

9th CONFERENCE ON ASPECTS OF EUROPEAN CONSUMER LAW

14 June Luxemburg



EU NETWORK



- 8 Marketplaces
- 11 languages
- 60+ corporate offices
- 20+ R&D Centers
- 80+ FCs
- 250+ Delivery Stations
- 220,000 employees
- €142 invested in the EU since 2010



1.1 million
independent sellers,
authors, content
creators, delivery
providers, developers
and IT solution
providers across
Europe

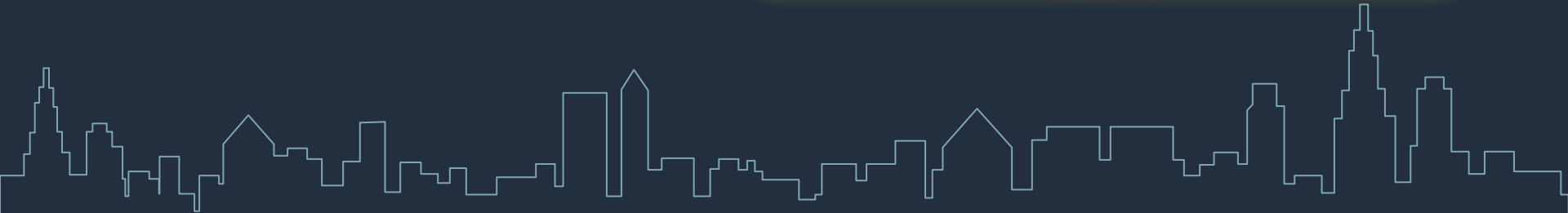
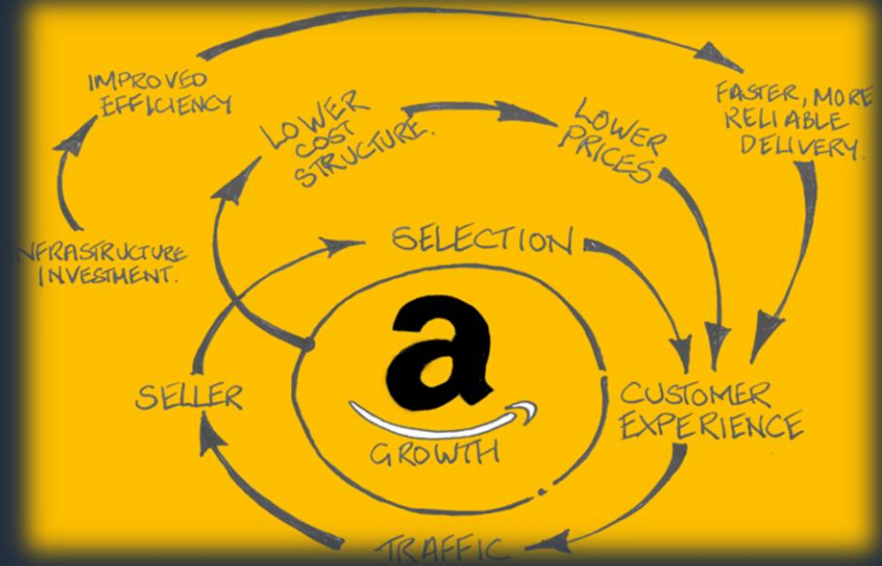
To be **Earth's most customer-centric company** where people can find and discover anything they want to buy online.

16 Leadership principles

Latest: Success and Scale Bring Broad
Responsibility

Amazon's Customer-Centric Approach

1. Customer obsession rather than competitor focus
2. Passion for invention
3. Commitment to operational excellence
4. Long-term thinking



- Department Brands of Belgium Department Home-related Fashion Books Home Improvement Pet Supplies Grocery Baby Everything Else Toys & Games Home & Garden Personal Care Electronics & Photo Sports & Outdoors Beauty Computing & Office CDs & Vinyl

Brands of Belgium

Discover our selection of thousands of local products across numerous categories: Foods & Drinks, Fashion, Accessories, Beauty, Health & Personal Care, Home & Kitchen and more.

