

ECC LT during 2019 was informing consumers about changes in European legislation on consumer rights and about transposition of EU legislation into national law. The informational material which is distributed to consumers was updated in 2019 and consumers during the seminars, conferences, city festivals and other events were informed about all changes and their rights. During 2019 ECC LT lawyers were consulting consumers and giving them legal advices how to act in different situations, what documents to present when consumer writes a complaint and/or etc. The information was presented also in ECC LT webpage [www.ecc.lt](http://www.ecc.lt) and relevant information for consumers was shared on Facebook. ECC LT team together with the European Commission Representation in Lithuania, EURES, Europe Direct, ERASMUS and other EU networks participated in annual conference “EU Nets Informational annual meeting” in Vilnius. Also, ECC LT participated **in 7 festivals and fairs** with promotional tent/stand which were held in Anyksciai, Druskininkai, Telsiai, Kaunas and Vilnius. During these events information about consumer rights in the EU was spread and informational material reached consumers in different regions of Lithuania. Consumers were invited to fill crosswords, play digital game on consumer/passenger rights and win prizes. All these activities were very useful, not only because the informational material was distributed, legal advice was given, but also consumers who face problems with traders were encouraged to make contacts with traders and write complaints. Feedback which was received from press, phone calls and e-mails shows that these activities were very useful.

In 2019 ECC LT received **485 complaints**. Each year ECC LT team is travelling and visiting different regions of Lithuania in order to reach more consumers. During these meetings consumers get legal advices on different topics connected to consumer rights in the EU.

ECC LT produced the ECC LT Annual Report 2018 which reflected on the activities carried out by the ECC LT in 2019. Press release was published through ELTA. The electronic version of the Annual Report 2018 in Lithuanian with the short summary in English was placed on the ECC LT website and published on Facebook.

In 2019 ECC LT has produced **11 300** different **leaflets** in Lithuanian language; **114 documents** were downloaded from the website. In 2019 ECC LT has produced 3 different leaflets in Lithuanian language using design from “Picture your rights”: ECC LT made leaflets with general information about ECC-Net services (4000 units, in Lithuanian language), air passenger rights (3000 units, in Lithuanian language), car rental (4000 units, in Lithuanian language), and promotional leaflet’s folder (300). All leaflets which were produced by the ECC LT are accessible for consumer in the website [www.ecc.lt](http://www.ecc.lt) as e-leaflets and they can be downloaded and printed. All leaflets were distributed via different events: seminars, city festivals, conferences, meetings and etc.) Such a good number of the distribution of leaflets is because ECC LT is in very good collaboration with regional tourism information centers ( TIC), regional libraries, Lithuanian 3 airports and with their help the informational material on air passenger’s rights, car rentals, ECC-Net services were spread through all three Lithuanian International Airports in Vilnius, Kaunas and Palanga. Successful were our **12 promotional activities on Facebook and in the online portal [www.15min.lt](http://www.15min.lt)** where consumers could read the success stories and receive practical advice in different situations.

In 2019 ECC LT produced following **promotional gadgets (2315 units)** : Reflectors with ECC-Net logo and tagline (100 units/green, orange, red, blue and white colours); Luggage tags with the ECC-Net logo and tagline (200 units/blue; Light bamboo tea/coffee cups (100 units/light blue, light pink, light green, light sand); ECO pens from wheat straw and PP material with ECC-Net logo and tagline (500 units/cherry, blue and sand); ECO bamboo tea/coffee cups with silicon lids with ECC-Net logo

and tagline (50 units/with blue and green colour silicon lids); Silicon tea strainers with ECC-Net logo and tagline (100 units, red and green colour); Flask with ECC-Net logo and tagline (30 units, orange and green color); Folded shopping bags with ECC-Net logo and tagline (100 units, red, green and blue colours); Microfiber towels with ECC-net logo and tagline (50 units); Towel holder rubber with ECC-net logo and tagline (100 units); chocolate sweets with ECC-net logo and tagline (5 kg); balloons with plastic sticks (300 units); shopping bags with ECC-Net logo and tagline (100 units/blue cotton); shopping bags from recycled jeans material with ECC-Net logo and tagline (100 units, blue colour); umbrellas blue colour with ECC-Net logo 108 cm diameter (135 units); PVC luggage tags with the ECC-Net logo and tagline (200 units/blue, green color); metal key chain – euro token with the ECC-Net logo (150 units). These gadgets were distributed during events organized by ECC LT, conferences, seminars, lectures at schools and universities and also during regional festivals with informational tent, also, during Air passengers' days in Vilnius and Kaunas International airports.

