

ius

ACTIVITY PLAN 2024

Public Version

+

•

○

iusomnibus



iusomnibus

INDEX

1. Strategic Fundamentals
2. Short-, medium-, long-term goals
3. Actions and Resources Plan
4. Timeline

1. IUS FUNDAMENTALS

Vision | Mission | Values | Elevator Pitch

iusomnibus

Vision, Mission, DNA

Vision

We believe in shaping European Consumer Protection to bring effective Justice for All.

Mission

In our pursuit for Justice for All, we relentlessly pursue righteous markets where the interests, dignity and freedom of people flourish together with robust competitiveness and vigorous innovation.

Our cultural DNA

We define ourselves as being:

- Restless civil rights Advocates.
- Public service devoted.
- Top Experts in Class Actions.
- Bolt gamechangers for Good.

Values and Strategic Axes

Values

The values that we stick ourselves to are:

Justice & Redress.

Competence.

Integrity.

Transparency.

Perseverance.

Boldness.

Fairness.

Strategic Axes

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 ESG
- Development of a Digital Society that fully respects Data, Privacy and Digital Rights
- Acting against threats to Democracy and Human Rights
- Promoting the Private Enforcement of Competition Law to the Benefit of Consumers.
- Contributing to innovative jurisprudence and decision-making.

Elevator pitch (1/2)

Ius is...

a European consumer rights' NGO, who,

With a focus on...

Consumer Rights,

Personal Data, Privacy,
Self-determination

Competition Law

Developing new
jurisprudence

Thanks to

its top expertise in class actions, consumer rights advocacy and a restless game changing attitude,

Has achieved

With only 4 years of existence, has **more than 30 class actions** and several citizen **rights advocacy activities ongoing**,

Our cultural DNA

is contributing to a new European paradigm of justice, wellbeing and redress for Consumers and Citizens,

Is recognized

by the Government where is based, is registered with the European Commission Register for Transparency, is invited member of the Portuguese Council for Consumption,

Elevator pitch (2/2)

Ius is becoming

A «Qualified Entity» for EU cross-border class actions, ensuing the RAD transposition in December 2023 in Portugal.

Has grown

Exponentially in members to more than 7,000 in 2023, in only 10 months.

Its outreach

Is crossing borders, and

For the future, Ius aims to:

Do more and better, for the benefit of Consumers, in Europe, by:

- expanding to other EU geographies
- keep developing expertise and diversifying initiatives
- Strengthening the network of partners, funders, and experts
- intensifying public affairs activity to contribute more to regulatory landscape
- intensifying advocacy for the empowerment and wellbeing of consumers.

2. GOALS

Short-, Medium-, Long-term Goals

iusomnibus



GOALS

Good, better, best.
Never let it rest.

'Til your good is better
and your better is best.

St. Jerome

GOALS

The following defines a roadmap of Short- Medium- and Long-Term goals to guide the Ius Team to **positively impact Consumers**, to **give confidence to our Service Providers**, our **Funders** and to **all Stakeholders** with whom we interact with.

Be Stronger	Reach Farther	Be positively perceived	Influence more
Internal Efficiency Best practices of Governance	Advance consumer initiatives	Promote positive media coverage	Contribute to Innovative Jurisprudence
Financing of activities	More injunctive and redress class actions	Continue to expand outreach	Contribute to lawmaking & regulation
	Promote faster decisions and behavioral changes	Act on up-to-date consumer problems of public interest	Advocate for of a business culture of compliance

3. ACTIONS & RESOURCES PLAN

iusomnibus

Goals & Actions (1/4)

Be stronger	GROUP I
<ul style="list-style-type: none"> 1. Internal Efficiency 2. Governance Best Practices 	<ul style="list-style-type: none"> Action 1: Automate procedures/templates in all areas of Management Action 2: Improve backoffice services Action 3: Ensure resilience and redundancy of IT resources Action 4: Approve New Internal Regulation & Review Modus Operandi Action 5: Implement Claim Management Platform
<ul style="list-style-type: none"> 3. Financing 	<ul style="list-style-type: none"> Action 1: Define Policy and Action Plan for Fund raising Action 2: Develop LFA templates in light of RAD transposition in Portugal

Goals & Actions (2/4)

ACTIONS

Reach Farther	GROUP II
1. Initiatives (non-judicial)	Action 1: Engage in up-to-date non-court initiatives of public interest for consumers
2. Class Actions	Action 1: Portugal new cases Action 2: Entry in Spain
3. Promote faster decisions and behavioral changes	Action 1: Negotiate court settlement agreements in accordance with Settlement Policy Action 2: Interact with Regulators to promote behavioral changes of companies to the benefit of consumers

Goals & Actions (3/4)

ACTIONS

Communicate Better	GROUP III
1. Promote positive media coverage	Refer to Group II, Action 1.1. above Action 1: Regular media presence to explain Ius missions and Initiatives
2. Increase Outreach	Action 1: Develop Digital & Influencer Marketing Plan Action 2: Develop Community and Book building Action 3: Develop Public Affairs Plan with EU institutions

