

**Facilitating Consumer Access to Redress and  
Complaint Resolution Systems****Perioada de  
implementare:** 29.08.2025 - 28.08.2026**Țările PaE:**  
Moldova**Contribuția UE:** € 60 000**Buget total:** € 60 000**Funded by the  
European Union****Site-ul  
proiectului:** ecc.md/**Descrierea proiectului:**

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.

**Rezultate așteptate:**

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.