Do you have a Belgian product and want to become part of the Brands of Belgium store? [Click here](#) to become a Brands of Belgium Seller



What we do

Deliver a great shopping and entertainment experience

Build smart, great value consumer technology devices

Provide tools and services to other businesses

Post-COVID: What do customers want, expect, and need?



Selection & Flexibility

- Retailers are expected to be omnichannel with multiple paths to reach customers

Speed & Convenience

- Faster delivery times
- Closer placement

Trust & Reliability

- On-time performance
- Authentic products
- Easy CS experiences

Sustainable & Responsible

- Reduced carbon
- Used & upcycled products
- Reduced waste

The Climate Pledge

**THE Paris...
CLIMATE 10 years
PLEDGE Early**

100%

**Net-zero carbon across all operations
by 2040**

In 2020 Amazon joined the Science-Based Targets Initiative – adopting emissions targets to limit global warming below 2°C

Decarbonizing our road transport network

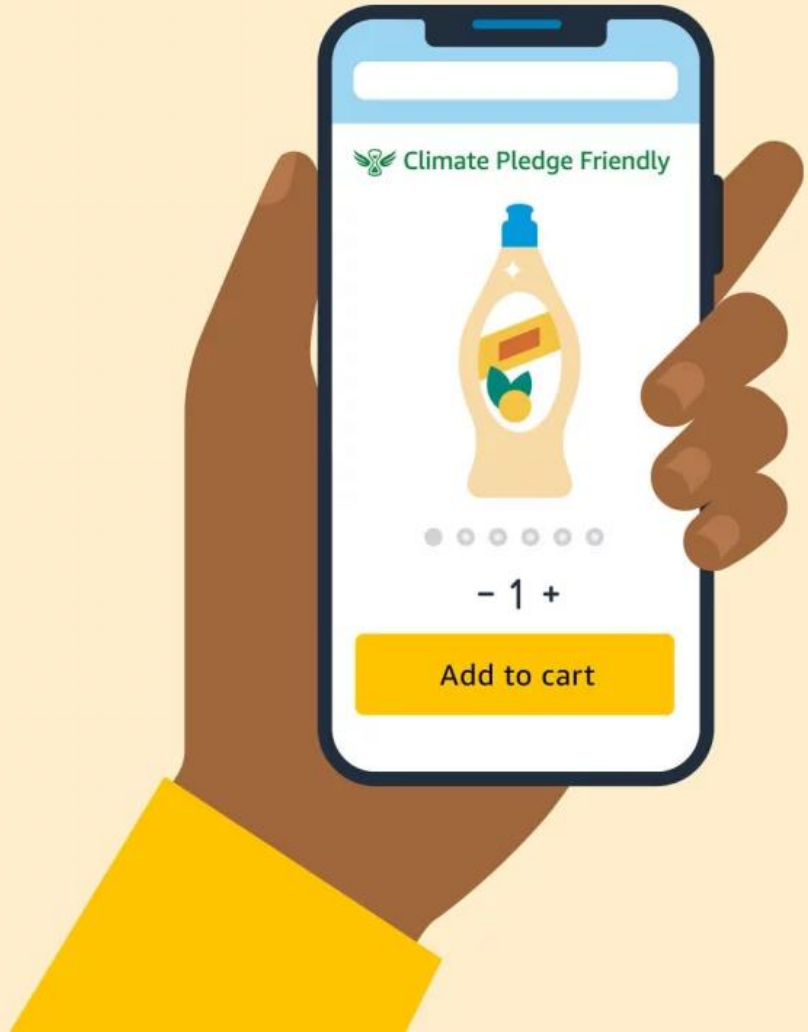
Scaling More than 3000 of last mile EVs operational in 2022, 10.000 expected by 2025

