



# **PLANNED ACTIVITIES**

## **(January-December 2026)**

## 1. Introduction

Ius Omnibus is a non-profit European consumer rights association established under Portuguese law in 2020. The association has held a seat on Portugal's National Consumer Council since 2023 and was appointed in 2024 as a Qualified Entity by the Portuguese General-Directorate for Consumers, was inserted on the European Commission's official list and is empowered to pursue legal actions across EU under the Representative Actions Directive (RAD).

Ius Omnibus' mission is to protect and defend the interests of European consumers in a transparent and swift way, aiming to create a new paradigm of legality and access to justice for all and to end the civil impunity that companies have benefited from violating consumers' fundamental rights.

The association is involved in a variety of activities, including consumer education and awareness raising, monitoring public policies related to consumption and the environment, and representing consumers in court. Guided by the principles of transparency, justice, and social responsibility, Ius Omnibus is committed to building a just and fair society where the powerful companies that violated consumers' rights are no longer above the law, but they are finally held accountable.

The values that define Ius Omnibus are: (i) justice and redress, (ii) integrity, (iii) transparency, and (iv) fairness. These values are incorporated in all Ius Omnibus' actions and guide the association all throughout its mission.

In the pursuit of our mission, we commit ourselves to focus on the following set of strategic targets, which constitute our Strategic Axes of Activity:

- Consumer protection with a concern for Environmental, Social, and Governance (ESG).
- Development of a safer digital society.
- Data, privacy and digital rights.
- Actions against threats to democracy and human rights.
- Promotion of private enforcement of competition law to the benefit of consumers.
- Contribution to innovative jurisprudence, lawmaking and regulation.

This document presents the planned activities to be implemented in 2026. The table below outlines, in a logical framework template, what Ius Omnibus' overall objectives, specific objectives and activities will be during the course of 2026. The activities listed below are in line with Ius Omnibus' Theory of Change (ToC), which has the ultimate impact goal of achieving a more just society where every single consumer is informed of their rights and knows the process to claim them.

The document is a working document that will be shaped according to conversations with the Board, the communication agency, the lawyers, the website provider, and the relevant Ius Omnibus' consultants.

## 2. Theory of Change

**Overall impact:** More informed consumers; just and fairer access to justice; more accountability for violation of fundamental rights.

### THEORY OF CHANGE

#### INTERMEDIATE EFFECTS

More consumers affiliated with Ius Omnibus; more cross-border collaboration among Qualified Entities; greater visibility with EU-level actors

#### ACTIVITIES/OUTPUTS

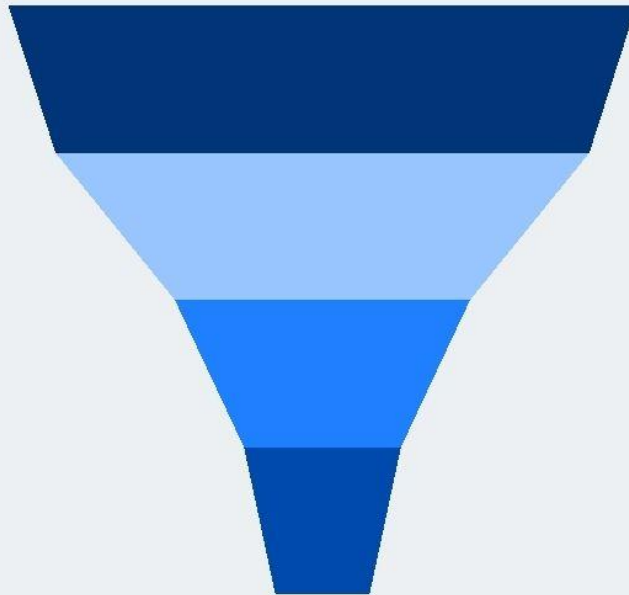
Dissemination of Ius Omnibus' message through conferences, podcasts, social media and public consultations.

#### INPUTS/RESOURCES

Expertise, staff, partnerships and technical infrastructure.

#### ASSUMPTIONS

RAD implementation, availability of resources, willingness to collaborate with Ius Omnibus, consumers' engagement.



### 3. Logical Framework (Log Frame)

**Overall impact:** A more just society in which all consumers are informed of their rights and know how to claim them through effective redress mechanisms.

Intervention Logic	Objectively Verifiable Indicators (OVIs)	Targets	Means of Verification (MoV)	Assumptions
<p><b>Overall Goal:</b> Strengthen consumer protection and access to redress in Portugal and overall EU by increasing awareness and participation in Representative Actions.</p>	<ul style="list-style-type: none"> <li>• % increase in public awareness of Representative Actions in Portugal and across EU Member States (baseline ("low awareness"))</li> <li>• # of consumers affiliating themselves to Ius Omnibus.</li> <li>• # of cross-border collaborations established among QEs.</li> <li>• # consumers compensated.</li> </ul>	<p>Please see overall Logical Framework TBD based on actual implementation.</p>	<ul style="list-style-type: none"> <li>• Database of associated members.</li> <li>• Reports.</li> <li>• QE partnerships established.</li> <li>• Courts' rulings.</li> <li>• Settlements.</li> </ul>	<ul style="list-style-type: none"> <li>• All Member States effectively transpose and implement RAD.</li> <li>• Consumers remain engaged with collective redress mechanisms.</li> <li>• QEs want to collaborate for the same purpose.</li> </ul>
<p><b>Intermediate Outcome:</b> Ius Omnibus has a stronger, recognized role in EU consumer protection, with increased consumer engagement and effective collaboration with key stakeholders.</p>				
<p><b>Specific Objectives (Outcomes)</b></p>				

