

The Danish Consumer Council's Strategy 2011-2013

8 basic consumer rights

The Danish Consumer Council, as part of the global consumer movement, works for 8 basic consumer rights

- The right to health and safety
- The right to be informed
- The right to choose
- The right to be heard
- The right to the satisfaction of basic needs
- The right to redress
- The right to consumer education
- The right to a healthy and sustainable environment

2020 vision for the Danish Consumer Council

The Danish Consumer Council promotes sustainable and socially responsible consumption and efficient markets. We defend consumer rights and make consumers a power in the market. We are known to be a powerful organisation which, with a growing number of individual members and member organisations, is capable of achieving concrete gains for all consumers. The Danish Consumer Council is a professional NGO with an analytic and fact-based approach.

The Danish Consumer Council works for all consumers, regardless of their resources, place of residence or political persuasion. We work to improve conditions for consumers through debate, awareness-raising and assistance to all those interested in the relationship between consumption and society.

The Danish Consumer Council takes concerted action and, as far as possible, involves our member organisations and individual members.

Strategic objectives 2011-2013

Based on the 2020 vision we have set three main objectives which aim at fulfilling the vision and set the ambition for the Danish Consumer Council's work in 2011-2013.

Objective 1

The Danish Consumer Council promotes sustainable and socially responsible consumption and efficient markets

- By 2013 we have developed at least 3 market standards, contract terms or similar consumer-relevant tools that promote market efficiency
- During the period we launch one or more campaigns aimed at achieving lower prices in selected markets, taking into account social responsibility and sustainability
- At least one in two policy objectives include activities aimed at affecting the market through consumer behaviour
- In 2011 we formulate and implement a plan for a stronger focus on sustainability and social responsibility in the Danish Consumer Council's work. The plan should include targets for changes in consumer behaviour and knowledge related to this topic

Objective 2

The Danish Consumer Council is a powerful organisation with a growing number of individual members and member organisations

- During the period at least half of the member organisations have actively participated in a joint project with the Danish Consumer Council
- By 2013 90% of individual members are aware of the potential of their membership of the Danish Consumer Council
- By 2013 50% of consumers know that the Danish Consumer Council is an advocacy group (in 2009: 33%)
- 20% of the individual members have participated in one member activity
- By 2013 our member organisations represent expert knowledge in all our key focus areas
- By 2013 we have at least 120,000 individual members (the 2020 target is 250,000 members)
- By 2013 we have a turnover from members and other customers of at least 60 million DKK
- In 2011 we present a strategy for the development of new membership offers

Objective 3

The Danish Consumer Council is a professional NGO with an analytic and fact-based approach

- By 2013 consumers contribute in dialogue form to the Danish Consumer Council's work in 6 selected areas
- By 2013 the Advisory Service receives at least 20,000 consumer enquiries annually
- By 2012 we have set up a panel of a broad segment of external experts, and by 2013 we have in at least 10 cases obtained the opinion of this panel