

E-commerce consumer protection rules and sustainable delivery

2 December 2020

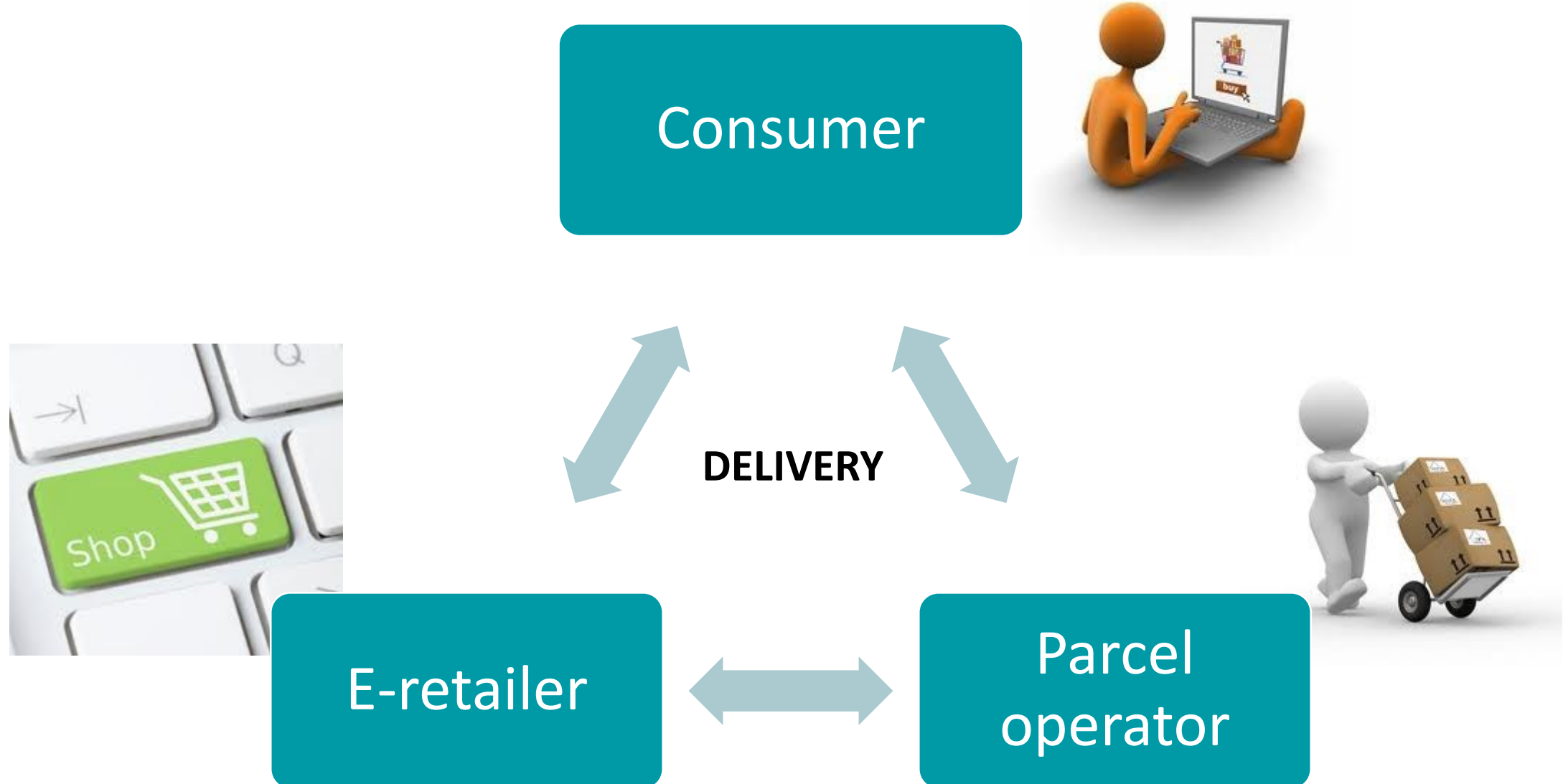
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Agenda

