

9th United Nations Conference on Competition and Consumer Protection

7–11 July 2025 - Palais des Nations - Geneva

Proposals for the implementation of the declaration on cross-border consumer dispute resolution and redress

Thursday 10, July 2025
10:00-11:00, Room XIX

➤ Declaration on cross-border dispute resolution and redress for consumer

Highlights

First-ever agreed document on cross-border consumer dispute resolution

Presented by the Dominican Republic and approved by consensus by the IGE Consumer Protection in 2024 ([TD/B/C.I/CPLP/42](#))

Encourages member States to:

- ▶ Develop mechanisms for cross-border transactions and dispute resolution
- ▶ Promote international cooperation

Key provisions

UNCTAD to prepare proposals on how to assist member States in implementation

A technical cooperation project to be presented at the Conference

Aimed at attracting donor support or encouraging self-funded initiatives

UNCTAD to report on progress to the Conference



Reflects growing global consensus on international cooperation in consumer protection

➤ Project proposal by UNCTAD

- ▶ Consumer -centric, open source and online
- ▶ Available to all UNCTAD member States
- ▶ Least resource intensive
- ▶ Compatible for cross-border complaints
- ▶ Short project proposal available in Conference website

CONCEPT NOTE

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT



June 2025
Competition and consumer protection

Global Online Dispute Resolution for Consumers: An UNCTAD technical cooperation proposal

Title and Summary

Title: Fair, Fast, and Accessible: Delivering Online Dispute Resolution for Consumers through UNCTAD-led Technical Cooperation.

Summary: In an era of unprecedented digital commerce growth, consumers still face significant obstacles when seeking redress, especially across borders. [Despite e-commerce sales soaring to USD 27 trillion in 2022, cross-border business-to-consumer transactions account for only 23% of total e-commerce](#), whereas consumption usually represents 60% of GDP. This gap is largely due to a lack of trust in redress systems as consumer don't have anyone to turn to if things go wrong. Online dispute resolution is an effective way to address this challenge. This proposal outlines a new UNCTAD technical cooperation project aimed at developing a global, open-source, online dispute resolution (ODR) for consumers. Through legal, institutional, and technical assistance, the project will support member States in building fair, efficient, and accessible ODR systems. Aligned with the [UN Guidelines for Consumer Protection](#), the initiative builds on UNCTAD's proven track record and responds directly to mandates issued in the [Declaration on cross-border dispute resolution](#), as welcomed by UNCTAD's Intergovernmental group of experts on consumer protection law and policy in 2024.



➤ Consumer dispute resolution in the world

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

Consumer Dispute Resolution in the World



➤ Global Online Dispute Resolution for Consumers



1. Assisted & automated negotiation

- ▶ Based on Brazilian experience
- ▶ Between consumer and business (could solve 80% of cases)
- ▶ Government hosts platform and can oversee cases
- ▶ Source of intelligence for market monitoring



2. Consumer mediation

- ▶ Based on Colombian/Mexican/EU Member States experience
- ▶ Consumer agency proposes an agreement
- ▶ Can serve as evidence if agreement is not reached
- ▶ Source of intelligence



3. Partnerships & adoption

- ▶ Voluntary participation of businesses (MOU)
- ▶ Agreements among participating countries for cross-border cases
- ▶ Standardization & capacity building for newcomers
- ▶ UNCTAD guarantees privacy and security

 **Let's see a mock-up!**

➤ ODR Platform for consumers: Home screen



On-line Dispute Resolution for Consumers



[Home](#)[Profile](#)[Help](#)[My tasks](#)[Logout](#)

Welcome Valentina Rivas!

Submit a new claim



My claims

To Business	Title	Submitted on	Updated on	Status	Details
Dream Airlines	Cancelled flight	01.05.2025	25.05.2025	In mediation	
Telecom	Billing mistake	15.10.2024	10.01.2025	Solved	






ODR Platform for consumers: Claim submission confirmation screen

Confirmation of claim submission

Dear Valentina Rivas,

Thank you for submitting your claim. Please see below a summary of the data you submitted below. This data has been sent to your e-mail address.

