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transatlantic markets: safeguarding protections and making progress in times of political change

Highlights from the 17th TACD Annual Forum, held at the Pew Charitable
Trusts in Washington DC, on 22 March 2017

by TACD a few seconds ago 5 Views

On 21 March 2017, the **Transatlantic Consumer Dialogue** (TACD) held its 17th Annual Multi-stakeholder Forum at the Pew Charitable Trusts in Washington D.C. Looking at recent political developments on both sides of the Atlantic, the Forum focused on finding ways to safeguard consumer protections and make progress into the future, emphasizing regulators' and enforcement agencies' necessary cooperation in a global world. The highlight of the event was the launch of our [vision paper for consumer-friendly trade deals](#) during the final plenary session.

We've put together this *Storify*, based on tweets with the event hashtag [#TACDFORUM17](#), to showcase the highlights of the event.



TACD

@TACD_Consumers

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A consumer agenda for transatlantic markets: [#TACDFORUM17](#) opened just now by [@edmpirg](#)

1:01 PM - 21 Mar 2017

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Finn Myrstad

@finnmyrstad

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Cayla dropping by [@WhiteHouse](#) on her way to [#TACDFORUM17](#) - will [@realDonaldTrump](#) introduce rules 4 better security & [#privacy](#) in [#IoT](#)?

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  27  33

The Forum kicked off with a fireside discussion between **Monique Goyens**, Director General of BEUC and TACD chair and **Rob Weissman**, Public Citizen President and member of the TACD Steering Committee, on the current realities under which consumers and citizens operate and their possible impacts. Resolve's **Abby Dilley** moderated the discussion.



monique goyens
@moniquegoyens

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At kick off [#TACDForum17](#) in DC :will call for more inclusive economic governance rules :reconnecting to the people =key weapon agst populism

10:20 AM - 21 Mar 2017

1 1



Guillermo Beltrà
@gbeltra

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How can we build transatlantic markets for consumers,by consumers? [@moniquegoyens](#) R.Weissman [@Public_Citizen](#) share 1st thoughts [#TACDforum17](#)

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↩️ ↺️ 3 ❤️ 2



Klaus Müller ✓

@Klaus_Mueller

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"Consumers like [#trade](#) but not trade agreements. We need a reinventing of trade negotiations." [@moniquegoyens](#) at [#tacdforum17](#)

