



PRIVATE AND PUBLIC ENFORCEMENT OF CONSUMER AND MARKET LAW

EuCML Annual Conference and Best Paper Award

10-11 September 2026

**University of Ferrara
Rectorate
Auditorium Santa Lucia
Via Ariosto 35, 44121 Ferrara**

Livestreamed on Google Meet (no registration or password required):

10 September (13:30-19 CEST): meet.google.com/sms-zxyo-mkd

11 September (9-13:30 CEST): meet.google.com/kqp-orbn-xow

Participation is Free of Charge.

Information and Registration for in-Person Participation: eucml.editors@unife.it

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Scope and Aims

The aim of the “EuCML Annual Conference and Best Paper Award” is to recognise and promote **outstanding, innovative contributions** to Consumer and Market Law. The 2026 EuCML Annual Conference brings together **leading Experts from Europe and beyond**, from Academia, Legal Practice, Judiciary, Enforcement Authorities, Legislative and Executive Bodies, analysing and discussing the new features of Consumer and Market Law, **with a special focus on Digitalisation, Sustainability**, and on **Private and Public Enforcement**.

The **first part** of the Conference, on 10 September, will feature **round tables with presentations** by leading experts from Academia, Legal Practice, Judiciary, Enforcement Authorities, Legislative and Executive Bodies.

The **second part** of the Conference, on 11 September, will feature the **presentation and discussion of four Papers**, selected by the EuCML Editors based on a call for papers. Each of the selected Papers will be assigned to the distinguished Chair and Discussants of the respective Session, all leading Experts in the field of Consumer and Market Law. After each Presentation (up to 15 minutes) by the finalist Speakers, each Discussant will have up to 5 minutes for their remarks, followed by a discussion (ca 15 minutes) with the further participants in the Conference. Speakers of the Sessions on 10 September, Chairs and Discussants will constitute the **Jury** awarding the “**EuCML Award for the best Paper on Consumer and Market Law**”.

The four Finalist Papers presented at the conference will be published in issue 6/2026 of **EuCML**, a **Special Issue** with the winning Paper receiving a special mention. In addition, the Author of the winning Paper will receive a voucher, worth 1000 EUR, for books of the C.H. Beck/Hart/Nomos Series.

Scientific Committee

Alberto De Franceschi (University of Ferrara / Katholieke Universiteit Leuven)

Mateja Durovic (King's College, London / European Court of Human Rights, Strasbourg)

Beate Gsell (Ludwig Maximilian University, Munich)

Jorge Morais Carvalho (NOVA University, Lisbon)

Kristin Nemeth (University of Innsbruck)

Christine Riefa (University of Reading)

Evelyn Terryn (Katholieke Universiteit Leuven)

Thursday, 10 September 2026, University of Ferrara, Rectorate

[Via Ariosto 35, Ferrara](#), Auditorium Santa Lucia

12:30 Welcome Light Lunch, in front of the Auditorium

13:45 – Welcome Addresses

Laura Ramaciotti (Rector of the University of Ferrara / President of the Italian Rectors' Conference)

Alberto De Franceschi (University of Ferrara / Katholieke Universiteit Leuven)

I. – 14:00 – The EU Policy in Consumer and Market Law

Chair: *Teresa Rodriguez de las Heras Ballell (University Carlos III, Madrid / President of the European Law Institute)*

Isabelle Pérignon (European Commission, Director at DG Justice and Consumers, Brussels)

II. – 14:30 – The Future of Consumer and Market Law

Chair: *Herbert Zech (Humboldt University, Berlin / Weizenbaum Institute for the Networked Society, Berlin)*

Rapidly Remedying Exploitation of Digital Vulnerability:

Taking Time Seriously in Digital Regulation

Frank Pasquale (Cornell Law School, Ithaca / Cornell Tech, New York)

Restoring Humanity and Reclaiming Consumer Law

Christian Twigg-Flesner (University of Warwick)

Agentic Commerce and Consumer Protection

Christoph Busch (University of Osnabrück)

III. – 15:30 – The Future of Consumer and Market Law

Chair: *Frank Pasquale (Cornell Law School, Ithaca / Cornell Tech, New York)*

Bridging AI Transparency Obligations and Consumer Protection Frameworks

Carmelo Fontana (Google, Milan)

Negotiating AI in the B2B SaaS Space: Deployers' Key Concerns, Contractual Pitfalls, and Risk Allocation Remedies

Gea Condorelli (LexroomAI, Milan)

LLM Hallucinations as Multi-Regime Legal Wrong in EU Law

Mauro Mastropasqua (Nexi Group, Milan)

Generative Artificial Intelligence and the Liability Chain

Gianluca Campus (PwC Italy, Milan)

16:30 – Coffee Break

IV. – 17:00 – Public Enforcement Towards the Reform of CPC Regulation

Chair: *Remo Caponi (Supreme Court of Cassation, Rome)*

Beyond the Fines: Lessons From Early DSA and DMA Enforcement and the Shift to Structural Remediation