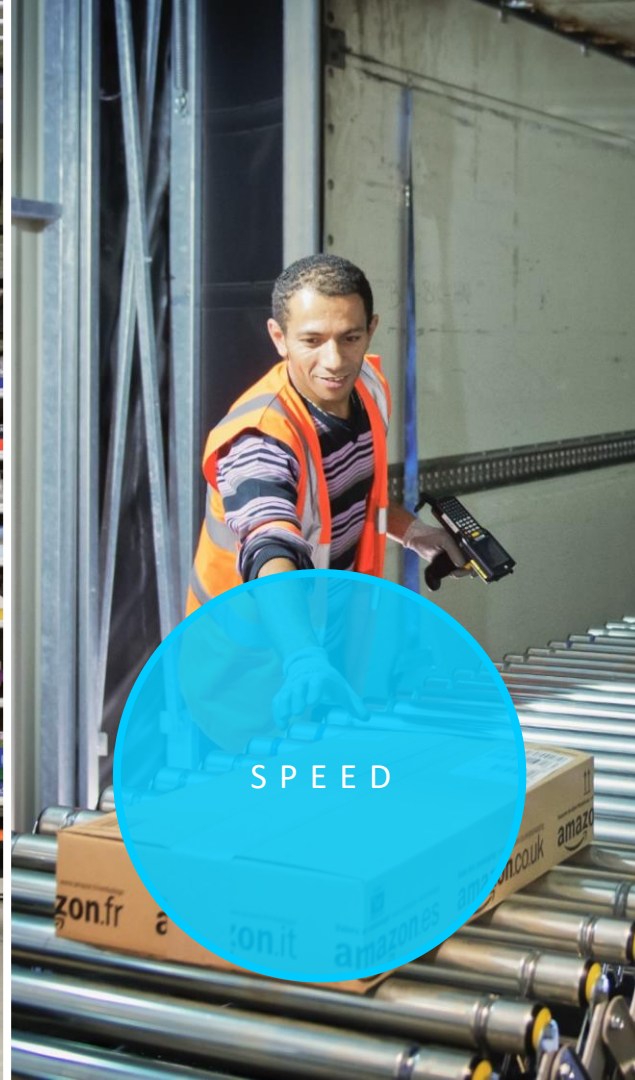
Building infrastructure: Thousands of depot EV charging points across EU – more to come

Innovating with partners to test vehicle prototypes

Investing more than €1 billion over the next five years to further electrify our fleet

