

SUMMARY REPORT

International Consumer Rights Day

"PROTECTION AND ADVANCEMENT OF HUMAN RIGHTS IN
KOSOVO: THE CONSUMER, THE STATE, AND SHARED
RESPONSIBILITY"

 Peja, 2026



Center for Peace and Human Rights



"Haxhi Zeka" University

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1.1. The Context of March 15th and Consumer Rights

The roundtable discussion was organized on the occasion of March 15th, World Consumer Rights Day, as an academic and inter-institutional activity aimed at addressing consumer protection not only as an economic issue but as an integral part of fundamental human rights. The event was held at "Haxhi Zeka" University in Peja on March 13, 2026, focusing on the theme: "Protection and advancement of human rights in Kosovo: The consumer, the state, and shared responsibility."

In the context of economic, digital, and social developments in Kosovo, consumers face numerous challenges related to the quality of products and services, price transparency, accurate information, complaint mechanisms, and the practical enforcement of the law. These challenges necessitate a collaborative approach between public institutions, the judiciary, academia, civil society, and the private sector.

1.2. Center for Peace and Human Rights

The Center for Peace and Human Rights, within the framework of "Haxhi Zeka" University, represents an academic mechanism for fostering public debate, scientific research, civic education, and institutional cooperation in the field of human rights. In this activity, the role of the Center was placed in function of promoting the culture of peace, the rule of law, and the protection of civic dignity in relation to the market.

Consumer protection was treated as an important dimension of human rights, as it is directly linked to the right to safety, accurate information, fair treatment, access to effective grievance mechanisms, and protection from abusive commercial practices.

2.1. Themes and Objectives

The roundtable was conceived as a discussion space where representatives of public institutions, the justice system, academia, civil society, and the private sector addressed the main challenges of consumer protection in Kosovo. The two thematic pillars of the activity were: "Human rights and the consumer in Kosovo: the legal framework and implementation challenges" and "The role of public institutions, civil society, and business in the protection of human rights."

Main Objectives:

- To encourage inter-institutional dialogue on consumer protection as a component of human rights;
- To identify key challenges in law enforcement and the functioning of protective mechanisms;
- To analyze practices of fraud, lack of transparency, and insufficient quality in the market;
- To emphasize the role of civic education, standardization, and corporate responsibility;
- To formulate a set of conclusions and recommendations for institutions and stakeholders.

2.2. Methodology and Sources of Analysis

This report has been prepared based on the roundtable agenda, presentation summaries, a brief analysis of the questionnaire dated 13.03.2026, and analytical materials prepared following the discussions. The content is structured according to the conclusions report model, including the background, themes, speakers, key findings, conclusions, and the agenda in the annex.

3.1. Presentations and Participants



Prof. Dr. Armand Krasniqi

Rector of "Haxhi Zeka" University

Opening remarks emphasizing the role of the university in promoting human rights, developing critical thinking, and creating a serious platform for cooperation between academia, institutions, and society.

Assoc. Prof. Dr. Alma Shehu

Center for Peace and Human Rights

Presentation on the mission of the Center, placing consumer protection within a broader framework of fundamental rights and emphasizing the Center's role in education, research, dialogue, promoting peace, and strengthening the rule of law.



MSc. Edlira Juniku

"Haxhi Zeka" University

Presentation addressing the consumer as a subject of human rights and presenting findings from the questionnaire on citizens' perceptions of quality, prices, information, and institutional trust.

Lumturije Vuçetaj

Chief Prosecutor of the Basic Prosecution Office in Peja

Contribution focused on consumer and buyer fraud, its most frequent forms, the intent for financial gain, and the need for more effective enforcement of sanctions.

Vlora Pacolli Rexhepi

Judge at the Commercial Court

Topic addressing the practical challenges of commercial justice, access to judicial protection, the handling of economic offenses, and the importance of judicial efficiency for citizens' trust.

3. Roundtable Discussion (Continued)



Arbër Berisha

The Institution of the People's Advocate

Presentation emphasizing the supervisory role of the Ombudsman and the importance of independent institutions in protecting citizens against injustice, lack of transparency, and administrative dysfunction.

Dzevat Kicara

Director of the Standardization Institute, North Macedonia

Presentation providing a regional perspective on standardization as an instrument for quality, safety, reliability, and European integration, emphasizing that standards are not merely technical matters but part of public policies for the protection of citizens.

