

A. Resolution A

The Ninth United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices,

Recalling General Assembly resolution 35/63 of 5 December 1980, adopting the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices,¹ and General Assembly resolution 39/248 of 16 April 1985, adopting the United Nations guidelines for consumer protection,²

Recalling General Assembly resolution 79/195 of 19 December 2024 on international trade and development, reaffirming the fundamental role that competition and consumer protection laws, policies and enforcement can play in strong economic development and the usefulness of the Set and the guidelines, as well as the important and useful role that UNCTAD plays in this field,³

Having assessed the implementation of the Set for 45 years after its adoption, and recognizing its positive contribution and the significant discussions and outcomes of the Intergovernmental Group of Experts on Competition Law and Policy in promoting the adoption and implementation of competition law and policy, at both the national and regional levels, worldwide and disseminating a competition culture,

Having assessed the implementation of the guidelines 40 years after their adoption and 10 years since their last revision;⁴ and recognizing their positive contribution and the significant discussions and outcomes of the Intergovernmental Group of Experts on Consumer Protection Law and Policy in promoting the adoption and implementation of consumer protection law and policy worldwide and disseminating a consumer protection culture,

Having reviewed the work of the Intergovernmental Group of Experts on Consumer Protection Law and Policy and recognizing its central role in addressing consumer protection and development-related issues, facilitating multilateral consultations and supporting Member States in the implementation of the guidelines,

Reaffirming the resolutions on strengthening the implementation of the Set and the guidelines adopted by the Eighth United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices,⁵

Recalling the decision of the fifteenth session of the United Nations Conference on Trade and Development (Bridgetown, 2021) in paragraphs 56, 62 and 127 (z),⁶

Emphasizing the importance of expanding inclusion in and benefits from the digital economy for all, an objective in General Assembly resolution 79/1 of 22 September 2024,⁷ and recognizing that advancing digital inclusion requires a predictable and transparent enabling environment that encompasses policy, legal and regulatory frameworks that support innovation, protect consumer rights, nurture digital talent and skills, promote fair competition and digital entrepreneurship and enhance consumer confidence and trust in the digital economy,

Recognizing that effective policies that prevent trade in hazardous consumer products and fraudulent and deceptive commercial practices can improve consumer confidence and provide more favourable conditions for sustainable economic development,

¹ A/RES/35/63.

² A/RES/39/248.

³ A/RES/79/195.

⁴ A/RES/70/186.

⁵ TD/RBP/CONF.9/9.

⁶ TD/541/Add.2.

⁷ A/RES/79/1.

Noting with appreciation developments in the work on consumer product safety carried out since the Eighth Conference at sessions of the Intergovernmental Group of Experts on Consumer Protection Law and Policy and by the informal working group on consumer product safety in relation to the drafting of a resolution on consumer product safety,

Noting with appreciation the declaration on cross-border dispute resolution and redress for consumers, as welcomed by the Intergovernmental Group of Experts on Consumer Protection Law and Policy at its eighth session,⁸

Fundamental role of competition and consumer protection laws and policies

1. *Reaffirms* the fundamental role of competition and consumer protection laws and policies for sustainable and inclusive economic development, by promoting open, dynamic, fair and safe markets, ensuring access by consumers to essential goods and services, empowering and protecting consumers from fraudulent and deceptive commercial practices and boosting consumer education to ensure more informed choices;

2. *Encourages* Member States to strive to efficiently implement the provisions of the Set and the guidelines, given that effective application of competition and consumer protection policies is important to guarantee well-functioning markets and respect for consumer rights;

3. *Commends* the work of the Intergovernmental Group of Experts on Consumer Protection Law and Policy in providing the international institutional machinery for the implementation of the guidelines; and calls upon Member States to strengthen the work of UNCTAD in this field and request that it continue to report on its work to future Conferences;

4. *Requests* Member States to facilitate international cooperation among competition authorities and among consumer protection authorities, at both the national and regional levels, to strengthen the effectiveness and efficiency of law enforcement against cross-border anticompetitive business practices and fraudulent and deceptive commercial practices, as directed in the Bridgetown Covenant and the document titled “Guiding Policies and Procedures under Section F of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices”, as well as the recommendation on preventing the cross-border distribution of known unsafe consumer products adopted by the Eighth Conference, assisting young and less experienced authorities of developing countries;

5. *Requests* the UNCTAD secretariat to continue to disseminate the Guiding Policies and Procedures, as well as the recommendation, and to encourage its use by Member States;

