



The Consumer Perspective: what not to forget

Pier Raffaele Spena

FAIS onlus National Secretary – Cittadinanzattiva Delegate

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Established in 1978, the organization promotes citizen activism to enhance the protection of rights, the care of common goods and the support for disadvantaged people.

The activities include:

- **Health**, along with the Tribunal for Patients' Rights and the National Coordination of the Chronic Patients Association(CnAMC).
- **Consumer policies and public utility services.**
- **Justice(Citizen rights).**
- **Education**, with cittadinanza attiva's school.
- **European citizenship**, with Active Citizenship Network.
- **Evaluation of the quality of services** from the citizens' perspective, with the civic evaluation Agency.





NON-PROFIT ORGANIZATION

Established in 2002, deals with the protection of the rights of the incontinent and ostomates people in Italy

19 Regional Headquarters

34 Provincial Headquarters

Member of Cittadinanzattiva(CnAMC)

Member of INTERNATIONAL OSTOMY ASSOCIATION

Member of the EUROPEN OSTOMY ASSOCIATION

COMMON DEFINITION

**It is the non-professional
counterparty of companies**

OR

**It becomes the counterparty
when in need of protection
during negotiations**



THE CONSUMER

FIRST OF ALL



PERSON!

FUNDAMENTAL CONSUMER RIGHTS:

- a) to health protection;
- b) to safety and quality of products and services;
- c) to appropriate information and fair advertising;
- c-bis) to normal course of business according to the principles of good faith and fairness;
- d) to consumer education;
- e) to fairness, transparency and equality in contractual relations.



THE QUESTIONS

THE CONSUMER

Is he/she capable of autonomous evaluating the validity of products information?

Does the market currently offer sufficient guarantees of protection?

Hence: can it be trusted?



CUSTOMER SATISFACTION ON HEALTH CARE

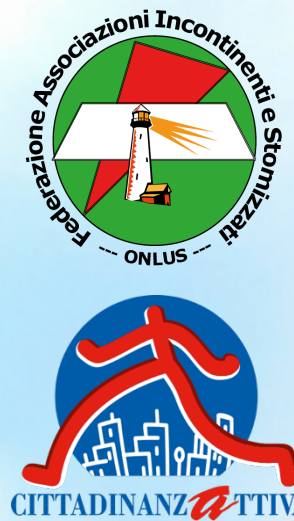
THE LEGISLATIVE AND COMMERCIAL
FRAMEWORKS DO NOT OFFER
SUFFICIENT GUARANTEES OF
RELIABILITY AND SAFETY

