

# 9th United Nations Conference on Competition and Consumer Protection

7–11 July 2025 - Palais des Nations - Geneva

# Protecting and Empowering Consumers in the Circular Economy

Thursday, 10 July 2025  
15:00-16:30, Room XIX

# ➤ Protecting and empowering consumers in the circular economy

- Explore how policies must evolve to address greenwashing, information gaps, and digital risks while empowering consumers to make informed, sustainable choices.
- Discuss the urgent need for transparency, education, and inclusive access to sustainable products as key tools to restore trust and accelerate progress toward responsible consumption and production.



# ➤ Protecting and empowering consumers in the circular economy

- (i) What measures should be implemented to ensure consumers have access to reliable, standardized information about sustainable products and to combat greenwashing?
- (ii) How can governments, international organizations and businesses ensure that circular economy products and services are affordable and available to consumers across diverse economic and geographic contexts?
- (iii) What strategies can be employed to shift consumer behaviour from ownership -based consumption to sustainable models, such as sharing, leasing, or product -as-a-service?

# Thank you

