EuCML Award

FOR THE BEST PAPER ON EUROPEAN CONSUMER AND MARKET LAW

Consumer and Market Law are an essential engine of European integration and development.

In the last few decades consumer law has become a central pillar of European Union policy making, with the EU setting a high level of protection for consumers in all markets. With this rise in importance also the number of legislative instruments has grown; in particular we have seen unprecedented levels of regulatory inflation, with many consumer instruments, or instruments relevant for consumer protection requiring complex technical knowledge and systematic coordination. Digitalisation and climate change have been the main drivers of new regulatory initiatives, tackling critical issues such as platform and **product liability**, global **data and platform economy**, **artificial intelligence**, as well as the **circular economy** and **sustainability of global supply chains, production and consumption**. Meanwhile, the earlier European rules regulating different areas of consumer law, such as product liability, unfair commercial practices, unfair contract terms, consumer rights or dispute resolution continue to evolve and remain of utmost importance for both online and offline transactions and market interactions – as lately shown also by the **Digital Fairness Fitness Check** of the European Commission.

The harmonisation of consumer law has in principle led to a high level of protection of consumers in the internal market. Businesses offer goods, services and digital content across borders within and outside of the European Union. However, the effective application of consumer law in practice is as difficult as it has always been, prompting the need for yet further reforms. One of these reforms is, e.g., a potential Digital Fairness Act. The development of European private law already imbued the consumer acquis with many open-ended norms such as fairness and good faith, often contested by the proponents of more legal certainty and harmonisation. Would an additional principle-based instrument such as the Digital Fairness Act improve or challenge the cohesion of consumer protection legislation?

EuCML launches a provocation to consumer scholars (and others) to timely and critically analyse this and other questions, covering both recent developments as well as "old" issues seeking to preempt market needs and suggesting viable solutions for the future. EuCML offers an innovative perspective on consumer law that covers its traditional understanding as consumer protection law, as well as its intersection with other EU policy areas such as, e.g., data protection, competition law, platform governance and sustainability.

Within this framework,
the **[EuCML – Journal of European Consumer and Market Law](#)**
is launching its

1ST EuCML AWARD
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The goal of this Award is to recognize valuable contributions to European Consumer and Market Law and to support EuCML in fulfilling its core mission of improving the quality of European law.

To be considered for the Award, applicants should submit full papers of up to 10,000 words (complying with further [EuCML submission guidelines](#)), by 15 April 2025, at editors@eucml.eu.

Each paper will be subject to double-blind peer review by senior experts of EU Law, including scholars and judges. On the basis of the referees' evaluations, the EuCML Board of Editors will take the final decision. The decision shall be taken by absolute majority with a motivated resolution.

The best paper will be published in a dedicated section of the EuCML, with a special mention.
Other submitted papers, provided they successfully pass the double-blind peer review, will be published in other sections of EuCML subject to authors' consent.

We look forward to receiving your papers!

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