6. *Recognizes* the important contribution of competition and consumer protection laws and policies to the economic and social progress of developing countries and encourages continued support for capacity-building and peer learning, to enable these countries to fully benefit from competitive and fair markets where consumers are better protected;

Documentation

7. *Takes note with appreciation* of the documentation prepared by the UNCTAD secretariat for the Conference: TD/RBP/CONF.10/1, TD/RBP/CONF.10/2, TD/RBP/CONF.10/3, TD/RBP/CONF.10/4, TD/RBP/CONF.10/5 and TD/RBP/CONF.10/6;

8. *Takes note with appreciation also* of Member States’ contributions to the UNCTAD secretariat background documentation and the facilitation of round tables, and of the written and oral contributions from Member States and other participants that enriched the debate during the Conference;

9. *Calls upon* Member States to foster greater coordination between competition and consumer protection policies, to ensure fair, inclusive and resilient markets, recognizing

⁸ TD/B/C.I/CPLP/42.

that the strengthening of synergies between these frameworks leads to further economic development and consumer welfare;

Technical cooperation: Competition and consumer protection policies and frameworks

10. *Underscores* the vital role of UNCTAD in providing technical assistance and capacity-building in the fields of competition and consumer protection through close cooperation with beneficiary countries and by employing a multi-stakeholder approach to foster a culture of competition and consumer protection and raise awareness among consumers and businesses;

11. *Requests* UNCTAD, under its technical cooperation pillar, to:

(a) Conduct follow-up and an impact assessment of technical cooperation activities, to improve and better adjust them to beneficiaries' needs and priorities;

(b) Further explore and develop joint and complementary work with other regional and international organizations for more effective and stronger assistance to developing countries;

(c) Continue its work in providing capacity-building in and technical assistance on competition and consumer protection laws and policies and prepare an updated review for the consideration of the Intergovernmental Groups of Experts on Competition Law and Policy and on Consumer Protection Law and Policy, at their twenty-third and ninth sessions, respectively;

UNCTAD voluntary peer reviews of competition and consumer protection laws and policies

12. *Congratulates* the Government of Angola for its voluntary peer review of consumer protection law and policy; looks forward to the successful implementation of its policy recommendations with the support of the UNCTAD secretariat; and encourages interested Member States to volunteer for future peer reviews of competition and consumer protection laws and policies, including as peer reviewers;

13. *Reflects upon* 20 years of voluntary peer reviews of competition law and policy and acknowledges their role in strengthening legal and institutional frameworks and promoting awareness and engagement with public authorities and regulators, while recognizing the persistent challenges in implementing recommendations due to limited human and financial resources;

14. *Underlines* the value of the voluntary peer reviews as a useful tool for the exchange of experiences and cooperation, at both the national and regional levels; decides that UNCTAD should undertake further exercises of Member States or regional economic organizations' laws and policies; and invites Member States to assist UNCTAD on a voluntary basis by providing experts and financial resources, as national laws and policies allow, for future activities in connection with these reviews;

15. *Welcomes* the initiative of the Government of Argentina to volunteer for a peer review of consumer protection law and policy in 2026;

UNCTAD Model Law on Competition

16. *Welcomes* the modernization of the commentaries of individual chapters of the Model Law on Competition, part 2, as an important guide for young competition authorities; requests the UNCTAD secretariat to continue this revision in the light of legislative and decisional developments of Member States; and encourages all Member States to complete and update this information for consideration by future sessions of the Intergovernmental Group of Experts on Competition Law and Policy, for its continued dissemination;

UNCTAD world consumer protection map

17. *Encourages* the continuation of the information-gathering process on the legal and institutional framework for consumer protection, in particular through the world consumer protection map; and invites all Member States to participate in completing and updating it;

UNCTAD Research Partnership Platform on Competition and Consumer Protection

18. *Recognizes* the useful role of this platform in strengthening UNCTAD research and policy analysis capacities and linking research findings to the technical cooperation pillar and the extensive growth of the platform, in terms of projects and participants, since its establishment in 2010;

UNCTAD work programme support

19. *Recommends* the continuation and strengthening of the work programme within the UNCTAD secretariat and intergovernmental machinery on competition and consumer protection law and policy issues, in active engagement with and the participation of competition and consumer protection authorities of Member States;

20. *Invites* Member States in a position to do so to support the implementation of the activities outlined in this resolution and, in this respect, expresses its appreciation and gratitude to those Member States and organizations that have provided financial contributions;