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Guillermo Beltrà

@gbeltra

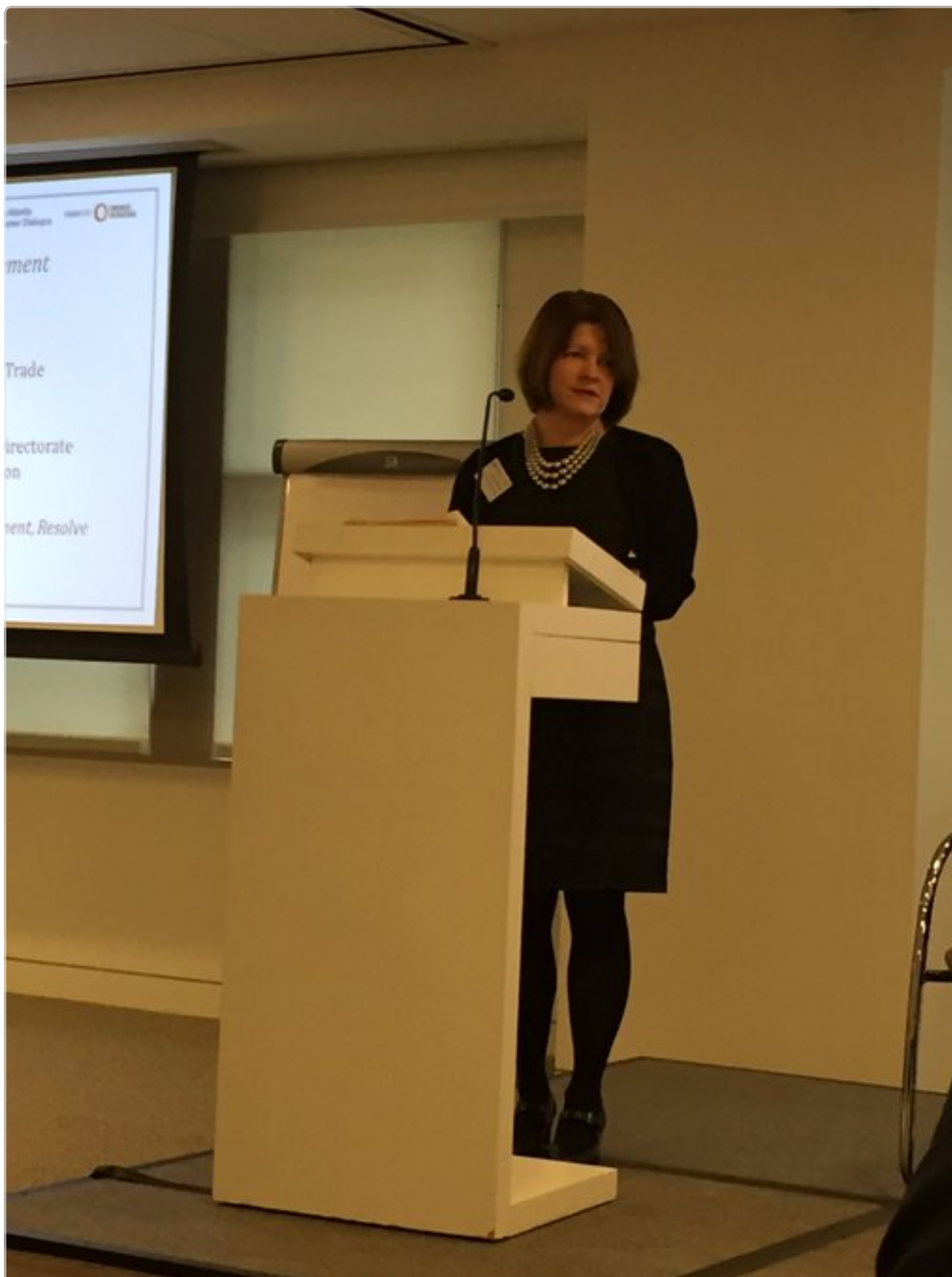
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We need to move away from corporate-oriented to people-oriented trade [policies.Total](#) shift in paradigm.[@Public_Citizen](#) [#TACDforum17](#)

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Maureen Ohlhausen, Federal Trade Commission Acting Chairwoman and **Francisco Fonseca Morillo**, Deputy Director, DG Justice and Consumers, European Commission, talked about international enforcement cooperation in action and participated in a Q&A with the audience.



Isabelle Buscke

@ibuscke

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Acting Chairwoman of the [#FTC](#) [@MOhlhausenFTC](#) addresses [@TACD_Consumers](#) at [#TACDFORUM17](#). Carrying on good cooperation

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Klaus Müller ✓

@Klaus_Mueller

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.@MOhlhausenFTC confirms the value and necessity of international enforcement action for consumer protection at [#TACDFORUM17](#)

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US and EU regulators tout Privacy Shield but self-regulatory scheme is no favorite among consumer advocates.

[@MOhlhausenFTC](#) [#TACDFORUM17](#)

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Klaus Müller ✓
@Klaus_Mueller

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Francisco Fonseca Morillo from [@EU_Justice](#) comments on the controversial question of the US-EU-privacy shield at [#TACDFORUM17](#)

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monique goyens
@moniquegoyens

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.[@EU_Consumer](#) DDG F.Fonseca stresses 'need to implement Privacy Shield properly before the entry in force of [#GDPR](#) [#TACDFORUM17](#) '

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@MOhlhausenFTC US privacy system not perfect, but privacy regulation is not perfect anywhere? But fact is, it's stronger in EU. #tacdforum17

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monique goyens

@moniquegoyens

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on different privacy approaches betw EU&US,
@MOhlhausenFTC :we come from different places, but will move to the same objective #TACDFORUM17

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Maureen Ohlhausen

@MOhlhausenFTC

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.@FTC remains committed to EU-U.S. Privacy Shield Framework; we will enforce #Privacy Shield promises vigorously.
#TACDFORUM17

2:20 PM - 21 Mar 2017

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The event continued with an excellent panel discussion on the way forward in regulators' cooperation, **outside** trade agreements. Panelists included **Robert Adler**, Commissioner at the Consumer Product Safety Commission, **Francisco Fonseca Morillo**, Deputy Director General, DG Justice and Consumers, European Commission, **Rohit Chopra**, Senior Fellow at the Consumer Federation of America, **Geraldine Emberger**, Trade Counselor for Regulatory Issues at the EU Delegation to the U.S. and **Michael Taylor**, Senior Fellow at Freedman Consulting. The discussion was moderated by Resolve's **Abby Dilley**.



