



**verbraucherzentrale**

*Bundesverband*

# THE VOICE OF CONSUMERS

Fighting for strong consumer rights,  
fair markets, and safe products  
and services

# WHO WE ARE

...❖ The Federation of German Consumer Organisations (Verbraucherzentrale Bundesverband – vzbv) is the strong voice of all consumers in Germany – independent of their origin or living conditions. As the umbrella organisation for German consumer associations in each of Germany’s 16 federal states, and for 26 other member organisations, vzbv channels the strengths of its members to promote strong consumer protection. Our work is backed by a number of individuals and nine organisations who are supporting members.

## Our goals

- A better position for consumers in the social market economy
- Clear and uniform rules for all market players
- Effective competition on price and quality that provides true freedom of choice in transparent markets
- Safe products and services
- Clear consumer information
- Reliable, enforceable consumer rights
- Promotion of sustainable consumption
- Upholding the precautionary principle, including in international free trade agreements



“  
**Consumer policy  
should address people’s  
everyday concerns.**

*Klaus Müller, vzbv Executive Director*



# HOW WE WORK

...❖ **vzbv operates at both European and international levels and has an office in Brussels.** vzbv is a member of the umbrella organisation of European consumer organisations, Bureau Européen des Unions de Consommateurs (BEUC), and of Consumers International (CI), an international federation of consumer organisations.

...❖ **vzbv is a not-for-profit organisation, politically impartial, and solely committed to representing the interests of consumers.** vzbv was established in 2000 as the result of the merger of three federal consumer organisations.

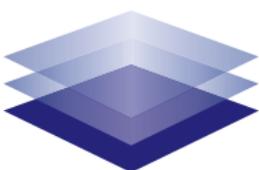


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...❖ **vzbv is funded by the Federal Ministry of Justice and Consumer Protection, and through project funds and member subscriptions.**

...❖ **Our Market Watch and Food Transparency projects and the provision of energy advice through German consumer associations are key elements of our work.**

...❖ **vzbv recognises that the needs of consumers are diverse. Hence, in its work for consumers, vzbv does not exclude specific types or groups of consumers.**



**Initiative  
Transparente  
Zivilgesellschaft**

# OUR TOPICS

MOBILITY AND TRAVEL



DIGITAL AND MEDIA

FINANCIAL MARKETS



SUSTAINABLE CONSUMPTION

ENERGY AND CONSTRUCTION



LEGAL AFFAIRS AND TRADE

HEALTH CARE



93% of consumers say:  
**“I consider consumer protection to be important for my peace of mind.”**

Source: 2018 consumer report, representative survey carried out by Kantar EMNID on behalf of vzbv, July 2018

CONSUMER EDUCATION



FOOD



LITIGATION



# MEDIA SERVICE

- Current positions on and assessments of consumer policy
- Experts in consumer policy
- Fact sheets on key topics
- Newsletter subscription for vzbv press releases
- *ePresseschau*: a daily overview of online newspaper articles on consumer topics by email
- High-resolution infographics for use by journalists
- Document service: studies, statements and positions
- Newsletter subscription for the latest court rulings on consumer matters
- Database of court rulings
- *Verbraucherpolitik EU aktuell*: newsletter featuring an overview of the latest news on EU consumer policy

For the latest news and background information, and to subscribe to our newsletter, visit [www.vzbv.de](http://www.vzbv.de)



## CONTACT

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[www.youtube.com/vzbv](https://www.youtube.com/vzbv)

# WHAT WE DO

... ❖ **vzbv represents the interests of consumers vis-à-vis policymakers, companies and other stakeholders.**

- We expose structural deficits in consumer markets, identify consumer issues, present solutions and fight for their implementation.
- Through our Market Watch projects we contribute to consumer-oriented market monitoring.
- We bring consumer concerns into the public eye.
- In our discussions with policymakers, we argue for binding regulation to increase transparency in markets.
- We enforce consumer rights, when necessary in court.
- We fight for a nuanced view of consumers by policy-makers and judges.
- We support the German consumer associations with information and training.
- We are committed to improving consumer education.

## CONSUMER SERVICES

The German consumer associations in the individual federal states provide personal advice and information for consumers.

 [www.verbraucherzentrale.de](http://www.verbraucherzentrale.de)

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