21. *Invites also* other intergovernmental organizations and financing programmes and agencies to provide resources for the activities mentioned in this resolution;

Cross-border dispute resolution and redress for consumers

22. *Welcomes* the proposal prepared by the UNCTAD secretariat on how it might assist with the objectives of the declaration on cross-border dispute resolution and redress for consumers, considering resources needed and other issues; and invites Member States in a position to do so to support its implementation;

23. *Recommends* that Member States implement policies, aligned with the United Nations guidelines for consumer protection and other international instruments, aimed at establishing effective mechanisms for consumer dispute resolution and redress, particularly for cross-border cases and to foster international cooperation on this matter;

Informal working groups of the Intergovernmental Groups of Experts on Competition Law and Policy and on Consumer Protection Law and Policy

24. *Commends* the significant contributions of the informal working group on cross-border cartels, established by the Intergovernmental Group of Experts on Competition Law and Policy, and the informal working groups on consumer product safety, consumer protection in electronic commerce and consumer protection and gender, established by the Intergovernmental Group of Experts on Consumer Protection Law and Policy; and acknowledges with appreciation the reports presented at the Ninth Conference;

25. *Reaffirms* the strong commitment to pursuing discussions on case studies and national and regional experiences, sharing knowledge and improving international cooperation in the respective areas of the informal working groups, subject to the availability of resources; and encourages Member States and relevant stakeholders to support the implementation of their activities;

Informal consultations for future sessions of the Intergovernmental Groups of Experts on Competition Law and Policy and on Consumer Protection Law and Policy

26. *Reaffirms* that future sessions of the Intergovernmental Groups of Experts on Competition Law and Policy and on Consumer Protection Law and Policy should include four clusters of issues for informal consultations, namely:

(a) Competition and consumer protection policies' contribution to the achievement of inclusive and sustainable development;

(b) The role of competition and consumer protection and product safety policies with regard to electronic commerce and digital markets, including artificial intelligence technologies;

(c) Impact assessments of competition and consumer protection policies in developing countries;

(d) International cooperation between competition authorities and between consumer protection agencies, at both the national and regional levels, against cross-border anticompetitive practices and deceptive and fraudulent commercial practices;

27. *Requests* the UNCTAD secretariat to prepare reports and studies as background documentation on the following topics for proposed informal consultations during the twenty-third session of the Intergovernmental Group of Experts on Competition Law and Policy:

(a) Impact assessment and dissemination of the benefits of competition law and policy for developing countries (background note);

(b) Competition in global food value chains;

28. *Requests* the UNCTAD secretariat to prepare reports and studies as background documentation on the following topics for proposed informal consultations during the ninth session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy:

(a) Enforcement of consumer law in global markets, including digital tools and cross-border considerations (background note);

(b) Innovation in consumer information and education, including to promote sustainable consumption;

World competition day

29. *Welcomes with appreciation* the proposal from the Government of Kenya for the recognition of 5 December as world competition day; and encourages Member States to pursue consultations on this issue leading up to the twenty-third session of the Intergovernmental Group of Experts on Competition Law and Policy;

Further review of the Set and the guidelines

30. *Recommends* that the General Assembly rename the United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices as the United Nations Conference on Competition and Consumer Protection;

31. *Recommends* that the General Assembly convene a Tenth United Nations Conference on Competition and Consumer Protection, to be held under the auspices of UNCTAD in 2030.

Closing plenary meeting
11 July 2025

B. Resolution B

The Ninth United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices,

Noting with appreciation the work on consumer product safety carried out since the Eighth United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices at sessions of the Intergovernmental Group of Experts on Consumer Protection Law and Policy and by the informal working group on consumer product safety in relation to the drafting of a resolution on consumer product safety,

Consumer product safety

Invites the General Assembly, at its eightieth session in 2025, to consider the adoption of the draft resolution on consumer product safety as annexed to the present resolution;⁹

Requests the Trade and Development Board of UNCTAD to take note of the draft resolution on consumer product safety as annexed to the present resolution.

