

# Finland's market surveillance strategy 2022–2025

## SUMMARY

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Finland's market surveillance strategy includes goals and measures to implement effective and uniform national market surveillance, as well as cooperation between the Member States. The strategy sets out the market surveillance authorities' general policies and surveillance priorities to achieve the goals set for market surveillance and optimise the effectiveness and impact of the available surveillance resources.

Finland's market surveillance strategy covers the market surveillance of products to which the Union harmonisation legislation from Annex I to Regulation (EU) 2019/1020 of the European Parliament and of the Council on market surveillance and compliance of products (hereinafter, the Market Surveillance Regulation) applies. Finland's market surveillance strategy also applies to the market surveillance of certain other product sectors that are outside the scope of the Market Surveillance Regulation. Finland's market surveillance strategy does not apply to the agri-food chain nor medicine. Finland's national market surveillance authorities take the general policies confirmed in the market surveillance strategy into account where applicable in their sector-specific market surveillance. Finland's market surveillance strategy is in force from 16 July 2022 to 31 December 2025.



### CHANGING OPERATING ENVIRONMENT

Recently, the operating environment of product markets and thus also market surveillance has undergone a major change. Consumers' consumption habits as well as general trading habits have changed significantly. The increase of digitalisation and the

factors introduced through product development and new product related technologies have also changed the product markets. Many change factors pose significant challenges for market surveillance of products, which market surveillance authorities need to take into account when planning their actions.

## MARKET SURVEILLANCE IN FINLAND

In Finland, market surveillance has been organised as a task of several market surveillance authorities separately for each product sector. Finland's market surveillance authorities operate in the field of administration of seven ministries, and market surveillance is performed mainly by agencies steered by the ministries. The market surveillance of technical equipment designed to be used for work to a material degree performed by the Department for Work and Gender Equality (TTO) of the Ministry of Social Affairs and Health and the five OSH divisions in Regional State Administrative Agencies is an exception. In this sector, any restrictive decisions concerning making products available on the market and putting them into service are made in the ministry. Similarly, the Ministry of the Environment is the market surveillance authority for noise emissions of equipment used outdoors. It should also be noted that Finnish Customs is the market surveillance authority for certain product sectors in addition to acting as the external border control authority. In turn, the Government of Åland is responsible for market surveillance in several product sectors in the Åland region.

## FINLAND'S MARKET SURVEILLANCE VISION, MISSION AND VALUES

The vision of Finland's market surveillance defines the main goal of the activities of market surveillance authorities, that is, the desired situation to be achieved by market surveillance in Finland in the future.

### **The vision of Finland's market surveillance is:**

#### **Compliant products and fair competition**

Our goal is to have a market in which Finns can trust that the products on sale comply with the statutory requirements, and where companies have fair conditions for competition. The market surveillance we perform is appreciated, competent, and reliable, which brings additional value to society.

The mission of Finland's market surveillance defines the main purpose for the activities of Finland's market surveillance authorities.

### **The mission of Finland's market surveillance is as follows:**

**We perform market surveillance to ensure the products on the market comply with the statutory requirements. We thus protect people and the environment from the harmful effects of non-compliant products and create fair conditions for competition between companies.**

Products under the Tobacco Act are not regular consumer goods. The vision and mission presented in the market surveillance strategy are thus not directly applicable to the market surveillance of products under the Tobacco Act.

### **Values guiding the work of the Finnish market surveillance authorities:**

**Reliability – Impartiality – Expertise – Cooperation – Development**

## STRATEGIC CHOICES GUIDING THE OPERATION

The strategy defines four strategic choices that guide market surveillance work, divided into more specific targets. The strategic choices and their targets set the general guidelines for how market surveillance is performed in Finland, and what is aimed to be achieved by market surveillance by 2025. The market surveillance authorities acknowledge the strategic choices and their targets when preparing market surveillance plans where applicable.

