

Summary AIM-BEUC Roundtable
SMARTER LOGOS, BETTER INFORMED CONSUMERS
19 February 2014

Introduction:

At a Roundtable with key MEPs, senior EU officials and association stakeholders, AIM and BEUC presented their joint research on logos (available on [BEUC](#) and [AIM](#) websites). The purpose of this initiative is to provide consumers with better product information for non-advertising purposes.

Logos are often more eye catching than text and provide a lot of information in limited space. If designed well and tested for effectiveness, they are a very good tool to convey use, quality, health, safety or environmental information or direct to it. However, according to a [Eurobarometer survey](#), EU-wide logos are often unknown to a large number of consumers or known but misunderstood.

Executive Summary:

Participants agreed that helping consumers to make informed choices was clearly a shared agenda for trade associations, consumer organisations and EU decision makers. Therefore, all present welcomed the wide range of interests represented at the round table.

All participants recognized the value of logos to provide concise information to consumers. Many were also familiar with the challenges associated with this form of communication and shared their views, their respective work and projects to deal with these difficulties.

Participants supported AIM-BEUC's recommendations to ensure that mandatory EU logos present the same or additional benefit versus text, are drawn in such a way as to be noticeable and are tested for understanding among representative users, taking into account cultural differences.

Participants also highlighted that:

- Logos are not always immediately intuitive. Therefore, sustained awareness campaigns supported by all stakeholders are crucial to improve consumers' understanding of logos over time.
- The environment of the logo must be taken into account during the design process. Conflict between logos developed at EU and national levels should be avoided.
- In the future, logos should be designed based on behavioural insights.
- In the coming years, provision of information will be more and more using online channels, which offer larger possibilities for more targeted information to consumers.

Key quotes

Malcolm Harbour MEP, moderator of the Roundtable: *“It is an honour to be invited to such an inclusive meeting with a wide range of interests represented on a very important subject. We agreed on criteria to develop effective logos for the benefit of consumers. We also identified further work to be done so that consumers are better informed”.*

Veronique Scailteur, Chair of AIM Consumer Committee: *“Enhancing knowledge is one of the four pillars of the EU Consumer Agenda. In line with this policy objective, AIM and BEUC are committed to continue their cooperation and exchange to improve consumers’ information”.*

Monique Goyens, Director General of BEUC: *“Logos exist in all forms and shapes. Consumers are often unfamiliar with them, misinterpret their meaning or are even confused by their message. There is a large body of literature on design and testing of logos. We urge that any new logo which is part of an EU law is tested within a representative group of users. Only this could guarantee its added value”.*

List of participants

Last Name	First Name	Title	Organisation
Cozigou	Gwenole	Director, Resources Based, Manufacturing and Consumer Goods Industries	European Commission (ENTR)
Manfredi	Veronica	Head of Unit, Consumer and Marketing Law	European Commission (JUST)
Parenti	Alberto	Coordinator, Sustainable Consumption and Production	European Commission (ENVI)
Poudelet	Eric	Director, Safety of the food chain	European Commission (SANCO)
Spanou	Despina	Director, Consumer Affairs	European Commission (SANCO)
Rebhinder	Maria	Head of Unit, Business to Business Services	European Commission (MARKT)
Ruiz Fabra	Helena	Assistant Policy Officer Unit Science Advice to Policy	European Commission (JRC)
Apap	joanna	Administrator	European Parliament (IMCO)
Desomer	Marlies	Administrator	European Parliament (IMCO)
Harbour	Malcolm	MEP, Chairman IMCO	European Parliament
Schaldemose	Christel	MEP	European Parliament
Crousse	Sophie	Vice President European Public Affairs Europe	GSK GlaxoSmithKline
Goyens	Monique	Director General	BEUC
Guény	Thibaud	Global CSR Marketing Manager	Bel Group
Jackson	Amy	Senior Credibility Manager	ISEAL alliance
Kleis	Johannes	Head of Communications	BEUC
Maurer	Sylvia	Head of Safety and Sustainability	BEUC
Pachl	Ursula	Deputy Director General	BEUC
Pagerey	Marie-France	Manager, Corporate Regulatory & Scientific Affairs	Nestlé
Passarani	Ilaria	Head of Health and Food Department	BEUC
Quentin	Antoine	Senior Public Affairs Manager	AIM, European Brands Association
Sahin	Fatma	Adviser, Internal market & consumer rights	EuroCommerce
Scailteur	Veronique	Director Government Relations. Chairman of AIM Consumer Committee	P&G Procter & Gamble
Schmitt	Peter Boris	Manager Political Infrastructure & Processes	Henkel AG & Co. KGaA
Zänker	Susanne	Director General	A.I.S.E

AIM - The European Brands Association

9 Avenue des Gaulois • B-1040 Brussels • Tel: +32 (0)2 736 03 05 • Fax: +32 (0)2 734 67 02 •

Bureau Européen des Unions de Consommateurs AISBL | Der Europäische Verbraucherverband

Rue d'Arlon 80, B-1040 Brussels • Tel. +32 (0)2 743 15 90 • Fax +32 (0)2 740 28 02 •