Closing plenary meeting
11 July 2025

Draft resolution on consumer product safety

The General Assembly,

Recalling Resolution 70/186 of 22 December 2015 on consumer protection, adopting the revised United Nations guidelines for consumer protection, setting out the main characteristics of effective consumer protection legislation, enforcement institutions and redress systems,

Taking note of the mandate entrusted to the United Nations Conference on Trade and Development at its fifteenth session in the Bridgetown Covenant,¹⁰ to continue to assist developing countries to formulate and implement competition and consumer protection policies and laws, facilitate cooperation among competition and consumer protection agencies, conduct peer reviews and foster the exchange of knowledge and best practices, including through multilateral forums, such as the Intergovernmental Group of Experts on Competition Law and Policy and the Intergovernmental Group of Experts on Consumer Protection Law and Policy, and by contributing to the implementation of the outcome of the United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices and of the revised United Nations guidelines for consumer protection,

Affirming the right of all consumers to have access to safe products and the need to provide consumers, including those in vulnerable and disadvantaged situations, with a high level of protection against unsafe products both online and offline, particularly in countries with less developed product safety frameworks,

Affirming that products offered to consumers should not pose an unreasonable risk to the health or safety of consumers, in reasonably normal or foreseeable use or misuse,

Recognizing the need to tackle emerging challenges in cross-border consumer protection enforcement arising from the evolving online environment,

Reaffirming that measures to ensure the health and safety of consumers should not create unnecessary obstacles to trade or be more trade restrictive than necessary, consistent with the rules of the World Trade Organization,

Recalling that the World Health Organization defines “health” as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity,

Recognizing that consumers often face imbalances in economic terms, educational levels and bargaining power, and may find themselves vulnerable to unsafe products,

Reaffirming that product safety contributes to building trust in economic operators and markets and reduces costs to society associated with injuries, ill health, deaths and property loss, and thereby contributes to economic development,

Recognizing that product safety plays a critical role in sustainable consumption, that sustainable products should also be safe, conscious of the role which the circular economy will play in addressing environmental, climate and biodiversity challenges; and recognizing the interlinkages between health, safety and environmental risks,

⁹ See TD/RBP/CONF.10/7, annex I.

¹⁰ TD/541/Add.2.

Affirming the importance of setting general product safety principles, to assist all Member States with formulating and enforcing domestic and regional product safety frameworks including policies, laws, rules and regulations, among others,

Recognizing the importance of building local, national, regional and international cooperation in the area of product safety,

Having regard to the recommendation on preventing the cross-border distribution of known unsafe consumer products adopted by the Eighth United Nations Conference to Review All Aspects of the Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices, which encourages Member States to pursue policies, consistent with World Trade Organization obligations, aimed at preventing the cross-border distribution of consumer products known in their own jurisdiction to be unsafe,

Recognizing the informal working group on consumer product safety, established at the third session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy, under the auspices of the United Nations Conference on Trade and Development, aimed at strengthening consumer product safety frameworks at the national, regional and international levels to protect consumers from hazards to their health and on recommending policy options for addressing challenges faced by consumer protection authorities in this area,

Noting that the informal working group has focused its efforts on “consumer products,” understood to mean the category of products intended for and/or likely to be used by consumers, excluding food, drugs and medical devices, as these products are often subject to particular risk assessment and risk management in distinct regulatory frameworks,

1. *Decides* to adopt the United Nations principles for consumer product safety annexed to the present resolution of which it forms an integral part;
2. *Requests* the Secretary-General to disseminate the principles to Member States and other interested parties;
3. *Recommends* that Member States implement this resolution and the principles, as set out in the Annex;
4. *Requests* all organizations of the United Nations system that elaborate United Nations guidelines for consumer protection and related documents on particular areas relevant to consumer product safety to distribute them to the appropriate bodies of individual States;
5. *Requests* the United Nations Conference on Trade and Development secretariat to exchange information on progress and experiences regarding the implementation of this resolution, review that information and report to the General Assembly on this subject on the occasion of the Tenth United Nations Conference to Review All Aspects of the United Nations Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices;
6. *Further requests* the United Nations Conference on Trade and Development to promote the United Nations principles for consumer product safety and to encourage interested Member States to create awareness of the many ways in which Member States, businesses and civil society can promote consumer product safety in the provision of public and private goods and services;
7. *Requests* the Intergovernmental Group of Experts on Consumer Protection Law and Policy to incorporate the United Nations principles for consumer product safety into its regular programme of work, in addition to the United Nations guidelines for consumer protection, to devote a standing agenda item to their implementation and to prepare reports and documentation as appropriate.

Annex

United Nations principles for consumer product safety

I. *General principles for the safety of products on the market*

1. All products offered to consumers, whether online or offline, new, used, repaired or reconditioned, in reasonably normal or foreseeable use or foreseeable misuse, are safe.
2. Businesses have the primary responsibility to ensure that products they make available to consumers are safe.
3. Businesses take safety into account in the design, quality assurance, production and supply of consumer products throughout their entire life cycle.