Marco Scialdone (Euroconsumers, Brussels)

Public Enforcement in the Digital Sector: Emerging AI risks, Best Practices, Lessons Learned

Antonio Mancini (Competition and Market Authority, Rome)

Public Enforcement in the Green Sector: Sustainability Claims and Greenwashing

Paolo Cassinis (Competition and Market Authority, Rome)

Ilya Bruggeman (Eurocommerce, Brussels)

Ludovic Basset (European Advertising Standards Alliance, Brussels)

V. – 18:00 – Private Enforcement, Collective Redress and the Implementation of Directive 2020/1828

Chair: *André Janssen (Radboud University, Nijmegen)*

Does Europe Want Effective Consumer Collective Redress?

Miguel Sousa Ferro (University of Lisbon / Sousa Ferro Law Firm, Lisbon)

Proceedings for Compensation on Behalf of Consumers Under Art. 82 GDPR

Rodolfo Dolce (Dolce Lauda Law Firm, Frankfurt am Main)

Imelda Vital (The European Direct Selling Association, Brussels) (tbc)

VI. – 18:45 – The Politics of Consumer Protection in the EU Competitiveness Agenda

Chairs: *Christoph Busch (University of Osnabrück)* and *Rupprecht Podszun (University of Düsseldorf)*

Agustin Reyna (BEUC – The European Consumer Organisation, Brussels)

19:15 Conclusion of the First Part of the Conference

20:00 Dinner at [Restaurant Cusina e Butega](#), Corso Porta Reno 28, Ferrara (Conference Panellists are invited by the organisation. Additional guests can join at the at 50 Eur: please book a seat until 3rd September at eucm.editors@unife.it).

Friday, 11 September 2026, University of Ferrara, Rectorate

[Via Ariosto 35, 44121 Ferrara](#), Auditorium Santa Lucia

08:30 – Welcome Coffee

VII. – 9:00 – Dissuasiveness and EU Civil Remedies: An Analysis

Chair: *Giovanni Sartor (University of Bologna / European University Institute, Florence)*

Speaker: *Jeroen van Hezewijk (Radboud University, Nijmegen)*

Discussants: *Geraint Howells (University of Galway), Claudio Scognamiglio (University of Rome Tor Vergata), Christian Twigg-Flesner (University of Warwick)*

VIII. – 09:45 – Shaping DMA Enforcement: Towards a More Proactive Role for National Enforcers?

Chair: *Thomas Streinz (European University Institute, Florence)*

Speakers: *Belle Beems (University of Leiden), Jasper van den Boom (University of Leiden)*

Discussants: *Josef Drexler (Max Planck Institute for Innovation and Competition, Munich), Rupprecht Podszun (University of Düsseldorf), Marco Scialdone (Euroconsumers, Brussels)*

10:30 – Coffee Break

IX. – 11:00 – Public Enforcement of Competition Damages: Towards an Enforcement Ecosystem for Consumers

Chair: *Hans-W. Micklitz (European University Institute, Florence)*

Speaker: *Sofia Caruso (Katholieke Universiteit Leuven)*

Discussants: *Hans Schulte-Nölke (University of Osnabrück), Stefano Pagliantini (University of Florence), Miguel Sousa Ferro (University of Lisbon / Sousa Ferro Law Firm, Lisbon)*

X. – 11:45 – The Governance of Green Claims in Europe: Public-Private Regulation and Enforcement

Chair: *Anne-Christine Fornage (University of Lausanne)*

Speaker: *Elena Marro (European University Institute, Florence)*

Discussants: *Bert Keirsbilck (Katholieke Universiteit Leuven), Patrycja Gautier, (BEUC, Brussels), Anne-Lise Sibony (Université Catholique de Louvain)*

12:30 – Deliberations by the Jury Committee for the EuCML Best Paper Award

Jury Committee Members: *Ludovic Basset, Ilya Bruggeman, Christoph Busch, Gianluca Campus, Remo Caponi, Paolo Cassinis, Gea Condorelli, Rodolfo Dolce, Josef Drexl, Carmelo Fontana, Anne-Christine Fornage, Patrycja Gautier, Geraint Howells, André Janssen, Bert Keirsbilck, Antonio Mancini, Mauro Mastropasqua, Hans-Wolfgang Micklitz, Stefano Pagliantini, Frank Pasquale, Isabelle Pérignon, Rupprecht Podszun, Agustín Reyna, Teresa Rodriguez de las Heras Ballell, Giovanni Sartor, Hans Schulte-Nölke, Marco Scialdone, Claudio Scognamiglio, Anne-Lise Sibony, Miguel Sousa Ferro, Thomas Streinz, Christian Twigg-Flesner, Imeda Vital, Herbert Zech.*

13:00 – EuCML Best Paper Award Ceremony

13:15 – Concluding Remarks

Beate Gsell (Ludwig Maximilian University, Munich)

13:30 – Light Lunch