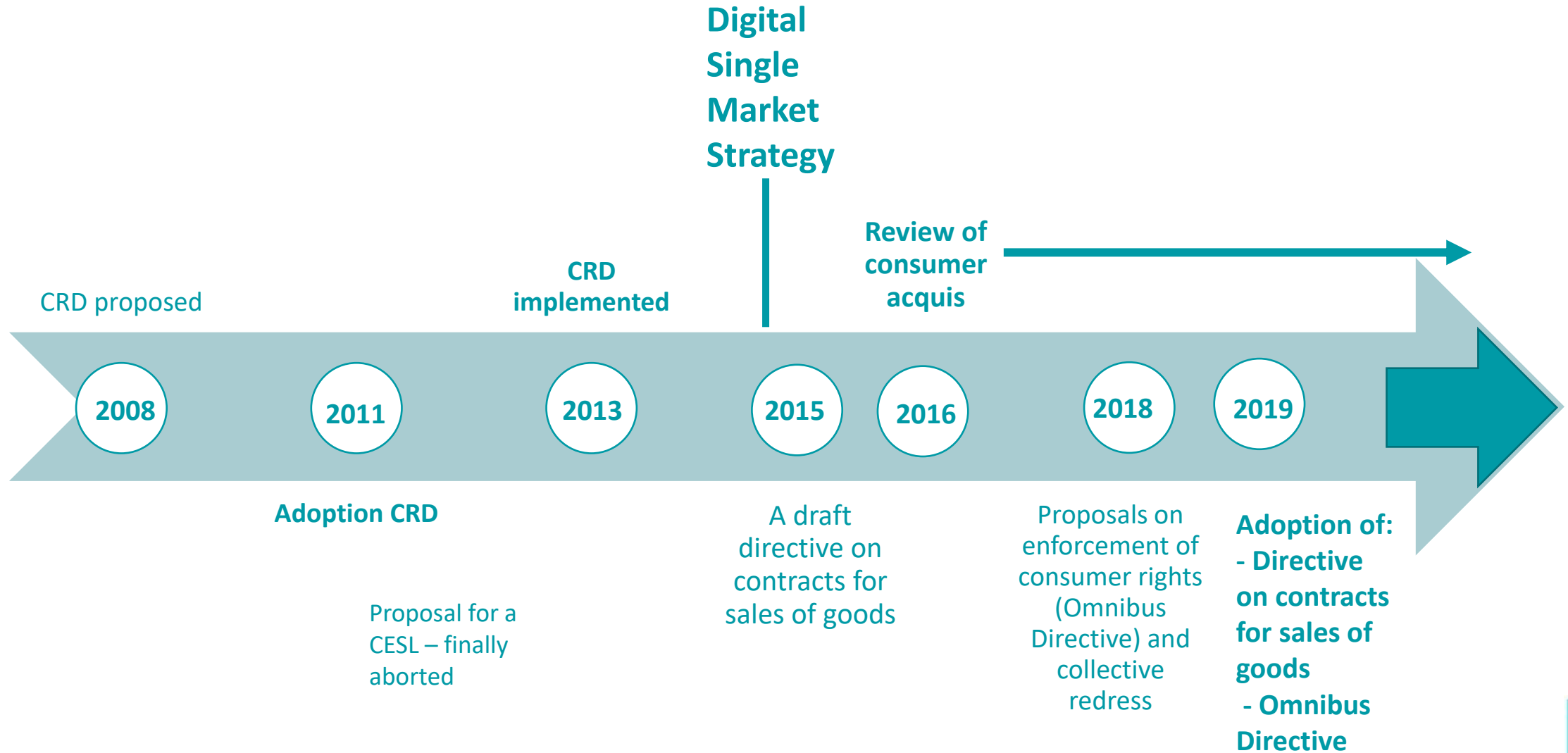
- E-commerce and parcel delivery – A new ecosystem
- Why a regulatory focus on consumer protection related to e-commerce and parcel delivery?
- Main EU consumer rules with an impact on delivery
- Main challenges and expected measures
- Transforming regulatory constraints into business opportunities?
- Conclusion and Q&A