II. *Product safety regulation and standards*

4. Member States should empower relevant authorities responsible for product safety to develop laws, rules, regulations and policies, participate in and encourage the development of standards, and consider existing standards, for the safety of products.
5. Member States should develop policies to strengthen product safety online, engaging actors involved in the online sales of products, including online marketplaces, by ensuring that they implement appropriate measures to enhance consumer product safety.
6. Member States should formulate or promote the development and implementation of standards for the safety of products at the regional and international levels.
7. The fact that a product formally complied with product safety requirements should not preclude relevant authorities responsible for product safety from taking all appropriate corrective measures where there is evidence that the product is unsafe.
8. Member States should perform outreach activities to industry regarding applicable product safety requirements to help businesses comply with product safety requirements.
9. Member States should encourage the availability of testing and certification facilities, including at the bilateral and regional levels.
10. Instruments laying down mandatory product safety requirements should be readily available to the public.

III. *Responsibilities of relevant authorities responsible for product safety*

11. Member States should empower relevant authorities responsible for product safety to investigate and take action against unsafe products and the businesses in the supply chain that bring them to market. These powers may include the following:
 - (a) Mandate businesses to report to the relevant authorities responsible for product safety incidents associated with a product they have made available to consumers, without undue delay from the moment they become aware of the incident;
 - (b) Request businesses to notify the relevant authorities responsible for product safety of any unsafe product they have made available to consumers, without undue delay from the moment they know about the risk. Product safety incidents and regulatory notifications should be documented, including the time of awareness and the time of notification;
 - (c) Require businesses to provide in their reports and notifications to the relevant authorities responsible for product safety complete information with respect to the safety aspects, including potential risks, and to the supply chain of their products;
 - (d) Order businesses to take certain measures, such as those enumerated in section VI on corrective measures, in relation to a product presenting a danger to consumers' health and safety;
 - (e) Receive and process complaints in relation to a product presenting a danger from businesses, consumers, consumer groups, civil society and other government authorities;

(f) Investigate and take action to stop the sale and distribution of products presenting a danger to consumers' health and safety in online marketplaces;

(g) Any other power deemed necessary for the effective protection of consumers from unsafe products.

12. Member States should make publicly available and disseminate as widely as possible the contact details of the relevant authorities responsible for product safety.

13. Member States are encouraged to use existing platforms or develop systems for the timely communication of product safety alerts between relevant authorities responsible for product safety, at the national, regional and/or international levels, to disseminate and exchange information to stakeholders.

14. Member States are encouraged to explore the use of new technologies for the enforcement of product safety requirements in their markets, keeping in mind that such technologies should be strictly delineated, contain safeguards for the protection of consumer rights and be used in a strictly proportionate manner.

15. Member States should adopt systematic procedures for risk identification, assessment and management.

IV. Product risk identification

16. To identify risks, Member States should collect data, where available, from:

(a) Consumer and business complaints made to the relevant authorities responsible for product safety;

(b) Reports of death, serious injury or illness;

(c) Recalls and other corrective measures notified by businesses;

(d) Market surveillance activities to identify non-compliant or unsafe products;

(e) Information from other domestic and international regulators;

(f) Networks of consumer, business, government and other organizations;

(g) Media monitoring of news sources and other government or organization publications and media statements;

(h) Consumer product reviews.

V. Risk assessment and management

17. When assessing the safety of a product and determining how to manage risk, the following elements may be taken into account:

(a) The characteristics of the product, in particular its design, features, composition, packaging and, where applicable, instructions for assembly, installation, use and maintenance;

(b) The presentation and marketing of the product, the labelling, including suitability by age, any warnings and instructions for its safe use and disposal and any other indications or information regarding the product;

(c) The types of consumers using the product, in particular consumers in vulnerable situations such as children, older people and persons with disabilities, and taking into account the diversity of consumers;

(d) In addition, the following elements may be taken into account, when appropriate:

(i) The compliance of the product, whether in its final form or its manufacturing components, with the international specifications and/or standards applicable to Member States;

(ii) Other environmental considerations with an impact on the safety of products;

(iii) The number of products on the market, their location and the conditions in which they may be used.

VI. Corrective measures

18. Where a product made available to consumers appears to be unsafe, businesses should take appropriate and timely corrective measures to ensure the product no longer poses a risk and coordinate with the relevant authority in this regard.

