to date with the developments of new technologies	Increased members' knowledge about the new technologies  Issued a policy paper on the retailers' top 10 expectations from mobile payments.  Brought the topic to the attention of European institutions  Met with GSMA (worldwide association of mobile payments)	Raise our concerns publicly  Ask for increased involvement of stakeholders in the technology developments (in particular standards)  Monitor the situation (e.g. make sure that new anti-competitive practices do not emerge)  Collaborate with members to gather information on the developments at national level
<b>5. PCI DSS / Fraud Prevention / EMV</b>	The whole legal uncertainty regarding the liability for fraud is	Retailers should not be held liable for costs resulting from fraud	Increased awareness of our concerns by technical lobby to the European Commission	Share expertise with the European Commission experts

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	detrimental to retailers. New standards such as EMV or PCI DSS pose the question in an even more acute way: in some countries, retailers do not want to invest in EMV compliant terminals, knowing -or not- that they are forced to bear liability for fraud.	Keep statistics on fraud level in each country for different means of payments  Make sure that the banking industry does not impose on retailers costly new fraud prevention mechanism	the card schemes, and the ECB	group  Ensure media attention  Follow-up on the claims of the banking industry
<b>6 Cash related topics (Euro, cash handling, cash transport...)</b>	<b>Topic for monitoring</b>			
<b>7 Implementation of the Directive on Payment Systems</b>	The new Directive on Payment Systems will affect every aspect of payments and serves as the legal framework for SEPA. Implementation date is 1 November 2009.	National federations must make sure that the options left opened to Member States follow the interests of commerce. Two options should be carefully followed: the right of surcharge and the transparency requirements for micro-enterprises.		
<b>8 Possible amendments to Regulation 2560/2001 and e-money directive</b>	Topic for monitoring			
<b>9 e-invoicing</b>	Topic for monitoring			

**8. SMEs and Enterprise Policy** With respect to the new European Commission, we propose the aforementioned priorities as a provisional working program for 2009. The priorities can be changed whenever new and relevant issues come up when the new Commission commences its activities.

	<b>Issue</b>	<b>Pursued objectives/ expected results</b>	<b>Actions considered</b>	<b>Achievements 2008-2009</b>	<b>Actions considered 2009-2010</b>
1.	<b>Recast of the Directive on Combating Late Payments in Commercial Transactions</b>	Avoid the implicit threat to freedom of contract of B2B transactions  Maintain the provisions of the proposed heavy penalties for public authorities who pay late to businesses.	Draft Position Paper and use it as a base to approach the Council and the European Parliament with its contents.	Parliament breakfast. Visibility in the media.	Media action and coordination. Organize Parliament Breakfast
2.	<b>Environment Compliance and Assistance Program</b>	Enable a more easy and beneficial compliance of (SME)-retailers/Commerce with the ECAP-scheme of the European Commission.	Take part in the Commission consultation-rounds on the implementation of the ECAP-scheme.	Not applicable	See 'actions considered'
3.	<b>Small Business Act</b>	Propose progress in the implementation of the Small Business Act	Ensure that the Commission, Parliament and Member States will now deliver in the different fields covered by the SBA such as better access to finance, lower VAT on locally supplied services, the SME-test for new proposals (Think small first) and better access to public procurement.	Keep track of proposals and lobby actively the European Commission, the European Parliament and the Council of Member States to get the most SME-friendly outcomes. Media presence.	See 'actions considered'
4.	<b>Proposal for a Directive on the annual accounts of certain types of companies as regards micro-entities</b>	To simplify the business environment and particularly the financial reporting requirements for micro-entities in order to enhance their competitiveness and	Target relevant decision makers (Parliament and Council) in order to get support for the proposal as to ensure adoption in its current form. Possible means to achieve this is by drafting a position paper on the subject.	Not applicable	Coordinate members action towards Council.

		release their growth potential.			
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## 9. Social Affairs and Social Dialogue