ECC LT in 2019 launched **the promotional campaign “Safer to buy in Europe”** in different media in Lithuania. For that purpose, ECC LT produced short videos (15 and 30 second duration) and banners which were used in different digital media and reached a big target audience:

from 01/09/2019-30/09/2019 promotional campaign “Safer to buy in Europe” has been run on **Facebook**. Advertisement video was shown **1 831 303 times** (767 546 people were reached). The video (counting the times when it was viewed more than 10 sec.) was viewed 231 764 times (reached **131 263 unique viewers**).

During September, 2019 15 sec. video “Safer to buy in Europe” was shown on **online TV** in the largest **online news portal** in Lithuania [www.delfi.lt](http://www.delfi.lt) 500 000 times and reached **278 217 audience (unique visitors)**.

During November, 2019 in the **second biggest news online portal** in Lithuania [www.15min.lt](http://www.15min.lt) banners of the campaign „Safer to buy in Europe“ were shown **10 000 times** and **10 ECC LT success stories** were published.

ECC LT has made **2 TV shows “Safer to buy in Europe” on commercial television” “Lrytas TV”** (10 min duration each), which were broadcasted four times each. The audience which was reached on **TV is 50 000**. In these TV shows ECC LT all team members presented these themes: ECC-Net and ECC LT services, Car rental issues, Air passenger rights, luggage delay/damaged luggage/lost luggage.

As part of the digital promotional materials a Virtual reality play/quiz for air passenger travellers (played with 3D glasses), has been created which is being used in promotional events where ECC LT has participated (regional festivals, air passengers' days).

ECC LT collected publications and other informational material from the ECC-Net, other ECC's and organizations, which was available for consumers at the ECC LT premises, ECC LT website ([www.ecc.lt](http://www.ecc.lt)) and ECC LT Facebook page. The content of the ECC LT website, Facebook was developed and updated regularly during the whole year. The website was updated in the best SEO practice. The information in the website was revised and updated taking into account the need of consumers to get the relevant information in a quick and brief way. ECC LT published news, videos, invitations to events and photos from the events, shared other interesting information about consumer

rights protection in the EU and provided the latest information on the ECC LT activities on Facebook. As the result, the ECC LT attracted **2427 fans** on Facebook compared to 2267 fans in 2018. ECC LT published/shared **166 posts in 2019**.

In 2019 ECC LT carried out **two promotional actions for the „Air passengers Rights Day”**: first was at Vilnius International Airport and second at Kaunas International Airport departure halls. ECC LT distributed luggage tags and metal key chain – euro token with ECC-Net logo, pens, sweats and leaflets about ECC LT and Air passenger rights that consumers could read during the flight. Consumers and media took an active interest in this promotional activity, they all got legal advices regarding air passenger rights.

ECC LT also has participated in **7 City festivals and fairs** with Informational tent/stand during which consumers were educated about their consumer rights in the EU. During these events consumers were asked to visit ECC LT tent and to play virtual reality play/quiz. Consumers got legal advices on consumer rights protection in the EU. These city festivals which were attended: International tourism fair “ADVENTUR 2019” in Vilnius, 25-27/01/2019 (about 1200 direct contacts); Europe Day celebration in Kaunas, 09/05/2019 (about 200 direct contacts); Europe Day celebration in Vilnius, 11/05/2019 (about 300 direct contacts); Telsiai city festival in Telsiai, 15/06/2019 (about 200 direct contracts); Anyksciai city festival in Anyksciai, 27/07/2019 (about 200 direct contacts); Festival “Freedom picnic” in Kaunas, 24/08/2019 (about 300 direct contacts); Tourism days in Druskininkai, 28/09/2019 (about 200 direct contacts).

