



# **Informal Working Group on Consumer Protection in E- commerce: Work plan 2025-2026**

## I. Background

The [9th United Nations Conference on Competition and Consumer Protection](#), in its [Resolution A](#):

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.

Moreover, the [Report of the WGE to the 9th United Nations Conference on Competition and Consumer Protection](#), notes the following for 2025-2026:

“Decides to renew the mandate of the informal Working Group on Consumer Protection in E-commerce to continue addressing the challenges and opportunities of emerging technologies in consumer protection, addressing the needs of vulnerable consumers; to finalize and disseminate the checklist for enforcement authorities deploying AI; organizing webinars to share knowledge and updates, with other international organizations and networks, and to report to the ninth session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy.”

## II. WGE organization

Professor Riefa was confirmed to continue her role as the academic coordinator of the WGE for the upcoming working cycle. Valentina Rivas from the UNCTAD Secretariat will work together with Professor Riefa and will remain the primary point of contact for interactions with member States.

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As informed by the Secretariat, the UNCTAD informal working groups will convene up to three times during the 2025–2026 work cycle. To ensure coverage of the work programme and the organization of three substantive meetings, the Secretariat will circulate the proposed workplan, based on participants’ suggestions shared during the final meeting of the 2024–2025 cycle. The Secretariat will collect confirmations on webinar/meetings dates, topics, and expressions of interest from participants wishing to lead specific activities by e-mail.



### III. Proposed workplan

Based on the work carried out in the past by the Working Group on Consumer Protection in E-commerce (WGE),<sup>1</sup> and the final meeting of the WGE on [5<sup>th</sup> July 2025](#) where possible future activities were discussed, the proposed workplan for the WGE for 2025-2026 until the ninth session of the Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy, to be held from 6 to 8 July 2026, is as follows:

#### 1. Finalization and Dissemination of the AI Checklist for Enforcement Authorities

The WGE will complete the development of the “Checklist for Consumer Protection Authorities Deploying Artificial Intelligence,” incorporating feedback received from member States, experts, and stakeholders.

Following its finalization, the Checklist will be published and disseminated through the UNCTAD website and relevant international networks, including ICPEN, OECD, partners and stakeholders.

This activity will be led by the Competition and Consumer Protection Agency of Poland (UOKiK) and the UNCTAD Secretariat.

Required actions from the WGE participants: comments and suggestions for the organization of the dissemination events and coordination with other organizations active in consumer protection in digital markets.



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<sup>1</sup> <https://unctad.org/Topic/Competition-and-Consumer-Protection/working-group-on-consumer-protection-in-e-commerce> .

## 2. Knowledge exchange webinar (if open) or meeting (if closed to members only) on vulnerable consumers in digital markets

As part of the WGE's knowledge-sharing activities to continue addressing the challenges and opportunities of emerging technologies in consumer protection and to focus on the needs of vulnerable consumers, the WGE will organize a webinar/meeting on vulnerable consumers and behavioral science and/or neuromarketing. The session will examine how emerging digital marketing techniques, including those based on artificial intelligence, behavioral data, and neuroscience, can influence consumer choices and raise new regulatory challenges. It will also discuss strategies to protect vulnerable groups such as children, from manipulative or exploitative marketing practices in online environments.

This activity will be led by the Swedish Consumer Agency and the UNCTAD Secretariat. The Secretariat will prepare and circulate an event report with main point of discussion and discussions highlights.

Required actions from the WGE participants: actively participate and disseminate the event (if open).

## 3. Webinar (if open) or meeting (if closed to WGE members) on emerging issues in digital consumer protection (topic to be confirmed)

Building on proposals received from member States, the WGE will organize an additional knowledge exchange webinar/meeting on a priority emerging issue in digital consumer protection. The specific topic will be confirmed based on members' feedback and may include themes such as the implications of dynamic pricing practices, or enforcement examples and challenges in digital markets in cross-border e-commerce. The session will aim to foster discussion on innovative policy and regulatory responses to these evolving issues and promote the exchange of national experiences and best practices.

This activity will be led by the Secretariat and a WGE participant that volunteers. The Secretariat will prepare and circulate an event report with main point of discussion and discussions highlights.

Required actions from the WGE participants: provide input on the preferred topic among those proposed and identify a volunteer WGE participant willing to co-lead this activity.

The Secretariat will collect participants' views and proposals by e-mail.



## IV. Regularity of the meetings/webinars

As informed by the Secretariat on the future of the informal working groups, these will meet up to three times by July 2026.

Therefore, the proposed dates are as follow:

27 October 2025 – [\*Webinar on Consumer Protection in the Age of Artificial Intelligence\*](#).

12th February 2026 – Webinar/meeting on emerging issues in digital consumer protection (topic to be confirmed).

16th or 23rd April 2026 – Knowledge exchange webinar/meeting on vulnerable consumers in digital markets.

## V. Outcomes

The WGE will produce the following outcomes during this work cycle:

- On Consumer protection agencies and Artificial Intelligence:
  - o Checklist for consumer protection agencies deploying AI.
  - o Dissemination event – [\*Consumer Protection in the Age of Artificial Intelligence\*](#)
- One webinar/meeting on Vulnerable consumers in digital markets. One report based on the experiences shared and best practices.
- One webinar/meeting on emerging issues in digital consumer protection. One report based on the experiences shared and best practices.

The Secretariat will submit a written report and deliver an oral presentation on the activities and discussions of the WGE during the ninth session of the IGE on Consumer Protection Law and Policy, to be held from 6 to 8 July 2026.

All minutes, reports, and documentation of the WGE will be made available on the dedicated UNCTAD [webpage](#).