E-commerce and parcel delivery

A new ecosystem



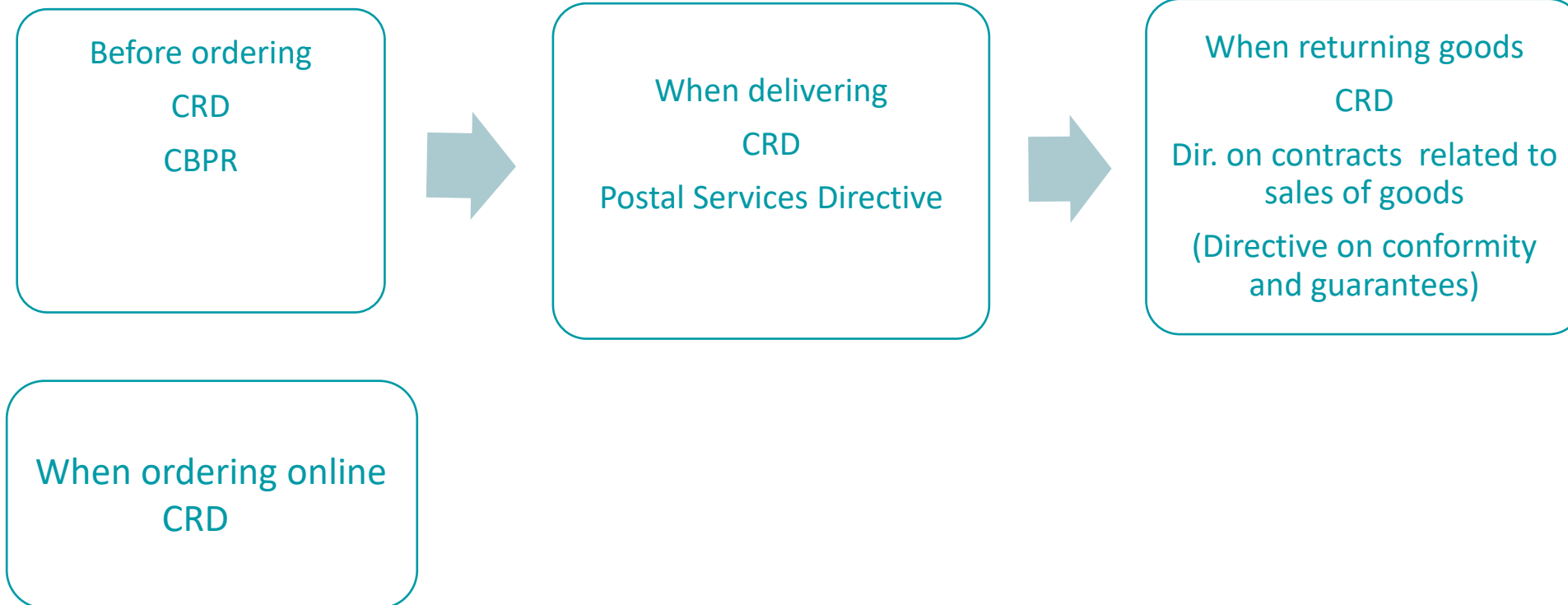
EU consumer protection rules - timeline



Consumer protection is a mix of horizontal and sector-specific rules

Main horizontal rules	Sector-specific rules for postal services
<ul style="list-style-type: none">• Consumer Rights Directive (max. harmonisation)	<ul style="list-style-type: none">• Postal Services Directive
<ul style="list-style-type: none">• Directive on contracts for the sales of tangible goods (max. harmonisation)	<ul style="list-style-type: none">• Regulation on cross-border parcel delivery services
<ul style="list-style-type: none">• Directive on conformity and guarantees (min. harmonisation)	
<ul style="list-style-type: none">• Directive on Alternative Dispute Resolution• Regulation on Online Dispute Resolution	

EU consumer protection rules – Which rules at which stage ?



The Consumer Rights Directive



All B2C sales contracts (including online digital content)



