

JAHARP 2021-09

E-commerce Market Surveillance

Brussels, 28 May 2024

Final Press Release

Better tools for market surveillance of e-traders

The Joint Action JAHARP2021-09 develops tools for market surveillance authorities (MSAs) and helps them target e-trade efficiently.

European MSAs work to remove unsafe products from the EU market, extending their vigilance to all retail environments, including the rapidly expanding online sector. Unfortunately, the online sector is an area where the legislative framework still needs to evolve further, and many MSAs struggle to find efficient ways forward.

Therefore JAHARP2021-09 has developed and tested an approach to market surveillance of e-traders. It builds on existing methods, but it has been improved and fitted to target e-trade in the EU. Other market surveillance authorities can easily implement the method and adapt the tools for their specific situation.



Final Conference

The Joint Action had its final conference 28 May 2024 to discuss its findings and present the method applied in the project. 12 representatives from MSAs, the European Commission, ADCO Chairs, and stakeholders attended the conference.

The conference emphasised the need for monitoring this section of the market as closely as the rest of the market, but the participants also noted that the impact of such activities apparently was good - all websites were brought into conformity after the authorities' intervention.

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CONTACT US

PROSAFE Office
Avenue des Arts/Kunstlaan 41,
1040 Brussels,
Belgium

Tel: +32 2 757 9336

Web: www.prosafe.org

Email: ioana@prosafe.org
info@prosafe.org

@PROSAFE_ORG

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KEY TAKE-AWAYS

Under JAHARP2021-09, each MSA inspected 10 websites offering washing machines for sale. Out of the 127 product pages inspected, only 15 (12%) were fully compliant.

Also 8 third country e-traders were inspected, and none was found to be compliant. After the follow-up measures with the economic operators, only 2 shops committed to bring their website into compliance.

DISSEMINATION

The results of the Joint Action were presented to the ECOD and ENERLAB ADCO groups on 15-16 May 2024 and to the RED ADCO on 13 March 2024.