Electrifying heavy duty vehicles with the first 40t BEV in 2022

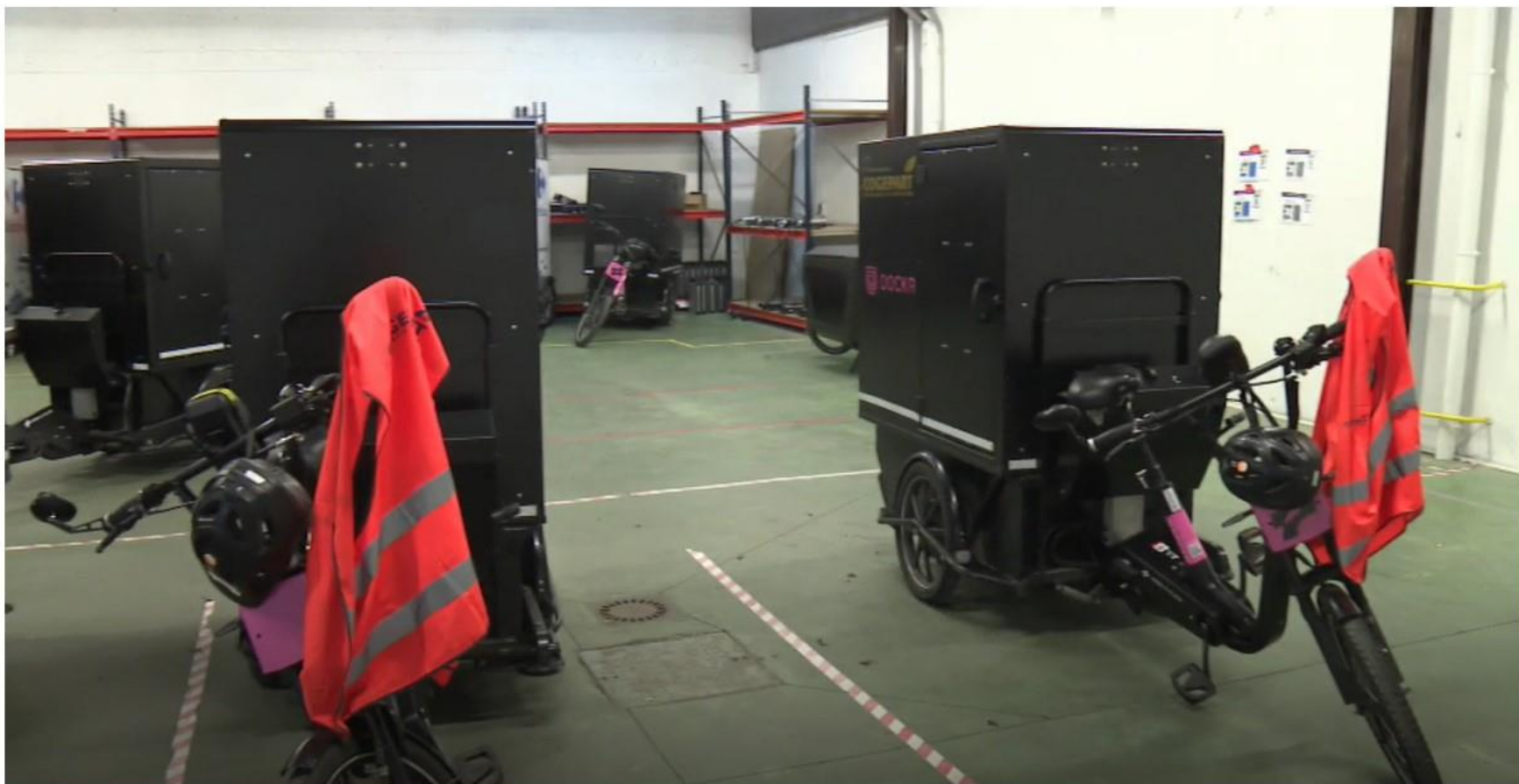




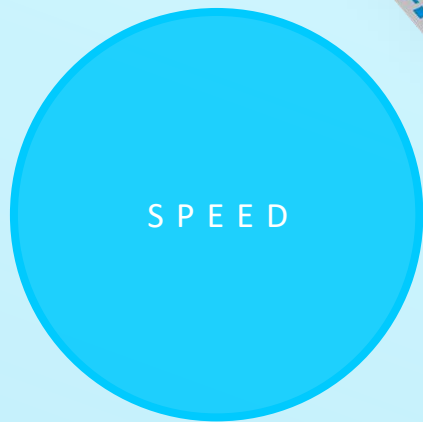


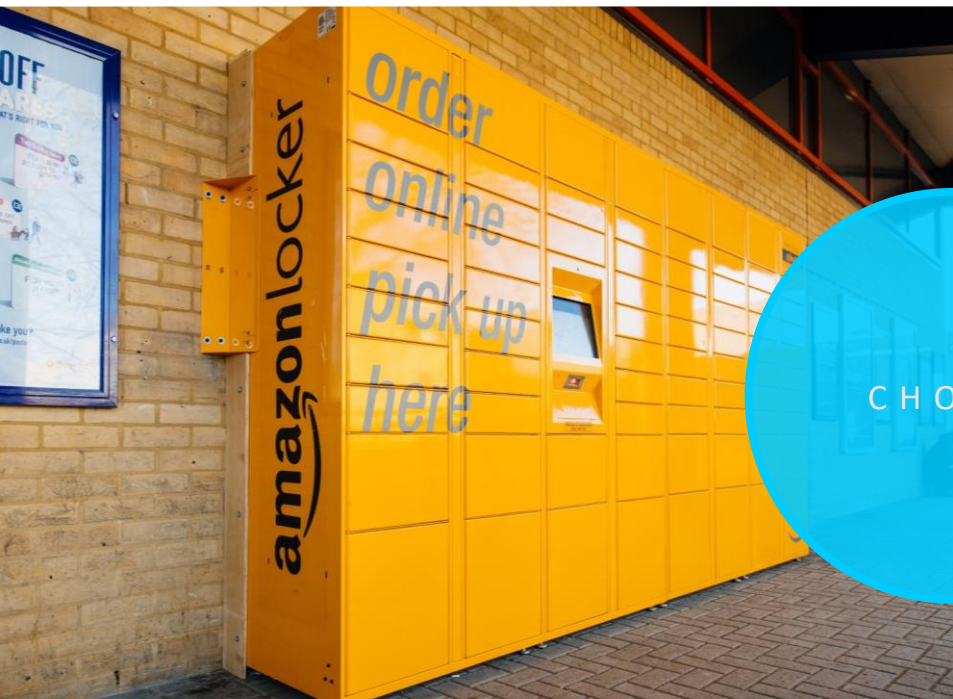
Thousands of new electric vehicles will more than double the size of Amazon's European zero-emission fleet—bringing it to at least 10,000 electric delivery vans and more than 1,500 electric heavy goods vehicles.

