



Facilitating Consumer Access to Redress and Complaint Resolution Systems

Duration: 29.08.2025 - 28.08.2026

Countries:
Moldova

EU contribution: € 60 000

Total budget: € 60 000



Funded by the
European Union

Website(s): ecc.md/

Social media:

Facebook: facebook.com/ECCMoldova, Instagram: instagram.com/eccmoldova/, Telegram: <https://t.me/eccMoldova>, TikTok: tiktok.com/@eccmoldova

Project description:

Recent legislative changes in Moldova, which removed the obligation for businesses to maintain a consumer complaint register, have created practical challenges for consumers in exercising their rights. In the absence of a standardized and visible complaint-handling mechanism, consumers face confusion regarding where and how to submit complaints and which authority is competent to address them. This situation is further complicated by overlapping institutional mandates and limited public awareness of existing complaint channels, such as the national consumer hotline.

The project aims to restore clarity and accessibility by creating a functional and sustainable framework for consumer information and complaint submission. It will develop practical tools that empower consumers to seek redress more effectively, while supporting businesses in complying with the updated consumer protection legislation. By promoting voluntary compliance and transparent communication, the initiative contributes to a fairer marketplace, stronger consumer trust, and to improved access for consumers to non-judicial complaint resolution mechanisms.

Expected results:

- 1) Over 1,000 businesses from all regions have been informed and more than 5,000 sales points have been equipped with the Consumer Information Panel, distributed through retail networks, local public authorities, and the Public Services Agency.
- 2) Consumers are trained about their rights and complaint procedures through public information sessions and an awareness campaign (offline and online), aiming to reach at least 500 consumers offline through informative sessions and 200,000 online users. Cooperation between public authorities, businesses, and civil society organizations is strengthened, contributing to a more unified and effective application of consumer protection legislation.