



The European  
**Direct Selling** Association

# 2024 ANNUAL REPORT



# ABOUT **seldia**

- Seldia advocates for a **responsible and ethical consumer-driven direct selling industry in the EU**, representing almost **200 European companies** that are **members of our National Direct Selling Association network**
- Seldia has been the **leading association representing the European direct selling sector towards EU institutions** since 1968, encompassing **12 leading companies, 25 National Direct Selling Associations (DSAs), 9 service providers, and 5.3 million independent entrepreneurs** across Europe



**25**

National  
Associations



**12**

Companies



**9**

Service  
Providers



**5.3 Million**

European  
Entrepreneurs



The European  
Direct Selling Association



# 2024 ACTIVITIES

BY COMMITTEES



**GOVERNMENT  
AFFAIRS**



**COMMUNICATION  
& REPUTATION**



**ETHICS**





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## ENGAGEMENT IN EU DECISION MAKING



### Consumer Protection

- Since 2021, we have been **part of the Consumer Policy Advisory Group** supporting the European Commission in the preparation of consumer policy initiatives
- **The review report of the Omnibus Directive** on better enforcement and modernisation of Union consumer protection rules published on June 2024 **includes a reference to our 2023 Ipsos survey and concludes that there is no significant demand from Member States or stakeholders for further regulatory action on unsolicited doorstep selling, commercial excursions, or sales events, demonstrating our engagement with the European Commission**







## Digital

- As direct selling continues to embrace digital tools, **Seldia monitors the potential impact of digital policies on the industry**. This is why we have been closely following the Digital Fairness Act, which aims to further regulate influencer marketing and other online marketing practices



## Entrepreneurship

- To safeguard the status of the 5.3 million entrepreneurs involved in the sector and the distinct specificities of direct selling, **Seldia has engaged in EU regulations concerning employment status**, such as the Platform Work Directive





For the 2024–2029 mandate of the EU Institutions, we have prepared a campaign which includes:

- A series of proposals to enhance the competitiveness of the Single Market. We advocate for **harmonised consumer protection, reinforced by effective enforcement, alongside initiatives to protect and promote entrepreneurship and skills**
- Statistics, visuals and explanations of **what direct selling is, its benefits and specificities**







## ACTIVE PARTICIPATION IN EVENTS



- **European Consumer Submit**– organised by the Directorate-General for Justice and Consumers (European Commission)
- **Conference of Direct Selling**– organised by FVD (French DSA)
- **First Direct Selling Day**– organised by AVD (Spanish DSA)
- **DSU Europe**– organised by Direct Selling News (DSN)
- **The European Association Summit 2024**– organised by European Society of Association Executives (ESAE)
- **Exploring Digital Fairness in Online Retail**– organised by EuroCommerce, Ecommerce Europe and Independent Retail Europe
- **Unlocking Potential: Solopreneurs Advancing Europe's Economy**– organised by SME Connect





## Update Strategic Messaging Playbook

We revised the initial playbook to **reframe it more positively, modernise the narrative, and include updated statistics**. It can be used by both DSAs and companies as guidance for their communication efforts

## Increased presence in social media

We have increased our presence on social media promoting the **Seldia Campaign for the new EU cycle** and sharing **updates on Seldia's activities** and **involvement within the EU bubble**

## New Seldia Website

Our new website uses a **more modern way to communicate about direct selling**, includes **updated images** and **reflects our policy priorities** for the 2024-2029 EU institutional term



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## EUROPEAN CODE OF CONDUCT



- **The Seldia Code of Conduct for Direct Selling was updated in 2024.** The latest version includes a modification to the clause on enticement to ensure compliance with recent developments in competition law enforcement
- **The Ethics Committee**, consisting of four members who meet regularly (three from the direct selling sector and a chairperson who is an independent consumer law professor), **reviewed several members' compliance** with our European Code, **and candidate member's documents**
- Start of discussions to **align the Seldia Code with the ICC Code of Direct Selling** (last update on 2016)

The Seldia logo consists of the word "seldia" in a white, lowercase, sans-serif font, centered within a solid teal rectangular background.

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# FUTURE AGENDA



- Expand **advocacy efforts** to defend the interests of the direct selling sector at the European level, including fostering **strong relationships with EU policymakers**
- **Closely monitor and contribute to future EU initiatives** aimed at:
  - **Addressing problematic practices affecting consumers in the digital environment** (e.g. the Digital Fairness Act, the review of the Consumer Protection Cooperation Regulation)
  - **Making self-employment more accessible and appealing** (e.g. the SME passport)
  - **Enhancing skills across Europe** (e.g. the European Strategy for Vocational Education and Training)
- **Continue communication** efforts by:
  - Highlighting the **benefits** of the sector and its **evolution**
  - Raising **awareness** and addressing **misperceptions**
- **Support DSAs** with **communication and coordination** of the implementation of the Platform Work Directive
- **Grow membership and partnerships** to increase the visibility of the industry





# DSAS MEMBERS





# CORPORATE MEMBERS

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Beautysané



MARY KAY





# SERVICES PROVIDERS

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# NEW BOARD



**Beatrice Nelson-Beer**  
(Chairperson, Lifeplus)



**Frederic Billon**  
(Vice-Chairperson, FVD  
-French DSA-)



**Soledad Hijano**  
(Treasurer, AVD -Spanish  
DSA-)



**Alessandro Tschirkov**  
(Board member, Herbalife)



**Ewa Kudlinska-Pyrz**  
(Board member, Mary Kay)



**Gintautas Zaleckas**  
(Board member, Baltics DSA)



**Giuliano Sciortino**  
(Board member, AVEDISCO  
-Italian DSA-)



**Krister Fraser**  
(Board member, Swedish  
DSA)



**Pontus Andreasson**  
(Board member, Oriflame)



**Tomasz Muras**  
(Board member, PSSB -Polish  
DSA-)



# STAFF



**Imelda Vital**

Executive Director



**Tawanda Daka**

Office & Membership Manager



**Maria Sanchez Rodriguez**

Public Affairs Specialist



**More information about Seldia:**  
**<https://seldia.eu/about-seldia/>**



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