Schaerbeek : Amazon ouvre un hub dédié à la livraison en vélo et triporteur



amazon
Prime Air





An aerial photograph of a white wind turbine on a grassy hill. The turbine's three blades are spread out, and its central hub is visible. The landscape is a mix of green grass and brownish heath. In the background, a large body of water, likely a bay or fjord, stretches across the horizon under a blue sky with light clouds. The text is overlaid in the bottom left corner.

Amazon's wind farm in Kintyre Peninsula in Scotland is one of the largest unsubsidized onshore wind projects in the UK and is now delivering clean energy to the grid.



Innovation in packaging



Project Kuiper

Amazon's efforts against all forms of abuse

- In 2022 invested \$1.2 billion and employed over 15,000 people—including machine learning scientists, software developers, and expert investigators—dedicated to protecting customers, brands, selling partners, and our store from counterfeit, fraud, and other forms of abuse.
- Our robust seller verification, including connecting one-on-one with prospective sellers through video chat, coupled with continued advancements in our machine learning-based detection, are deterring bad actors from even attempting to create new Amazon selling accounts. The number of bad actor attempts to create new selling accounts decreased from 6 million attempts in 2020 to 2.5 million attempts in 2021, to 800,000 in 2022.
- Daily scans of more than 8 billion (up from 5 billion) attempted changes to product detail pages for signs of potential abuse

1.5 Billion


Nearly 1.5 billion reviews and ratings were added to our stores by 125 million customers, providing future Amazon shoppers with transparent insights into the products they were considering, in 2022.

10,000

In 2022, Amazon took legal action against over 90 bad actors around the world who facilitated fake reviews, and we sued more than 10,000 Facebook group administrators that attempted to put fake reviews in our stores in exchange for money or free products.

200 Million

Around 200 million suspected fake reviews were proactively blocked from our stores in 2022, as a result of continued investment.



Cooperation & Dialogue mechanisms

- **2023 Product Safety Pledge +**
 - **Product Safety Pilot project**
 - **Founding signatory of the 2018 EC Product Safety Pledge**
 - **Negotiations continue for other areas**
- **2020-2022 Covid-19 CPC Cooperation mechanism**
- **ECC-net**
- **Consumer groups**
- **Industry**
- **New: June 2023 Authentic Reviews Blueprint**

Legislative developments and positions

- **2019-2024: Large number of legislative proposals**
- Strong focus on the digital economy and online intermediaries
- Omnibus to the DSA: enforcement
- **ADR + CPC**
 - Ensure an effective redress mechanism
 - Avoid unnecessary administrative burdens for business and consumers (allow flexibility where that favors consumers)
 - Encourage effective dialogue

Legislative developments and positions

- **Digital Fairness Fitness Check:**
 - **Overlap with Omnibus**
 - **Many aspects covered**
 - **EC Consumer scoreboard**
 - **Enforcement of existing rules**
 - **Dialogue around challenges**

Policy developments/legal framework

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- **Strong focus on the digital economy and online intermediaries**
- **Omnibus to the DSA: enforcement**
- **ADR + CPC**
 - **Ensure an effective redress mechanism**
 - **Avoid unnecessary administrative burdens for business and consumers**
 - **Encourage effective dialogue**

Thank you

