



**Union of public organizations
“All-Ukrainian
Consumer Federation
“PULSE”**

National consumer movement is the important component under citizen society development in Ukraine because of consumer community is the largest community in the country. Consumer voice must be strong and confident for improving social and economic life in Ukraine.

Who we are

Establishment of Ukrainian Consumers` Federation "PULSE" was initiated by different leaders and activists from public consumer organizations that are non-governmental and non-profit bodies from different regions of Ukraine. They were partners of joint EU-UNDP Project “Consumer Society and Citizen Networks” during 2006-2010 years, and they established UCF “PULSE” after ending of project activity. Consumers have to participate in related processes that are so called “to keep own hand on the pulse of current events” and to demonstrate their active citizen position. This is main approach in the UCF “PULSE” members’ activities.

Main goal

The main goal of UCF “PULSE” is to join efforts of consumer NGOs from different Ukrainian regions to reach the consumer rights protection efficiency, perfection of related current legislation, promotion of consumer society` interests in relations with state and business, equal access to information and safe goods and services for all consumers including population of distant places and disability people. Their consumer needs must be satisfied and be raised living standards.

Main tasks

Among main tasks we see next priorities:

- Development of the informative field and education to consumers
- Assistance to equal access of everybody to product safety and quality
- Support to consumers with specific needs such as invalids, people from distant living places, older people, etc.
- Development of dialogue between consumers, state and business
- Study of the best European practices of consumer rights protection for its adaptation and using in Ukraine
- Consumer researches including independent comparative testing of products
- Increasing the citizen action of Ukrainian consumers
- Participation in the world consumer movement
- Assistance to European integration development of Ukraine

Best foreign experience

Activity of consumer NGOs is widespread in countries with high developed economics. Great attention of the European Commission to creating and promoting of modern consumer policy demonstrates importance of governmental position in consumer society supporting. One of the progressive steps in government consumer policy of EU countries is delegation of some state functions to consumer NGOs. It may be social programs and/or independent consumer researching of goods and services, and/or other important projects for communities that have financial support of state. So power and institutional capacity of consumer NGOs are rising.

In this situation consumers have a feeling for oneself confidence that their rights are well protected.

From history of Ukrainian consumer movement

This history has own beginning from ending of eighties years of XX century, when consumer organizations appeared in different republics of former Soviet Union. It was evidence of developing consumer awareness.

After getting of state independence in 1991 Ukraine was the first new state on post soviet area that adopted law "About Consumer Rights Protection". There are such norms of this law: "State supports activity of consumer NGOs". Constitution of Ukraine also says: "State protects consumer rights and inspects safety and quality of all goods and services for consumers". Unfortunately businesses lobby in Ukrainian Parliament superlatives the state protection of consumers, so in 2005 consumer rights were essentially narrowed by deputies that present business interests. Mentioned changes in the Law of Ukraine "About Consumer Rights Protection" violated the norm of Ukrainian Constitution on prohibition the narrow of achieved rights.

So consumers NGOs in Ukraine have to increase own potential and power civic positions that will allow them to exert effective influence on decision makers. LAW has to work!

Challenges of the time

Global processes more and more have impact on different branches of life. Globalization of over the world consumer market is connected with increasing public demand on consumer NGOs services. This tendency takes place also in Ukraine where we see the appearance of new consumer NGOs even in the distant living areas. Despite of limit of resources such organizations realize own role in promotion the consumer interests at local level.

UCF "PULSE" members are interested to involve the youth into consumer movement. Youth energy and modern knowledge may be very useful to consumer society. Due to many years partnership between consumer leaders and Kiev National Trade & Economics University this task was realized: new NGOs "Youth for Consumer Rights" and "Union Conscious Consumer Activists" were created. These NGOs engage young activists from other Ukrainian universities to consumer movement, in particular through annual Consumer Fest. So perspective of UCF "PULSE" is based on the united experience of leaders and new vision of youth generation.

Audience of children also is very important part of consumer society that is aimed to different and qualitative consumption. Present children don't want to be disappointed, so they need to study consumer knowledge including advertising etc. Consumer education of schoolchildren in Ukraine envelops total study process from primary school to latest class.

Specialists of UCF "PULSE" support the public Internet resource "Consumer` Portal" www.consumerinfo.org.ua.

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