Intervention Logic	Objectively Verifiable Indicators (OVIs)	Targets	Means of Verification (MoV)	Assumptions
<p>Increase knowledge, dialogue and collaboration on consumer rights; strengthen lus Omnibus' positioning and outreach at EU level and facilitate consumer access to information and engagement with collective actions.</p>	<ul style="list-style-type: none"> <li>• Consumers reached through campaign channels (digital + physical).</li> <li>• Educational website content available in multiple languages</li> <li>• Dialogue and collaboration with research institutes and other organizations fostered.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 1k consumers reached.</li> <li>• At least 3 languages are available (PT, EN and ES),</li> <li>• please see below.</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics from campaign platforms (webpage, social media, podcasts, videos).</li> <li>• Website</li> <li>• Monthly reports from lus Omnibus</li> <li>• Communication agency's reports</li> <li>• Database of associated members.</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers have access to digital tools and materials.</li> <li>• Content resonates with culturally diverse audiences.</li> <li>• lus Omnibus stays relevant and engaged with other key actors.</li> <li>• The Comms agency builds a comprehensive comms strategy with a wider outreach.</li> <li>• Consumers trust collective actions.</li> </ul>
<b>Expected results (Outputs)</b>				
<p>1. Consumer Rights Podcast to educate and engage consumers</p>	<ul style="list-style-type: none"> <li>• # of users' downloads.</li> <li>• # of mentions on other platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 5 podcasts<sup>1</sup> episodes per year produced.</li> <li>• At least 2 mentions.</li> </ul>	<ul style="list-style-type: none"> <li>• Media Analytics</li> <li>• Dissemination records (website, social media, other online platforms).</li> <li>• Monthly reports from lus Omnibus.</li> </ul>	<ul style="list-style-type: none"> <li>• Content production remains on schedule.</li> <li>• Internal human capacity and budget are available.</li> <li>• Translators and experts ensure accuracy across languages.</li> </ul>

<sup>1</sup> Main Components: (i) episodes with experts like lawyers, economists, consumer law professors, representatives of Qualified Entities, etc., (ii) legal breakdown, a segment where we break down complicated legal terms or consumer protection laws in an easy-to-understand way and (iii) consumer trends and news, the idea here is to keep listeners up to date on new consumer laws, regulations, and any ongoing market developments that could impact them.

Intervention Logic	Objectively Verifiable Indicators (OVIs)	Targets	Means of Verification (MoV)	Assumptions
2. Creation of an Interactive Digital Platform <sup>2</sup> on Ius Omnibus' website	<ul style="list-style-type: none"> <li>• A fully functional Knowledge Management Platform is launched.</li> <li>• # of users engaging with the platform</li> </ul>	<ul style="list-style-type: none"> <li>• At least 3 on-line courses and 1 tool made available by the end of the year.</li> <li>• At least 100 users (TBD based on a test year)</li> </ul>	<ul style="list-style-type: none"> <li>• Platform functionality reports.</li> <li>• Web analytics.</li> <li>• Media dissemination channels.</li> <li>• User satisfaction surveys.</li> </ul>	<ul style="list-style-type: none"> <li>• Technical infrastructure remains stable.</li> <li>• Adequate human capacity is available.</li> <li>• Cybersecurity is fully ensured.</li> <li>• Consumers remain engaged with Ius Omnibus' mission.</li> </ul>
3. Hosted Theme Conferences	<ul style="list-style-type: none"> <li>• Thematic conferences organized and co-organized with partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum 2 conferences per year (also with other QEs)</li> <li>• At least 2 major visibility campaigns for consumers launched.</li> <li>• At least 10 press releases produced.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reports from Ius Omnibus.</li> <li>• Satisfaction surveys.</li> <li>• Consumers' attendance list.</li> <li>• Comms' agency reports.</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of budget and human capacity is ensured.</li> <li>• Dissemination channels remain accessible.</li> </ul>
4. Collaboration agreements with Universities and Research Institutes and other entities.	<ul style="list-style-type: none"> <li>• Collaboration with universities and other institutes is established and strengthened.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 2 collaboration agreements with universities/ other Institutes in and outside Portugal signed.</li> <li>• At least 2 joint activities (e.g., research initiatives, press releases, events,</li> </ul>	<ul style="list-style-type: none"> <li>• Signed cooperation agreements.</li> <li>• Monthly reports from Ius Omnibus.</li> <li>• Comms' agency reports.</li> </ul>	<ul style="list-style-type: none"> <li>• Universities and other organisations are open to collaboration.</li> <li>• Ius Omnibus remains accessible.</li> </ul>

<sup>2</sup> (i) short online courses that offer modules on basic consumer rights, fair business practices, how to file effective complaints, dispute resolution tips and identifying fraudulent practices and (ii) guides and tools like e-books, tutorials and other interactive materials to help users assess their consumer rights.

Intervention Logic	Objectively Verifiable Indicators (OVIs)	Targets	Means of Verification (MoV)	Assumptions
		publications, policy briefs).		
5. Submission of Public Consultations	<ul style="list-style-type: none"> <li>• Technical contributions to public consultations are submitted for input.</li> </ul>	<ul style="list-style-type: none"> <li>• At least 5 consultations submitted.</li> <li>• Minimum 2 dissemination posts published for each consultation.</li> </ul>	<ul style="list-style-type: none"> <li>• Website and social media channels.</li> <li>• Monthly reports from Ius Omnibus.</li> <li>• Comms' agency reports.</li> </ul>	<ul style="list-style-type: none"> <li>• Constant up to date information on relevant issues is provided at all times.</li> <li>• Internal human capacity remains available.</li> </ul>