Nijazi Shala

Department of Consumer Protection, MINT

Topic addressing the practical implementation of the law, the role of inspections, resource constraints, and market pressures that affect the effectiveness of institutional protection.



Panelists engaged in discussion

Donat Spahija

Head of the Training Department HQ, AFK

Presentation on customer experience, the importance of proper complaint handling, and the link between organizational culture, motivated employees, and quality customer service.

The results of the questionnaire and the roundtable discussions highlighted several important findings regarding the state of consumer protection in Kosovo. They indicate a combination of negative or average perceptions of market quality, low levels of institutional trust, and high civic awareness regarding the link between consumer rights and human rights.

Main Findings:

- The majority of participants perceive the quality of products and services as insufficient or average, particularly in food, healthcare, e-commerce, and municipal services.
- The price-quality ratio is considered problematic; citizens do not object to the high price per se, but rather to the lack of quality, transparency, and guaranteed standards.
- Trust in protective institutions is low, while complaint mechanisms are perceived as slow, ineffective, or without concrete results.
- Consumer fraud manifests through the unauthorized use of trademarks, false declarations regarding quality/origin, misleading advertisements, and weight manipulation.
- The consequences of fraud are not only individual; they damage fair competition, weaken market confidence, and create social and economic uncertainty.
- The lack of information makes consumers more vulnerable to abuse; therefore, civic education and continuous campaigns are essential.
- Standardization, inspection, efficient justice, and business accountability are integral parts of a functional system.

Consumer protection should be treated as part of human rights. The right to safety, accurate information, fair treatment, and protection from abusive practices is directly linked to civic dignity and the functioning of the rule of law.

Key Conclusions:

The main problem is not only the lack of laws, but their implementation. The greatest challenge lies in market oversight, the efficiency of inspections, the handling of complaints, and the consistent enforcement of sanctions.

Institutional trust is the weakest link. When citizens do not receive a response or a concrete result regarding their complaints, it creates mistrust toward the market and the legal system. This requires a reform of communication and institutional accountability.

Consumer education is a preventative measure, not a mere formality. Information campaigns must be continuous, practical, and oriented toward the most problematic sectors: food, healthcare, e-commerce, and public utilities.

Standardization and inspection are key mechanisms for market safety. Without functional standards and regular oversight, the market creates space for unsafe products, unfair competition, and consumer manipulation.

Business has a direct responsibility in building trust. Fair treatment of the customer, transparency, quality, and a professional response to complaints are part of social and legal responsibility.

The university can serve as a bridge between knowledge, institutions, and citizens. The Center for Peace and Human Rights can continue with research and training to influence public policy and civic awareness.

Operational Recommendations

1. **Draft a joint inter-institutional plan for consumer education**, focusing on rights, complaint procedures, and the identification of fraudulent practices.

2. **Strengthen market inspection capacities** and create faster mechanisms for handling citizen complaints.

3. **Develop training modules for businesses** on standards, service ethics, transparency, and responsibility towards the consumer.

4. **Promote cooperation** between the university, public institutions, courts, the prosecution, the People's Advocate, civil society and the private sector.

5. **Prepare periodic reports** by the Center for Peace and Human Rights on consumer perceptions and challenges in Kosovo.

6. **Organize annual activities** on the occasion of March 15th, focusing on findings, recommendations, and the monitoring of institutional progress.

| Roundtable Agenda – March 13, 2026

- 09:30 – 10:00 | Registration of participants
 - 10:00 – 10:15 | Official opening – Prof. Dr. Armand Krasniqi
 - 10:15 – 10:30 | Mission of the Center – Assoc. Prof. Dr. Alma Shehu
 - 10:30 – 11:00 | The consumer and human rights – MSc. Edlira Juniku
 - 11:00 – 11:30 | Consumer fraud – Lumturije Vuçetaj
 - 11:30 – 12:00 | Judicial protection – Vlora Pacolli Rexhepi
 - 12:00 – 12:30 | The role of the Ombudsperson – Arbër Berisha
 - 12:30 – 13:00 | Regional standardization – Dzevat Kicara
 - 13:00 – 13:30 | Market inspection – Nijazi Shala
 - 13:30 – 14:00 | Business responsibility – Donat Spahija
 - 14:00 – 14:30 | Open discussion and conclusions
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