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Rational producers make products that adhere to the strongest of foreign laws where products will be sold, says [#CPSC](#) Adler. [#tacdforum17](#)

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Why is Robert Adler [@USCPSC](#) sceptical towards corporate demands for more harmonisation? Because they want lower standards. [#TACDFORUM17](#)

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Klaus Müller ✓
@Klaus_Mueller

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.@hitchop reminds #TACDFORUM17 about the responsibility of financial markets for past and future instabilities and the value of agencies.

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Ed Mierzwinski

@edmpirg

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Comm. Bob Adler @USCPSC (l) & Francisco Morillo (r)
@EU_Commission listen to @hitchop formerly of @cfpb
#TACDFORUM17

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.@hitchop Revolving door is a big problem that undermines the
trust in government and regulators #tacdforum17

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Good Rohit Chopra @hitchop urges US/EU regulators (1) hold
corporate wrongdoer execs accountable, (2) be more
transparent #TACDForum17

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Pinuccia Contino

@PinucciaContino

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[#TACDFORUM17](#): DG JUST's DDG Fonseca calling for more EU/US cooperation in product safety [@EU](#)#4consumers

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Klaus Müller ✓
@Klaus_Mueller

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Geraldine Emberger [@EUintheUS](#) promotes regulatory cooperation in trade agreements but she acknowledges great public distrust. [#tacdforum17](#)

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linn selle

@linn_la_s

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Important question [@lolamacc](#) [@ConsumerReports](#) : why does regulatory cooperation have to be included in trade agmts?
[#TACDforum17](#)

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Léa Auffret

@LeaAuffret

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Robert Adler [@USCPSC](#) agrees with [@TACD_Consumers](#) that regulatory cooperation should be dealt outside of trade agreements [#tacdforum17](#)

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monique goyens

@moniquegoyens

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it is not indispensable to have a trade agreement to engage into regulatory dialogue, admits G. Emberger from [@EUintheUS](#)
[#TACDFORUM17](#)

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On the way forward...



monique goyens

@moniquegoyens

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M.Taylor : major threat to feasible regulatory dialogue betw EU&US is drastic cuts on agencies' budgets by Trump administration [#TACDFORUM17](#)

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.@hitchop - so correct that regulators are held captive by politics, and that's why #CFPB independent funding is so effective! #tacdforum17

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panel response to @BartCombee question on what progress is expected in current political climate #TACDFORUM17 : we don't know.

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After lunch, the discussion on safeguarding consumer protections moved into thematic sessions on TACD priority areas: privacy, food safety, intellectual property, product safety and financial services.

The session on the growing role of big data commercial practices in issue campaigns featured **Jeff Chester** of the Center for Digital Democracy and U.S. chair of the TACD Information Society Policy Committee, **Andrea Glorioso**, Counsellor at the EU Delegation to the U.S., **Matea Gold**, National Political Correspondent at the Washington Post, **Anna Fielder**, TACD's Senior Policy Advisor and Board Chair at Privacy International and **Keegan Goudiss**, Head of Advertising at Revolution Messaging. The session was moderated by **Susan Grant**, Director of Consumer Protection and Privacy at the Consumer Federation of America and member of TACD Steering Committee.



David Martin Ruiz
@damartinruiz

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Panel on [#bigdata](#) commercial practices in issue campaigns
about to start now [#TACDFORUM17](#)

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David Martin Ruiz
@damartinruiz

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.@chesterj1 we do not really have a framework for #privacy in the US. Anything goes. #TACDFORUM17

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@DigitalDemoc Election campaign techniques are taken directly from digital marketing playbook [#privacy](#) [#tacdforum17](#)

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Klaus Müller ✓

@Klaus_Mueller

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.@mateagold: polarisation of American voters & shrinking reach of classical media boost big data for political campaigns.