ECC LT specialists have visited and educated consumers in different schools, universities and other organizations, **totally 12 institutions**. Topics that were covered during these lectures were: ECC-Net and ECC LT services, e-commerce, air passengers’ rights, car rental issues, travel packages, faulty goods and services and etc.

ECC LT together with the SCRPA 14<sup>th</sup> of March, 2019 organized a conference dedicated to **European Consumer Day “Sustainable consumption”**. The venue of the conference was in Kauno DOKAS, Kaunas. The conference was attended by 82 participants from different organizations. The speakers were from public institution “Zaliasis taskas“ about building a responsible consumption culture; about global approach to food waste through non-formal education - NGO “Lietuvos vartotoju institutas”; about saving heat and electricity representative from State Energy Inspectorate, about consumers addiction to materialism the role of emotional intellect from Kaunas University of Technology; about responsible management of personal finances representative from the bank of Lithuania. The event was promoted via ECC LT Facebook, SCRPA Facebook, via webpages of ECC LT and SCRPA.

ECC LT together with SCRPA on the 28<sup>th</sup> of November in 2019 has organized a conference “**Annual consumer rights protection conference 2019**” in Vilnius. Different organizations from different Lithuanian regions were invited to participate. The venue of the conference was in “Comfort” hotel, conference hall, Vilnius. The speakers were from the Ministry of Justice of the Republic of Lithuania (vice minister), SCRPA (director has given the speech). The conference was attended by 78 participants from different organizations. During the conference these topics were presented: “2019 review of consumer rights protection” (SCRPA director), “2020: A military obstacle course or is it just running with obstacles?” (senior specialist from Lithuanian Free Market Institute), “Tourist – 2020” (president of the Lithuanian Tourism Chamber), “+ 1000 new passengers every day. Challenges and opportunities” (general manager of State Enterprise „Lithuanian airports“), „Who is

who in advertising“ (senior advisor in the Unfair Commercial Practices and Advertising division of SCRPA), „Influencers: Social Media Wild West“ (specialist in Influencers' Marketing), „Burn out traps at work and how to avoid them“ (psychologist). The event was promoted via ECC LT Facebook, webpage, SCRPA Facebook and webpage.

ECC LT specialists during the year of 2019 distributed 21 **press releases**, **published 6 articles in the newspapers** in paper version and 40 **publications/experts' comments in in online media**, participated in **13** interviews in the TV stations and provided information about consumer rights in the EU and the ECC-Net activities. In 2019 ECC LT broadcasted **108 radio shows/expert comments**. Different topics presenting consumer rights protection issues and ECC-Net activities were covered in radio stations: FM99, Kapsai, Mazeikiu aidas, Pulsas, RS2, Spindulys, Tau, Taurages radijas, Utenos radijas, Radijo GAMA, ZIP FM, LRT.

ECC LT participated and organized various events and was in a good collaboration with the State Consumer Rights Protection Authority, Lithuanian Transport Security Administration, Europe Direct, FIN-NET, SOLVIT, European Enterprise Network, European Commission Representation Office in Lithuania, Mykolas Romeris University, Alliance of Lithuanian Consumer Organizations, other NGO's, institutions and organizations.

ECC LT employees during the year of 2019 were encouraged to attend various trainings, seminars and conferences on consumer rights protection issues. ECC LT representatives attended: 2 ECC-Net meetings in Brussels and the conference on aspects of European Consumer Law in Luxemburg, , ECC-BEUC meeting in Brussels, Annual conference on European consumer law in Trier, Germany, Cooperation Day in Finland, Presidency event in Finland, ECC-Net IT Tool workshop in Warsaw , Nordic Baltic ECC - CPC meeting in Stockholm, study visits to ECC Cyprus, ECC Ireland and ECC France/Germany, ECC-Net Communication officer's workshop in Copenhagen, Extended Nordic-Baltic States Cooperation ECC-Net Meeting in Estonia.