

# How to shop for a good TTIP

Looking for the perfect ingredients to whip up a trade agreement?  
Here are the key dos and don'ts.

## What to put in your cart

- ✔ **Trade liberalisation.** This increases competition and should lead to lower prices and a wider variety of products available to consumers.
- ✔ **Tangible benefits for consumers.** These can take the form of a more competitive telecoms market, a reduction in geoblocking practices, effective redress information and post sales solutions.
- ✔ **Cooperation between regulators.** A voluntary dialogue that protects & enhances current and future levels of consumer protection.
- ✔ **Upholds the EU's Data Protection framework & legislation.** This should be the case for all texts that discuss data flows.
- ✔ **Explicit safeguards for the EU's precautionary principle.** Whether it concerns food safety, chemicals legislation or the supervision of financial products and services.

## Good shopping practices

**Adapt the ingredients to your citizens' taste.** When negotiating with others, make sure you end up with a product that is digestible for all of your citizens. To do so, defend public interest demands in the negotiations.

**When prepping your agreement, keep your mix of ingredients warm to avoid regulatory chill.** Regulatory chill happens when you add parallel justice systems such as ISDS or ICS that allow foreign investors to sue governments for alleged violations of their investment rights. These systems may be en vogue, but are not recommended. Combining them with [badly formulated](#) 'regulatory cooperation' means serving a veritable toxic cocktail to your own right to regulate.

**Don't shop with too many others.** You should consult civil society on what they would like to see on your shopping list. However, keep some margin of manoeuvre when you prepare a domestic law once the negotiations are finished.

**Be transparent.** The EU's efforts to increase transparency in the negotiations is commendable, but too limited. Full access to the common EU-US texts is required to allow for constructive input from civil society.

## Consume wisely to avoid indigestion

**When cooking up trade policy, the following precautionary measures must be taken.  
Avoid adding the below ingredients at all cost.**

- ✘ **Investor State Dispute Settlement (ISDS) and Investment Court System (ICS) mechanisms.** The threat of lawsuits can deter both the EU and its member states from adopting regulations that provide the necessary protection for consumers.
- ✘ **Compulsory dialogue on regulations with privileged access to draft laws for the US and lobbyists.**
- ✘ **Regulatory cooperation in financial services.**
- ✘ **Chemicals legislation and policy.** The EU and US risk management systems for chemicals [are incompatible](#).
- ✘ **Health services; pricing and reimbursement of medicines & medical devices; and US-style promotion of prescription drugs.** Including these topics could [negatively impact health care](#) in Europe.