#tacdforum17

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@goudiss The real problem with using data to manipulate voters, is deciding who is behind propaganda? #fakenews #tacdforum17

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Keegan Goudiss, Revolution Media, says in American democracy is too easy to conceal who is behind propaganda #TACDFORUM17

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@goudiss @revmsg When campaigns digital focus is too narrow they miss the shifting landscape, can't just focus on micro-targets #tacdforum17

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Ailo Ravna

@airavn

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. [@andreaglorioso](#) warns to not overestimate the effects on microtargeting on voter habits. Misinformation is the bigger threat [#TACDforum17](#)

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- Matea Gold, National Political Correspondent
- Anna Fielder, Board Chair, Privacy International
- Keegan Goudiss, Head of Advertising, Reuters

Moderated by [Name], Director of Consumer Policy, Competition and Fair Trading
Federation of [Name] and member of TACD Scotland



Ailo Ravna

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Anna Fielder of [@privacyint](#): political microtargeting can have sinister implications for democratic process. [#TACDforum17](#)

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Finn Myrstad

@finnmyrstad

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"did not fully comprehend how much the campaign happened on Facebook. 1.Fake news. 2.the mass advertising model"

[@mateagold](#)

[#tacdforum17](#)

4:17 PM - 21 Mar 2017

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Moderated by **Sue Davies**, Strategic Policy Adviser at Which?, the food information, misinformation and disinformation session looked at dilemma faced by consumers who are confronted with an enormous amount of food and nutrition information. The audience heard from **Thea Emmerling**, Minister Counsellor and Head of Food Safety, Health and Consumer Affairs Section at the EU Delegation to the U.S., **Dr. Douglas Balentine**, Director of the Office of Nutrition and Food Labeling at the Food and Drug Administration, **Michael Jacobson**, President of the Center for Science in the Public Interest and **Camilla Udsen**, Senior Food Advisor at the Danish Consumer Council.



linn selle

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great kick-off [#TACDforum17](#) food panel: [@EUinUS](#) asks about coll. knowledge - also consumer experts dont know it all, information important!

6:19 PM - 21 Mar 2017



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Interesting discussion of [#food](#) labeling and food safety!

[#TACDFORUM17](#)

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Interesting debate: What can we learn from food labelling for the labelling of [#privacy](#) / [#dataprotection](#) of apps and websites?

[#TACDForum17](#)

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monique goyens

@moniquegoyens

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.@HenryUitslag [#TACDFORUM17](#) worries about excessive level of trust of EC in alcohol industry to deliver meaningful labelling to consumers

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Kicking off the discussion on re-thinking trade policies, **Bart Combée**, CEO of Consumentenbond, the Dutch Consumer Organisation and President of Consumers International, spoke about how to make trade work for

consumers globally.



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How can we move consumer protection forward in the global economy & global [#trade](#)? [@BartCombee](#) kicks off final debate @ [#TACDforum17](#)

8:05 PM - 21 Mar 2017

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.[@BartCombee](#) [#TACDFORUM17](#) asks to check how better coop betw enforcers can improve internatl consumer protection, independent of trade deals

8:06 PM - 21 Mar 2017

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Agustin Reyna

@arcapde

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There are many areas in which [#trade](#) can deliver 2 consumers
eg tackling [#roaming](#) [#geoblocking](#) transfers [#fees](#)
[@BartCombee](#) [#TACDFORUM17](#)

8:14 PM - 21 Mar 2017

1

The final panel of the Forum featured a passionate debate on what future trade deals should look like. Consumer proposals were introduced by **Klaus Müller**, CEO of the Federation of German Consumer Organisations (vzbv) and member of the TACD Steering Committee and **Lori Wallach**, Director of Public Citizen's Global Trade Watch, followed by comments from Ambassador **Stuart Eizenstat**, Senior Counsel at Covington and Burling and U.S. Chairman Emeritus of the Trans-Atlantic Business Council and **Hiddo Houben**, Head of U.S. and Canada Division at the Directorate General for Trade, European Commission.