THE AVERAGE CONSUMER IS OFTEN
CONFUSED AND NOT DULY INFORMED

TOO MANY TECHNICAL INFORMATION

TOO MANY DECLARED EXPECTATIONS

AMBIGUOUS MESSAGES



WHAT TO NOT FORGET IN A RELATION OF MUTUAL TRUST

- **RESPECT**
- **CLARITY**
- **COMPREHENSIBILITY**
- **TRANSPARENCY**
- **SAFETY**



PERSPECTIVE

HUMANISATION OF RELATIONS THROUGH A NEW SOCIAL PACT

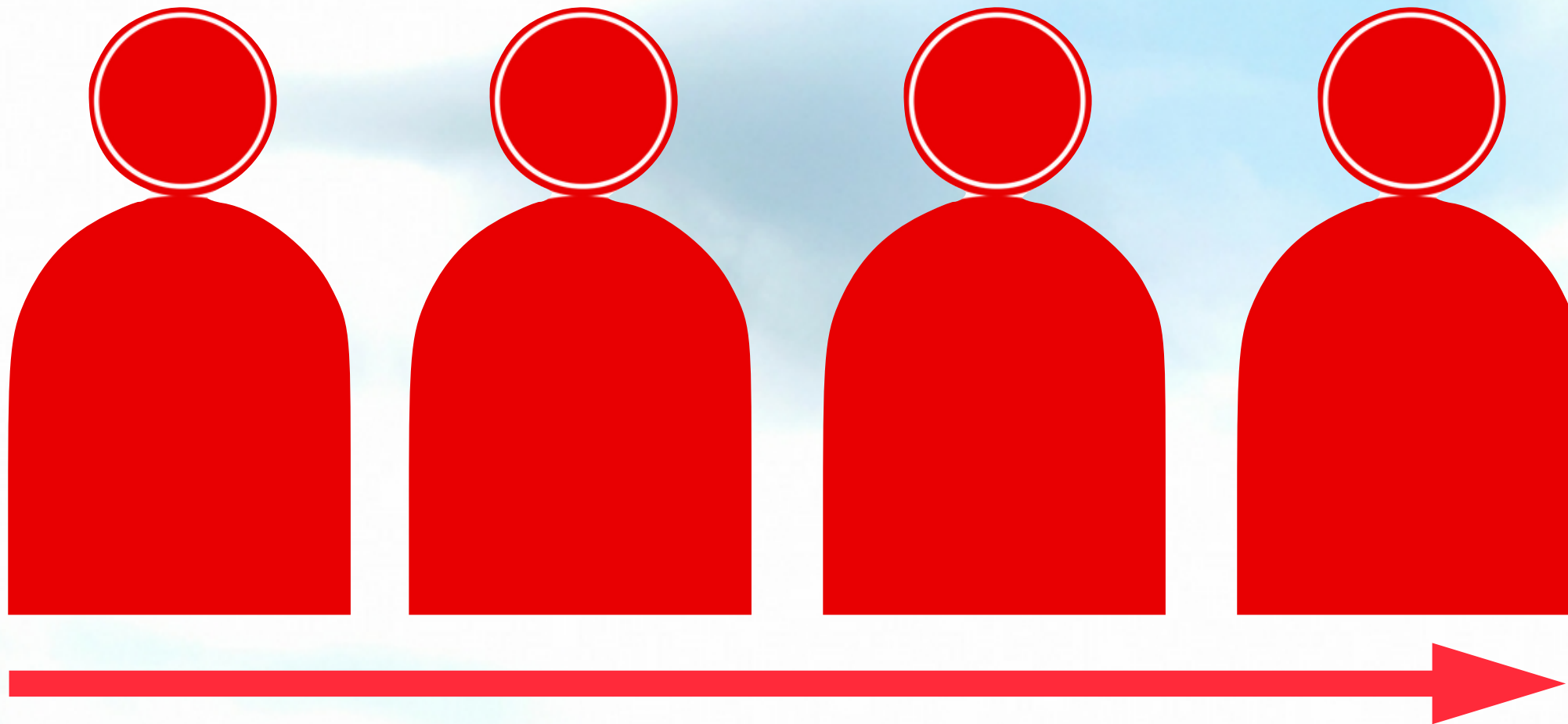


CITIZENS

INSTITUTIONS

COMPANIES

HORIZONTAL MODEL (OUTDATED)



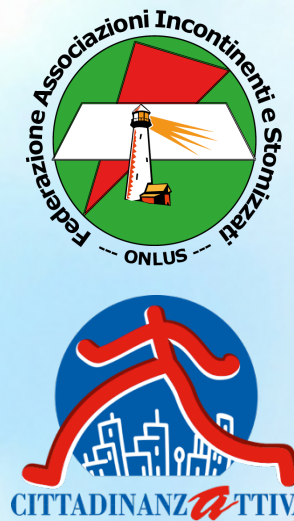
NEW VISION



CIRCULAR MODEL

THE IMPORTANCE OF CONSUMER ASSOCIATIONS

- **INFORMATION ON RIGHTS**
- **SUPERVISION OF PROCEDURES**
- **IMPLEMENTING PROPOSALS**
- **HEALTH PROTECTION OF THE WEAK**





GRAZIE --- THANK YOU

p.spena@fais.info
www.fais.info