



**Direct Selling,**  
a reliable channel  
of distribution for  
quality products

# 4 KEY RECOMMENDATIONS for the European Parliament and Commission

## 1 Fair Competition

Fair competition is one of the cornerstones of the internal market. It safeguards equal opportunities for all businesses and ensures consumers' access to a wide range of products and services.

We urge EU policy makers to secure fair conditions for all market players, not only traditional but also growing alternative retail channels such as direct selling. We hope for a comprehensive, future proof competition policy, that takes into consideration rapid changes in market environments.

## 3 Entrepreneurship

Entrepreneurship is an important driver for competitiveness, growth and jobs. Direct selling promotes the entrepreneurial spirit and provides independent business opportunities to millions of Europeans.

We request the EU to continue supporting and boosting micro-entrepreneurs through legislative and non-legislative initiatives. Therefore, we call for setting up a platform on micro-entrepreneurs at European level with the aim of supporting the exchange of best practices in national policies.

## 2 Changing World of Work

The traditional work environment is being constantly reshaped by technological developments. Digitalisation means novel forms of jobs and changing work conditions for standard forms of jobs and employment - including those that are still not well recognised.

We are happy to see the EU closely monitoring these changes and already starting to adapt its legislation accordingly. We call on the EU to continue reflecting the changing work environment into new policies. We urge for further EU initiatives that support, promote and recognise the training of skills that are fit for the 21<sup>st</sup> century job market. Additionally, we ask the EU to promote flexible working conditions as a top priority in the new work environment.

## 4 Single Market

We support a strong single market, where businesses can flourish and consumers can benefit from a wider choice of products and services.

We urge EU decision makers to continue in this direction by harmonizing rules even further and by reducing the administrative burden for businesses operating across the EU. At the same time, we firmly support stronger enforcement tools for the European Commission to ensure Member States' compliance with EU rules.



Seldia is member of





## Direct Selling is...

- A **method of retail and marketing** goods and services, directly to consumers, in their homes or at any other location, **away from permanent retail premises**. It is usually conducted face-to-face, at the place where products are demonstrated: either to an individual, or to a group (home parties).
- A **model that works**. In a digital retail environment, modern consumers are well informed when browsing and purchasing products online. **Direct selling has adjusted to the digital retail space**, as many sellers choose to sell products online.

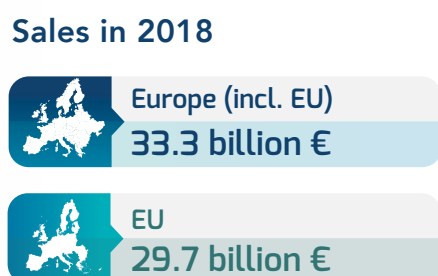
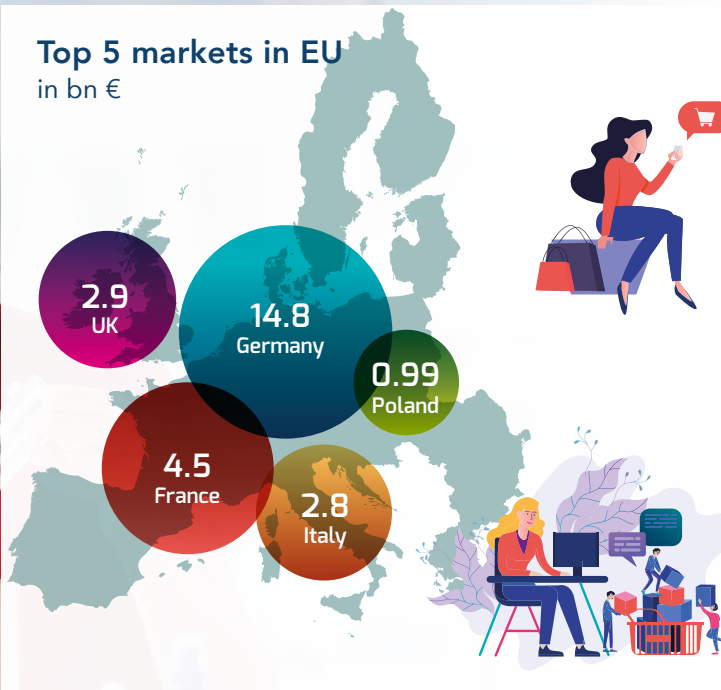
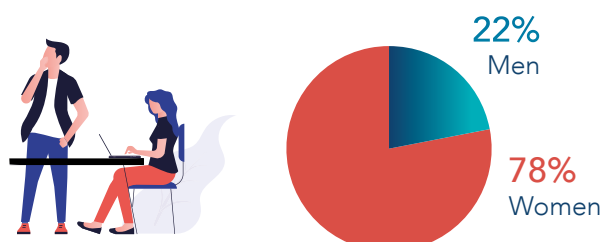
Yet, direct selling retains its core value: **personal connections** enabling consumers to purchase the best products according to their needs.

Find out more at [www.directsellingis.eu](http://www.directsellingis.eu)

## People active in Direct Selling



### Gender



## A strong commitment to the highest standards of ethics and consumer protection across the EU

With consumers' satisfaction at its core, direct selling helps deliver sustainable growth for all by combining outstanding products with the highest standard of personalised service.



Seldia was founded in 1968 and represents its member associations and companies at European level, as well as the voices of the sellers engaged in a direct selling activity. Seldia promotes direct selling as a dynamic and reliable channel of distribution offering quality products and services, in a trustworthy environment for consumers and direct sellers. Seldia counts 28 National Direct Selling Associations (DSAs) Members and 19 Corporate Members.