Léa Auffret
@LeaAuffret

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Let's rethink trade policies! @TACD_Consumers presents today a positive agenda for consumers #TACDforum17
bit.ly/2nx5W7G

8:19 PM - 21 Mar 2017

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#consumer agenda in #trade similar to american football: we need a defensive and an offensive team says @Klaus_Mueller
#TACDFORUM17

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Scope of trade agreements is too large - we wouldn't complain if trade wouldn't meddle w/ consumer policies says [@WallachLori](#) [#TACDforum17](#)

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Léa Auffret

@LeaAuffret

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I'm always amazed to hear that some think that consumer groups are against trade deals when we propose to make them better... [#TACDFORUM17](#)

8:42 PM - 21 Mar 2017

4 10

The TACD Chairs, **Monique Goyens**, BEUC Director General and Ed Mierzwinski, Consumer Program Director at the U.S. Public Interest Research Group, concluded the conference and introduced the [TACD vision paper on a consumer-friendly agenda for trade](#).

TACD Positive Consumer Agenda: New Rules for the Global Economy

Trade agreements — their scope, transparency and legitimacy — must now be reimagined. This paper outlines a consensus position of the Transatlantic Consumer Dialogue (TACD), a coalition of more than 75 European and US-based consumer organizations. It is intended to be an initial vision on how trade agreements should be limited to trade matters, regulatory issues should be dealt with outside of trade agreements, and both processes should be more transparent and serve the interests of consumers, rather than undermining them.

TACD provided constructive critiques of the process and the contents of the Transatlantic Trade and Investment Partnership (TTIP) negotiations since they began in 2013. In a series of public letters and [policy statements](#), we also outlined our recommendations on a range of TTIP issues affecting consumers. We noted early on that TTIP was not mainly about the traditional business of trade negotiations — namely, cutting tariffs and opening quotas to expand trade. And that indeed, tariffs between the US and Europe already are quite low, with some notable exceptions. Rather, TTIP focused on setting expansive rules on non-trade matters and posed the risk of adverse impacts on the democratic, accountable policymaking processes that are essential to creating and maintaining consumer protections on which we all rely.

European and US consumer organizations were not alone in raising serious concerns about both the [process](#) of TTIP negotiations and its emerging substantive rules. Broad opposition to TTIP grew in European civil society and the general public in many European countries. Similar concerns among civil society and the public in the United States and other countries involved in negotiations on TTIP's sister deal, the Trans-Pacific Partnership (TPP), resulted in years of delay in that deal's conclusion and then, ultimately, an inability to obtain majority support in the US Congress in the year after the final deal was signed.

Now that the TPP is dead, and the TTIP and the Trade in Services Agreement (TISA) are in the freezer, TACD urges policy makers and negotiators to take a step back to re-evaluate the premise and objectives of those negotiations. The US and the EU must seize on the important opportunity provided by this pause to understand why the negotiations were unsatisfactory from a consumer perspective and why public mistrust in trade is still on the rise.

Consumer organizations do not oppose trade expansion, rather we understand its value. Nor do we oppose the notion of establishing new trade agreements. At issue are the specific terms included in such pacts. Negotiations on TTIP, were launched in a high degree of secrecy. While transparency improvements were made in the EU, the opacity remained high in the US. Moreover, the talks were significantly influenced by private interests. They have been used as a venue to try to impose an array of non-trade policies, including many that face such broad controversy domestically that promotion of this non-trade agenda has derailed the cause of actual trade liberalization. To pave the way to a successful enhancement of transatlantic ties that consumers will want to support, it necessarily requires a reflexion on the failure



TACD

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Our vision for a positive agenda being launched at
[#TACDFORUM17](#) bit.ly/2n4Lisw

8:15 PM - 21 Mar 2017

  16  4

Susan Grant of the Consumer Federation of America and TACD Steering Committee reflected on the final panel of the forum in [a guest blog on the TACD website](#).

Let's Move Away from a Fossilised Vision of the Consumer Benefits of Trade

March 30, 2017 Guest blogs, News, Uncategorized



UPCOMING EVENTS

There are no upcoming events at this time.

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In an excellent guest blog [@ConsumerFed's Susan Grant](#) reflects on last week's [#TACDFORUM17](#) bit.ly/2nj9num

10:26 AM - 30 Mar 2017

12 9

...and BEUC colleagues explain our proposal for a positive consumer agenda for trade in [a recent blog post](#)



The Consumer Voice

@beuc

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[New blog] EU & US consumer groups want to change trade deals: split 'tariffs' from 'rules'. beuc.eu/blog/eu-us-con...
[#TACDFORUM17](#)

7:59 AM - 6 Apr 2017

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