19. In cases where businesses do not act upon an unsafe product or where the corrective measures taken by them are considered unsatisfactory by the relevant authority responsible for product safety, such an authority should have the power to order corrective measures to ensure the product no longer poses a risk.

20. Measures, adopted by businesses or ordered by the relevant authority responsible for product safety, may include one or more of the following, whichever is most appropriate to the risk presented:

(a) Notifying consumers of the risks in an accessible, accurate, clear and efficient manner;

(b) Marking the product with appropriate warnings of the risk or warning consumers of the risk;

(c) The prompt withdrawal of the product from the market;

(d) A recall of the product from consumers;

(e) The destruction of the product;

(f) A removal of the product listing by online marketplaces;

(g) Product repair if possible and allowed by relevant legislation, particularly when the risk relates to a part of a product.

21. In addition to the measures mentioned above, relevant authorities responsible for product safety may order the following measures:

(a) Making the marketing of the product subject to prior conditions;

(b) A ban on the supply, offer to supply, display or export of the product;

(c) A rejection of the importation of the product at a national border;

(d) Take-down and stay-down orders to stop the sale and distribution of products presenting a danger to consumers' health and safety in online marketplaces;

(e) Any other measure ensuring the product no longer poses a risk to consumers.

22. In the event of a product safety recall, initiated by a business or ordered by a relevant authority responsible for product safety, the business responsible for the product safety recall should offer an effective, cost-free and timely remedy, such as a repair, replacement or adequate refund of the recalled product, to the consumer.

VII. Information to consumers by relevant authorities responsible for product safety and by businesses

23. Member States should develop a system to effectively and in a timely fashion communicate recalls and information on unsafe products, enabling consumers to identify the product and understand the nature of the risk and the measures taken. Member States should involve stakeholders in disseminating product safety information.

24. Member States should provide consumers with a channel to reach out to relevant authorities responsible for product safety on questions related to product safety matters or to report safety issues.

25. Businesses should provide consumers with information on the safe use of their products in a clear and accessible way, taking into account the widest possible range of

consumers and paying particular attention to the needs of the vulnerable and disadvantaged. Such information on the safe use of the product should equally be provided for online offers.

26. To address sustainability and circular economy considerations, businesses should freely distribute and make available user manuals pertinent to the safe use of the product to any interested party, including in electronic format or in another format adequate to consumers' needs.

27. Businesses should provide consumers with channels through which to report product safety issues and incidents.

28. Businesses should clearly inform consumers of actions to take when a product which they have placed on the market presents a danger to consumers' health and safety or after an incident has occurred linked to the use of the product.

29. When a product is recalled, businesses should use information at their disposal to directly contact consumers affected by the recall. In addition, businesses should disseminate the recall notice as widely as possible via various media.

30. Member States should, and businesses are encouraged to, develop, as appropriate, consumer education and awareness-raising programmes on product safety, disseminating them through effective channels of communication.

VIII. Cooperation between businesses and relevant authorities responsible for product safety

31. Businesses should cooperate with relevant authorities responsible for product safety regarding actions to eliminate or mitigate risks that are presented by the products which they have made available on the market.

32. Member States should facilitate and monitor the recall process, for example, by assisting businesses with recall notice language.

33. Member States should support voluntary initiatives by businesses, going beyond the legal obligations in place, to improve the safety of products.

34. Member States should foster opportunities to bring all stakeholders together, including business organizations, consumer organizations and relevant authorities responsible for product safety, to discuss product safety issues. They should share data on risks, update on safety guidelines, and coordinate joint responses to safety concerns.

35. Businesses should implement equivalent levels of consumer product safety irrespective of the country in which they operate.

IX. International cooperation

36. In order to improve the overall level of safety of products, Member States should cooperate at the bilateral, regional and international levels, including through the use of communications systems enabling the rapid sharing of information on unsafe products found in their markets. Such tools should enable communications about an unsafe product found in the market of a Member State to relevant authorities responsible for product safety of other Member States and include essential information such as the identification of the product, the nature of the risk and the corrective measures taken.

37. Where an unsafe product is found in the market of one Member State and appears to be originating from or to be available in the market of another Member State, Member States should cooperate and exchange information on the product in question, as well as enhance coordination on corrective measures, following a general principle of good cooperation, and in accordance with their national laws.

38. Member States should collaborate in setting up the joint use of testing facilities, common testing procedures and the mutual recognition of test results.