Goals & Actions (4/4)

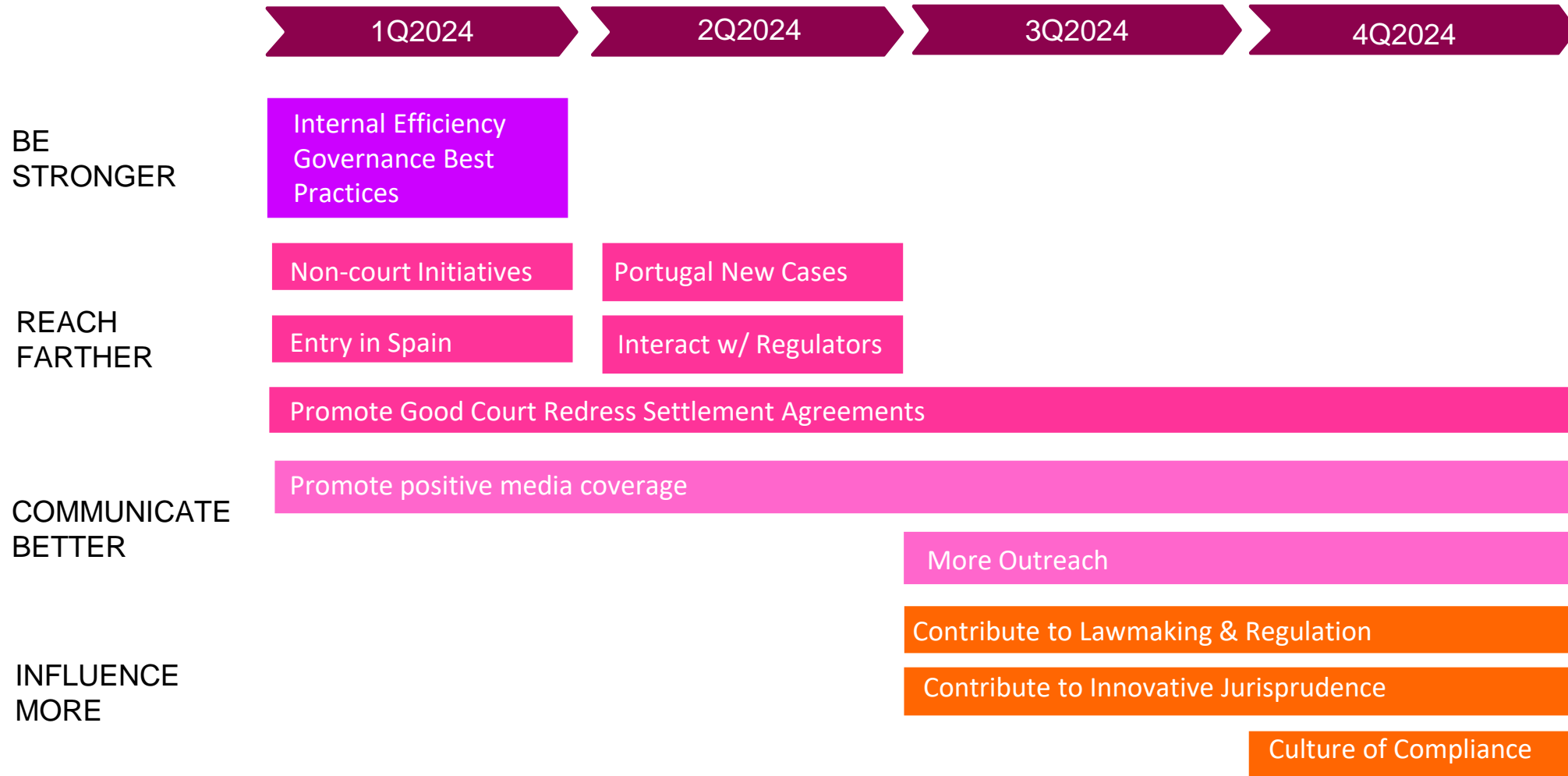
Contribute More	GROUP IV
<p>1. Contribute to Innovative Jurisprudence</p>	<p>Action 1: Court initiatives and Academic-like initiatives with Judges</p> <p>Action 2: Publish doctrinal articles in scientific of professional publications</p> <p>Action 3: Communication of activities of Ius Academics in the scientific realm</p> <p>Action 4: Add a Ius wiki to Ius website</p> <p>Action 5: Create a Scientific Council & Annual Conference</p>
<p>2. Contribute to lawmaking & regulation</p>	<p>Action 1: Engage Public Affairs Plan w/ Legislators & Regulators</p> <p>Action 2: Add special-purpose Communication Plan</p>
<p>3. Advocate for of a business culture of compliance</p>	<p>Action 1: Engage with Industry associations to advocate benefits of compliance</p> <p>Action 2: Push for exemplary redress cases that dissuade wrongdoing that harms consumers the most</p>

ACTIONS

4. TIMELINE

iusomnibus

Timeline



+



o



.



Timeline