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
<b>I – SOCIAL AFFAIRS</b>				
<b>1. Renewed social Agenda</b>				
<b>1. Review of the pregnant workers directive and other legislative measures aimed to improve the work/life balance</b>	<ul style="list-style-type: none"> <li>- As a major employer in the EU with a significant percentage of employed women, the issue of improving the work-life balance is highly relevant for the commerce sector.</li> </ul>	<ul style="list-style-type: none"> <li>- Avoid measures which would be too costly or too burdensome and inappropriate for commerce</li> <li>- Clarifications of definitions and scope of the Directive</li> <li>- Follow-up of new legislative proposals in this field</li> </ul>	<ul style="list-style-type: none"> <li>- Estrela report referred back to FEMM Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby and raise awareness in the EP regarding the important role of our sector as employer</li> <li>- Pursue close contacts with the Commission and other relevant stakeholders</li> <li>- Media action as appropriate</li> </ul>
<b>2. Directive on equal treatment</b>	<ul style="list-style-type: none"> <li>- By means of this new directive the Commission wants to ensure equal treatment in the areas of social protection, including social security and health care, education and access to and supply of goods and services which are commercially available to the</li> </ul>	<ul style="list-style-type: none"> <li>- Avoid measures which would be too costly or too burdensome and inappropriate for commerce</li> <li>- Clarifications of definitions and scope of the Directive</li> </ul>	<ul style="list-style-type: none"> <li>- For EuroCommerce, the Parliament vote has brought some slight improvements to the draft directive in comparison with the initial proposal from the Commission. Nonetheless, the overall outcome of the plenary vote is unsatisfactory due to the fact that SMEs, might still be faced with disproportionate</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby the Council through the Member states and raise awareness among other relevant stakeholders</li> <li>- Pursue contacts with the Swedish Presidency</li> <li>- Media action as appropriate</li> </ul>

Issue	Relevance for Commerce	Pursued objectives and expected results	Achievements 2008-2009	Actions considered 2009-2010
	public, including housing. Hence, commerce is directly affected by this directive proposal.		burdens.	
<b>3. Posting of workers directive</b>	<ul style="list-style-type: none"> <li>- Growth and employment are Europe's priorities. An increasing number of companies are 'posting' workers and as part of the transnational provisions of services. The creation of an integrated internal market in which services, individuals, goods and capitals move freely, is an achievement which Europe must build on together.</li> </ul>	<ul style="list-style-type: none"> <li>- Avoid a revision procedure</li> <li>- Exchange information and good practices</li> </ul>	<ul style="list-style-type: none"> <li>- Not on last year's list of priorities</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby the Commission and the Parliament</li> <li>- Join forces with stakeholders (cooperation with other employers federations)</li> </ul>
<b>4. Directive on seasonal workers</b>	<ul style="list-style-type: none"> <li>- Commerce is characterized by high fluctuation in customer demand and by high seasonal peaks.</li> </ul>	<ul style="list-style-type: none"> <li>- Avoid measures which would be too costly or too burdensome and inappropriate for commerce</li> <li>- Follow-up of new legislative proposal in this field</li> </ul>	<ul style="list-style-type: none"> <li>- Not on last year's list of priorities</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby the Parliament</li> <li>- Pursue close contacts with the Commission and other relevant stakeholders</li> </ul>
<ul style="list-style-type: none"> <li>- <b>Migration</b></li> <li>- <b>Active inclusion</b></li> <li>- <b>Demographic</b></li> </ul>	Building on a strong base of past achievements of social	<ul style="list-style-type: none"> <li>- Assess the impact of these initiatives for the commerce sector</li> </ul>	<ul style="list-style-type: none"> <li>- Increased awareness of concerns of our sector on these issues by</li> </ul>	<ul style="list-style-type: none"> <li>- Monitoring and follow-up of the most relevant developments in these</li> </ul>

