

Programme

Thursday

October 23, 10:00-18:30

9:45 *Welcome coffee*

10:00 **Kick-off**

10:20 **Keynote**

Chair: Amandine Garde (University of Liverpool)

Geraint Howells (University of Galway), Can the Unfair Commercial Practices Directive Meet the Challenges of Digitalisation and Sustainability Without Major Reform?

11:15 **Fundamental Issues (1): Key Concepts**

Chair: Anne-Lise Sibony (UCLouvain)

- Willem van Boom (Radboud Universiteit), Foundational Concepts of the UCPD: Autonomy and Influence
- Fabrizio Esposito (NOVA School of Law), The 'Likely Material Distortion Test' and Its Specifications
- Discussion

12:15 *Lunch*

13:00 **Fundamental Issues (2): Law, Facts and Behavioural Insights**

Chair: Joasia Luzak (University of Exeter)

- Hans Schulte-Nölke (Universität Osnabrück), The Search for the Right Consumer Model: Between Normativity and Empirics
- Anne-Lise Sibony (UCLouvain), The Proper Place of Behavioural Insights in UCPD Enforcement and Reform
- Discussion

14:00 **Fundamental Issues (3): Links With Other Legal Norms**

Chair: Hervé Jacquemin (Université de Namur)

- Jan Trzaskowski (Aalborg Universiteit), UCPD and Fundamental Rights
- Ruben Verdoodt (KU Leuven), Consumer Standards in EU Consumer Law and EU Competition Law: Addressing the Gap
- Discussion

15:00 *Coffee break*

15:20 **Digitalisation and AI (1)**

Chair: Alain Strowel (UCLouvain)

- Joasia Luzak (University of Exeter), Applicability to the Provision of Digital Services
- Chris Willett and Nikhil Gokani (Essex University), UCPD and Dark Patterns
- Discussion

16:20 *Mini break*

16:30 **Digitalisation and AI (2)**

Chair: Jan Trzaskowski (Aalborg Universiteit)

- Cecilia Isola (University of Genoa), Did the EU Shine a Light on Dark Patterns? The (Obscure) Interplay Between the UCPD and the Digital Services Act
- Thitinan Ngamsanguan (University of Exeter), Algorithmic Manipulation and Structural Vulnerability: Rethinking the UCPD in the Digital Economy
- Shuo Wang (University of Exeter), Consumer Protection in the Metaverse: A Comparative Analysis of Pay-to-Win and Play-to-Earn Models
- Jaydon Souter (University of Liverpool), The Regulation of Influencers and Brand Marketing Under the UCPD
- Discussion

18:30 *A drink in Brussels*

La Mort Subite
Rue Montagne aux Herbes Potagères 7
1000 Brussels

18:30 *Conference dinner*

9:00 Sustainability (1)

Chair: Anne-Christine Fornage (Université de Lausanne)

- Evelyne Terryn (KULeuven), UCPD and Sustainability
- Annelies De Grave (KU Leuven), Regulating Social Sustainability Claims and Labels in the EU: The Impact of the UCPD

10:30 Coffee break**11:00 Sustainability (2)**

Chair: Evelyne Terryn (KULeuven)

- Marine Friant (Nantes Université) and Amandine Garde (University of Liverpool), The Fragmented Application of a Maximum Harmonisation Directive
- Marianne Hundahl (Aalborg Universitet), In Green We Trust? Legal Certainty and the Future of Environmental Claims under the UCPD

11:30 Mini break**11:40 Links With National Law and Enforcement**

Chair: Fabrizio Esposito (Nova)

- Bert Keirsbilck (KULeuven), The Deregulatory Impact of the UCPD: Past and Future
- Jennifer Bouffard (Université Bretagne Sud), Maximum Harmonisation and Its Partial Reception in French Law

13:00 Lunch