Specific rules for distance contracts and the supply of online digital content

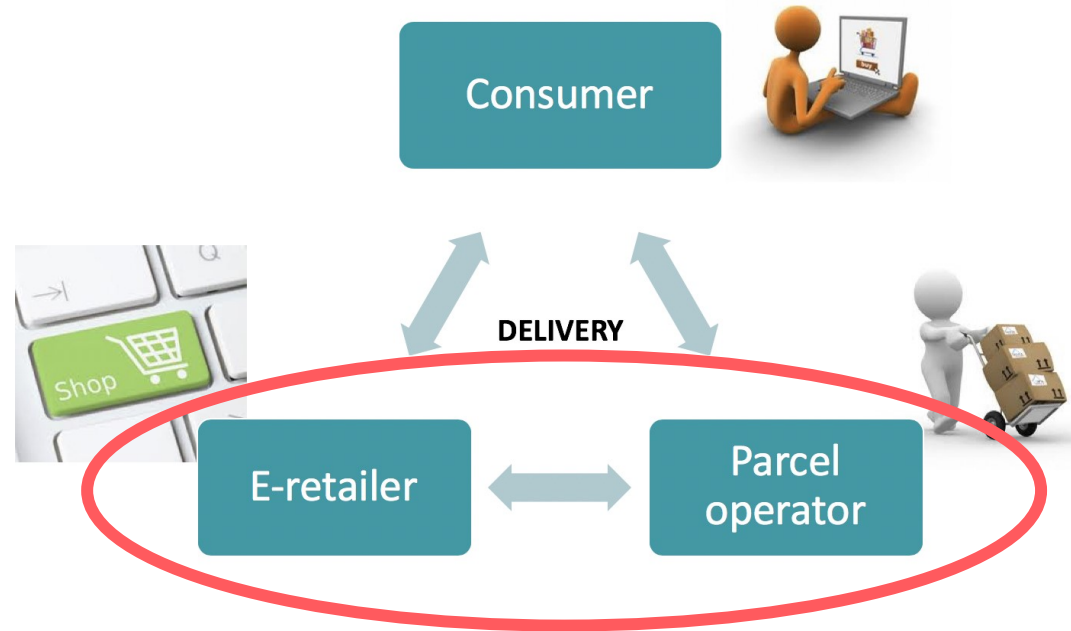






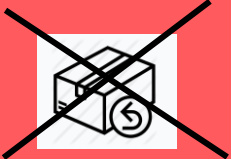
New provisions on delivery and passing of the risk

CRD key principles



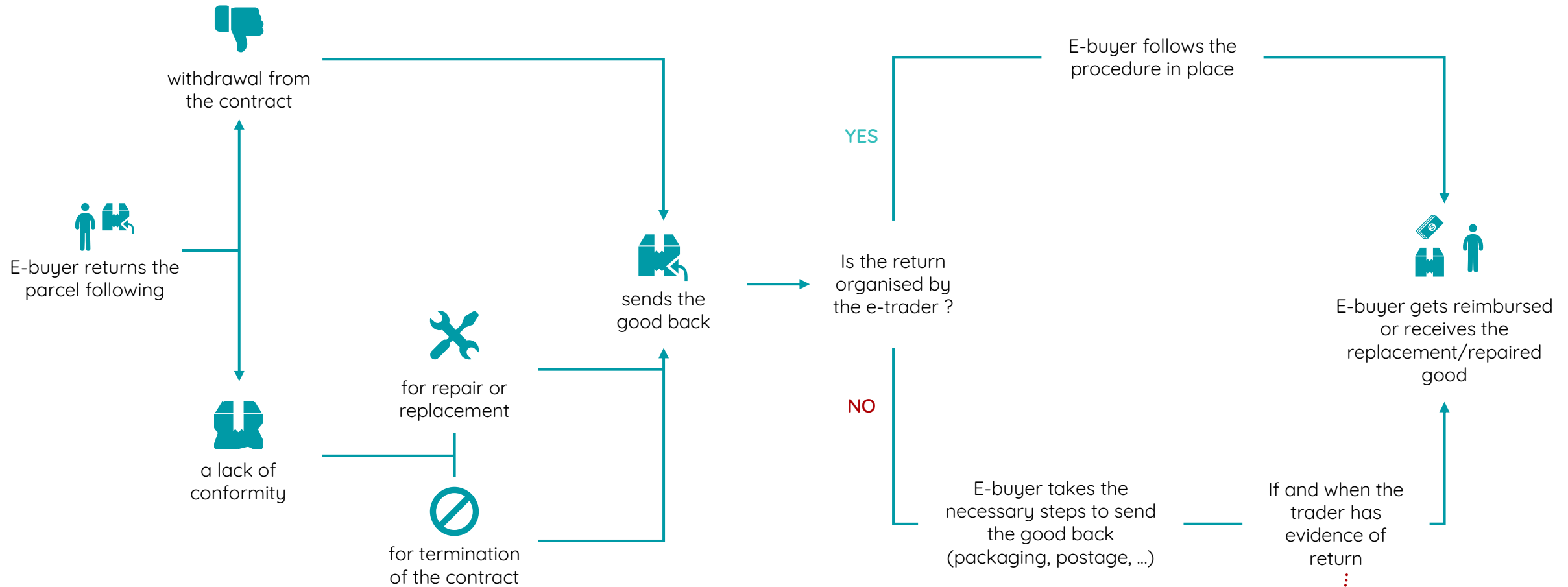
Delivery service quality dimensions



Information provision on delivery before and after purchase	Delivery process	Return management
	 	 

Source: WIK study on development of cross-border E-commerce through parcel delivery - 2019

How to get reimbursed following a return of goods?