### Strategic choices of Finland's market surveillance strategy:

- 1. We target surveillance on products based on risks and for all trading channels**
  - 1.1 We use a risk-based approach in our surveillance
  - 1.2 Our surveillance targets all shopping channels
  - 1.3 We also target surveillance at new types of products and try to predict the risks that new technology and equipment may bring
- 2. We cooperate actively, both nationally and at the EU level**
  - 2.1 We cooperate and share good surveillance practices with the authorities
  - 2.2 We cooperate with various stakeholders
  - 2.3 We influence the development of product legislation
  - 2.4 We participate in standardisation work
- 3. We use communications as an effective tool**
  - 3.1 We publish up-to-date information on dangerous and non-compliant products
  - 3.2 We improve safety knowledge in citizens' daily lives
  - 3.3 We guide economic operators on product legislation and encourage them to be responsible
- 4. We develop and renew our surveillance processes**
  - 4.1 We develop our surveillance procedures
  - 4.2 We utilize and develop market surveillance tools
  - 4.3 We use EU information systems effectively
  - 4.4 We maintain and develop our skills



## MARKET SURVEILLANCE PRIORITIES IN FINLAND (THE AREAS IDENTIFIED AS PRIORITIES)

The strategy also defines horizontal priorities that cover several product sectors (areas identified as priorities). Various surveillance measures have been defined for each priority to reduce the occurrence of non-compliant products in the sector or with respect to which special efforts are taken during the strategy period to prepare for and focus on them.

### Priorities of market surveillance in Finland are:

1. E-commerce
2. Products spread widely across the market that might pose a serious risk
3. Particularly vulnerable user groups
4. Environmental safety
5. New threats that require immediate reaction
6. Increasingly complex products and new technology

Depending on the priority area, the aim is to reduce the non-compliance of products on the market in these areas through closer cooperation between the authorities, harmonising surveillance procedures and policies, and targeting surveillance at specific products or products intended for specific user groups, as well through joint surveillance projects,

effective communication for consumers and other end users, guidance for economic operators, the development of risk assessment procedures and tools, and the competence development of the authorities.

## COOPERATION BETWEEN MARKET SURVEILLANCE AUTHORITIES

The Safety and Chemicals Agency (Tukes) acts as the single liaison office for market surveillance as referred to in Article 10(3) of the Market Surveillance Regulation. A cooperation group on market surveillance acts in connection with the single liaison office. The working group contains representatives from the market surveillance authorities as referred to in the Market Surveillance Regulation, Customs as the external border control authority, and other relevant authorities. The purpose of the cooperation group is to support the single liaison office for market surveillance in coordinating the authorities' cooperation related to market surveillance, as well as in preparing the coordinated position of the market surveillance authorities and Customs.

Customs and the market surveillance authorities cooperate actively in relation to market surveillance. The systematic cooperation and exchange of information between the market surveillance authorities and Customs authorities is important from the perspective of the effective and systematic implementation of external border control. In Finland, information exchange and cooperation related to market surveillance occur with various stakeholders such as interest groups representing entrepreneurs or consumers in addition to cooperation between authorities.

To ensure that market surveillance functions well at the EU level, the cooperation and information exchange between the market surveillance authorities of the Member States, as well as between the market surveillance authorities, the Commission, and relevant EU agencies, must be effective. Among other matters, the Finnish market surveillance authorities are actively involved in the European Union's Product Compliance Network and the operation of product-sector-specific administrative cooperation groups and various thematic working groups, as well as implementing joint testing and surveillance projects.

## STRATEGY ASSESSMENT

The success of the market surveillance strategy's implementation is assessed annually by the cooperation group for market surveillance in Finland. The group also assesses the strategy's influence. In accordance with the common guidelines agreed in the cooperation group, the strategy can be updated as necessary based on the conclusions of the assessment or in the event of significant changes in the market surveillance operating environment. At the EU level, national market surveillance strategies are assessed in the Union Product Compliance Network. The first assessment of the national market surveillance strategies will be performed by 16 July 2024. The network has also confirmed 12 indicators to assess the market surveillance performed in the EU that can also be used in the assessment of national market surveillance strategies where suitable. Finland's market surveillance strategy is available in its entirety [here](#).