EuCML
Journal of European Consumer and Market Law

Call for Papers

EuCML Award
for the Best Paper
on Consumer and Market Law

2026 Theme:
"Private and Public Enforcement of Consumer and Market Law"

The goal of this Award is to **recognize outstanding contributions to Consumer and Market Law.** To be considered for the Award, Applicants should submit their paper by **15 May 2026** to eucmlaward@gmail.com. Papers of up to ca. 10,000 words (complying with the EuCML Submission Guidelines available here) will be considered. All **submissions need to tackle recent and pressing issues** in Consumer and Market Law, with a focus on **Private and Public Enforcement of Consumer and Market Law**.

Recent EU legislation introduces new design and regulatory tools for public enforcement but relies, by and large, on the acquis when it comes to private enforcement, individually and collectively. Submissions may wish to explore some of the following questions: How are the two fields (Public/ private enforcement) interacting? What kind of role will public enforcement play in analysing self- and third-party compliance and what remains for private enforcement considering the limited access to technical documentation? Does the fragmentation of public enforcement (especially in the digital sector) hinder effectiveness? What about the use of AI in enforcement? Do the available tools allow for effective cross-border/international enforcement? What about the interplay between current EU

legal acts and national law? Can / should public enforcement also be used to remedy (individual) consumer harm?

The EuCML Best Paper Award aims to support **research in consumer and market law and more precisely** the **search for doctrinal solutions in combining the various fields** of the EU *acquis* (contract law, consumer law, competition law, digital law, sustainability law, data protection law, law on technical standards and so on) but also **developing an agenda for further research and legislative work**.

Applications are welcomed from all scholars regardless of length of experience.

The five best papers will be selected by the EuCML Editors – after double-blind peer review of the submitted Papers. Given the wide-spread interest in this Award, and to encourage the development of innovative ideas on Consumer and Market Law, the best five papers will be **presented and discussed at the in-person EuCML Annual Conference** to take place at the University of Ferrara, on **10 and 11 September 2026**.

Each of the selected Papers will be assigned to **one Chair and two Discussants**, leading figures in the field of Consumer and Market Law, from Academia, Judiciary, Legal Practice, Enforcement Authorities, EU Commission, Consumer and Business Associations.

All **Keynote Speakers, Chairs and Discussants** will constitute the **Jury awarding the EuCML Award** to one of the Papers.

Keynote Speakers, Chairs and Discussants at the EuCML Annual Conference 2026:

Dr. Giuseppe Abbamonte, European Commission – Director at DG Connect, Brussels (invited)
Ludovic Basset, European Advertising Standards Alliance, Brussels (confirmed)
Ilya Bruggeman, Eurocommerce, Brussels (confirmed)
Prof. Christoph Busch, University of Osnabrück (confirmed)
Prof. Sergio Cámara Lapuente, Universidad de la Rioja (confirmed)
Avv. Gianluca Campus, Director of Legal Operations, PwC Italy, Milan (confirmed)
Dr. Paolo Cassinis, Competition and Market Authority, Rome (confirmed)
Dr. Gea Condorelli, Alibaba, Milan and LexroomAI, Milan (confirmed)
Avv. Rodolfo Dolce, Dolce Lauda Law Firm, Frankfurt am Main (confirmed)
Prof. Josef Drexl, Max Planck Institute for Innovation and Competition, Munich (confirmed)
Avv. Carmelo Fontana, Senior Corporate Counsel at Google, Milan (confirmed)
Gero Furchheim, President of Ecommerce Europe, Brussels (invited)

Prof. Geraint Howells, University of Galway (confirmed)
Prof. André Janssen, Radboud University Nijmegen (confirmed)
Prof. Bert Keirsbilck, KU Leuven (confirmed)
Avv. Antonio Mancini, Competition and Market Authority, Rome (confirmed)
Avv. Mauro Mastropasqua, Nexi Group, Milan (confirmed)
Prof. Hans-Wolfgang Micklitz, European University Institute, Florence (confirmed)
Prof. Frank Pasquale, Cornell Tech, New York / Cornell Law School, Ithaca (confirmed)
Prof. Oreste Pollicino, Bocconi University, Milan (confirmed)
Dr. Isabelle Pérignon, European Commission, Director at DG Justice and Consumers, Brussels (confirmed)
Prof. Rupprecht Podszun, University of Düsseldorf (confirmed)
Dr. Agustín Reyna, Director of BEUC, Brussels (confirmed)
Dr. Massimo Scarabello, Italian Ministry of Justice, Rome (confirmed)
Prof. Teresa Rodriguez de las Heras Ballell, University Carlos III, Madrid / President of the European Law Institute (confirmed)
Prof. Giovanni Sartor, University of Bologna / European University Institute, Florence (confirmed)
Prof. Hans Schulte-Nölke, University of Osnabrück / Radboud University, Nijmegen (confirmed)
Avv. Marco Scialdone, Consumer Empowerment Project – CEP (confirmed)
Prof. Anne-Lise Sibony, Université Catholique de Louvain (confirmed)
Prof. Miguel Sousa Ferro, University of Lisbon (confirmed)
Prof. Thomas Streinz, European University Institute, Florence (confirmed)
Prof. Christian Twigg-Flesner, University of Warwick (confirmed)
Dr. Imeda Vital, The European Direct Selling Association, Brussels (confirmed)
Prof. Christiane Wendehorst, University of Vienna / Scientific Director of the European Law Institute (confirmed)
Prof. Fryderyk Zoll, Jagiellonian University Krakow /University of Osnabrück (confirmed)

The five Papers presented at the conference will be published in the **Special Issue 6/2026 of EuCML** – 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 in the C.H. Beck/Hart/Nomos Series.

Papers not selected for the Conference on 10 and 11 September 2026 will, provided they successfully pass the double-blind peer review process, be considered for publication in other issues of EuCML upon authors' interest.

We look forward to receiving your contributions.

Alberto De Franceschi (University of Ferrara / KU Leuven)

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

Beate Gsell (Ludwig Maximilian University, Munich)

Jorge Morais Carvalho (NOVA University, Lisbon)

Kristin Nemeth (University of Innsbruck)

Christine Riefa (University of Reading)

Evelyne Terryn (KU Leuven)

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