Regulatory gap or business opportunity for postal operators?
Track & trace system or registered mailing

Return processes?



NRAs extensive powers on consumer protection?



Business



opportunity





Boosting the rate of first-time delivery

Tell us where the postman may deliver your parcel, if you are not at home.

The postman delivers your parcel there where you want it:



To your neighbour



At a safe place e.g. a carport or a shelter



At a pick-up point or Parcel Locker near your home address



TELL US YOUR DELIVERY PREFERENCES FOR YOUR PARCELS

Where may we deliver your parcels, in case you are not at home?

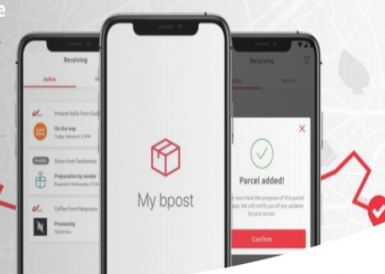
Register

I already have a bpost account

My bpost

The most complete track & trace app for your smartphone

- Follow all your parcels in one app. Also parcels from PostNL, DHL and other postal services
- Not home? Use the app to let us know where we can deliver your bpost parcel
- You will be notified if the status of a parcel changes
- Turn notifications on or off for each parcel
- bpost parcels are added in the app automatically



[Download the free app now!](#) My bpost enables you to follow parcels from other postal services too!

Sending/returning parcels from the letterbox or parcel locker

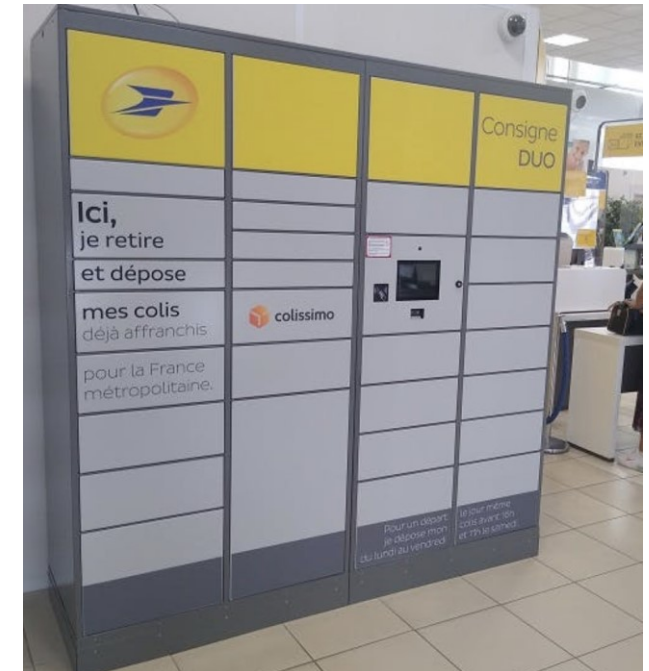
Comment envoyer un colis ou faire un retour chez un e-commerçant sans se déplacer ?

Rien de plus simple : avec Colissimo, vous pouvez demander au facteur de venir chercher un colis que vous aurez déposé dans votre boîte aux lettres. Ce service fonctionne si vous désirez envoyer un colis à l'un de vos proches mais aussi si vous souhaitez faire un retour chez un e-commerçant. Pratique, rapide et gratuit !

Dépôt d'un colis à envoyer en boîte aux lettres



Retour e-commerçant en boîte aux lettres



General conclusions

- Imminent application of Directive on contracts for sales of goods will increase shipments
- Still legal uncertainty on returns
- Should postal NRAs influence and implement specific rules on this matter ?
- Delivery operators ponder the business case for offering special return conditions for online buyers or traders