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<p><b>change</b></p> <ul style="list-style-type: none"> <li>- <b>European Works councils and transnational company negotiations</b></li> </ul>	<p>Europe, including in the area of free movement of workers, the Renewed Social Agenda aims to adapt the EU's policies to new social realities, without changing the goals of social Europe. The Renewed Social Agenda is built around opportunities, access and solidarity and focuses on enabling individuals to realise their potential while at the same time helping those who are unable to do so.</p>	<ul style="list-style-type: none"> <li>- Exchange information and good practices</li> </ul>	<p>lobby to the European Commission and European Parliament</p>	<p>fields</p> <ul style="list-style-type: none"> <li>- Pursue contacts with the Commission and other relevant stakeholders</li> </ul>
<b>2. Working time directive</b>				
<p><b>Review of the working time directive – Consultation by the Commission in view to establish a new legislative proposal</b></p>	<p>The revision of the directive 93/104/EC concerning certain aspects of the organisation of working time has a major impact on EuroCommerce members. To continue creating jobs, to remain competitive and innovative, the commerce sector must remain able to offer flexibility and adaptability to its employees.</p>	<ul style="list-style-type: none"> <li>- Ensuring value of flexibility is recognised by policy makers</li> <li>- Minimise restrictions which will reduce flexibility</li> </ul>	<ul style="list-style-type: none"> <li>- Due to conflicting positions between the outcome of the second reading of the EP and the common position adopted by the Council mainly on the on-call time and the opt-out clause, the conciliation procedure has failed. Commission will therefore present a new proposal after consultation of the social partners.</li> </ul>	<ul style="list-style-type: none"> <li>- Lobby the Commission</li> <li>- Draft a balanced response to the consultation</li> <li>- Ensure adequate support of members to get an acceptable Council position</li> </ul>
<b>3. The impact of the economic crisis on labour market in commerce</b>				
<p><b>Follow-up of the</b></p>	<p>The current economic</p>	<ul style="list-style-type: none"> <li>- Assess the social impact</li> </ul>	<ul style="list-style-type: none"> <li>- Joint statement signed</li> </ul>	<ul style="list-style-type: none"> <li>- Raise awareness among</li> </ul>

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<b>Commission's communication "Shared commitment for employment"</b>	crisis, which has a direct impact on all businesses in commerce and on employment.. Major job losses as well as an increasing mortgage and loan burden cut the purchasing power of consumers and directly affect turnover in retail and distribution.	of the crisis on the sector (through data gathering) - Underline the increased importance of flexible work arrangements - Ensure that the role of commerce in job creation is taken into due consideration	with Uni europa in December 2008 and addressed to the EU authorities - Position paper sent to DG EMPL	institutions of retailers' concerns - Contribution to a research carried out by the Dublin Foundation
<b>II. CORPORATE SOCIAL RESPONSIBILITY</b>				
<b>Focus on the employment and social aspects of Corporate Social Responsibility</b>	Commerce, a sector which is highly competitive and operating internationally, is particularly sensitive to CSR since it must satisfy simultaneously the needs of its customers, employees and shareholders as well as civil society.		- Commission funding obtained for the new website project "CSR in Commerce"; - Launch of a laboratory within the European Alliance for CSR on local engagement of commerce companies	- Launch and promote the website "CSR in commerce" - Run a "laboratory" on local engagement of commerce companies" and publication of a guidebook on the same issue - Liaise regularly with the European Commission, and other relevant stakeholders and policy makers at EU level
<b>III. SOCIAL DIALOGUE</b>				
<b>1. The work of the social dialogue committee mainly focuses on:</b> - Improving the efficiency of SD - Joint monitoring of sectoral policies having a social impact - Adaptation to change, LLL and	Since the commerce sector is a major source of employment creation, it is important to implement a harmonious social dialogue at EU level with our social partners on key issues. based on a consensual approach on non-conflicting issues.	- Improve political visibility and influence - Prevent legislation - Raising profile - Stronger response to consultation under art. 138 - Improve cooperation with other relevant EU services	- Joint statement on financial crisis and response to the consultation on education of young migrants - Organisation of a SD meeting with Turkish social partners - Flyer and websites on the training project "European Commerce	- Organisation of SD meetings with the support of the EU Commission - New joint project on provisional management of skills - Promotion of SD in new Member states and candidate countries - Dissemination of the results of the joint projects on safer shopping

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skill needs - Health and safety at work - The impact of the crisis on the labour market in commerce			competence" updated; - Finalisation of the joint projects on safer shopping and working environment and vocational training -	and working environment and vocational training - Issue position papers on various issues in cooperation with our social partners whenever relevant
<b>2. Review of the sectoral social dialogue</b>	As a European social partner involved in the sectoral dialogue formally established in November 1998 with Uni-Europa., EuroCommerce is fully involved in this process	- Ensure that the autonomy of social partners is respected - Avoid mandatory reporting on joint texts - Improve the visibility of the commerce sector at the highest political level as one of the largest employers	- Response to the consultation launched in October 2008 sent to the Commission - Position paper in cooperation with other federation of employers sent to the Commission	- Lobby the Commission to obtain a permanent seat into the Tripartite social summit - Improve the cooperation with other employer's federations in order to strengthen our position as a real counterpart at EU level