You can also access it via the "Home" link of this system.

Business name ①	Dream Airlines
Did the consumer contact the company to solve the problem directly? ①	Yes
Sector ①	Aviation
Type of complaint ①	Cancelled flight
Description ①	My flight got cancelled without previous notice and I was scheduled for a flight two days later. I contacted the airline and I did not get an answer
Date of incident ①	29.04.2025
Evidence uploads ①	Boarding pass  E-mail announcing cancellation  E-mail to company – 01.05.2025 
Claim ①	300 EUR

➤ ODR Platform for consumers: Proposal for case closure screen

Proposal for case closure

Dear Valentina Rivas,

Business **Dream Airlines** has answered your claim on *Cancelled flight*

Dear
As v

Mediation hearings are a formal process during which you communicate directly with the company, with the consumer protection authority playing the role of mediator

Close

You have the following options:

- ☐ Accept the proposal
- ☐ Reject the proposal and proceed with mediation hearings^①
- ☐ Reject the proposal and stop the online dispute resolution process^①

Submit

Cancel



ODR Platform for Consumer Authority: Case handler Home screen

Open Cases

Filter by:

Status

Company

Sector




Consumer

Business	Sector	Consumer	Received on	Status	Case Details
Dream Airlines	Aviation	Valentina Rivas	01.05.2025	Mediation	
Jetlag Express	Aviation	Cecilia Palazon	28.04.2025	Mediation	

[Call for mediation](#)[Close case](#)[Exit without action](#)

ODR Platform for Consumer Authority: Case details screen

Case details

Status	Pre-mediation proposal rejected
Company name	Dream Airlines
Did the consumer contact the company directly	Yes <input checked="" type="checkbox"/>
Sector	Aviation
Type of complaint	Cancelled Flight
Consumer description	My flight got cancelled without previous notice and I was scheduled for a flight two days later. I contacted the airline and did not get an answer
Date of incident	29.04.2025
Consumer Evidence Uploads	Boarding pass  E-mail announcing cancellation  E-mail to company – 01.05.2025 
Consumer claim	300 EUR

Case history

Action	Date	Description
Claim Submitted	01.05.2025	
Company proposal	25.05.2025	Dear Valentina, we contacted you and proposed a refund. As we have not heard from you, we offer you a voucher of 100 EUR
Consumer decision	30.05.2025	Reject the proposal and proceed with mediation hearings

ODR Platform for Consumer Authority: Mediation chat screen

Mediation for case: [Flight cancelled, Valentina Rivas vs Dream Airlines](#)

[Chat: All](#)[Private Chat: Consumer - CA](#)[Private Chat: Business - CA](#)[Case details](#)

Started: 30.05.2025 10:00 CEST

Elapsed: 0:45

Valentina Rivas: The total cost of my tickets was 150 EUR but I incurred additional costs for housing and food

Dream Airlines: We understand, we offer 280 EUR

Valentina Rivas: Valentina Rivas: Yes, thank you, I accept

Consumer Authority: Excellent, glad we reached an agreement. You will receive the mediation decision within the next 24 hours via the ODF system/app. Please accept it. That will formally close the case. I will now close the chat.

☐

Finalize with agreement

☐

Finalize without agreement

☐

Reschedule mediation

[Close chat and generate report](#)

ODR Platform for Consumer Authority: Mediation chat screen

Mediation for case: [Flight cancelled, Valentina Rivas vs Dream Airlines](#)

Chat: All	Private Chat: Consumer - CA	Private Chat: Business - CA	Case details
<p>Started: 30.05.2025 10:00 CEST Elapsed: 0:45</p> <p>Consumer Authority: It is not realistic to obtain 300 EUR for such a case.</p> <p>Valentina Rivas: I understand</p> <div></div> <div><input type="checkbox"/> Finalize with agreement <input type="checkbox"/> Finalize without agreement <input type="checkbox"/> Reschedule mediation</div> <div>Close chat and generate report</div>			

Next steps

- ▶ Endorse initiative at Conference
- ▶ Provide financial and political support for its implementation
- ▶ Engage with other member States and the UNCTAD secretariat

Thank you

