

Mission, vision and values

The Consumer Protection and Technical Regulatory Authority (CPTRA) was established on 1 January 2019 following the merger of the Consumer Protection Board and the Technical Regulatory Authority. The aim of the merger was to enhance Estonia’s consumer environment and capabilities with regard to surveillance of the market and safety.

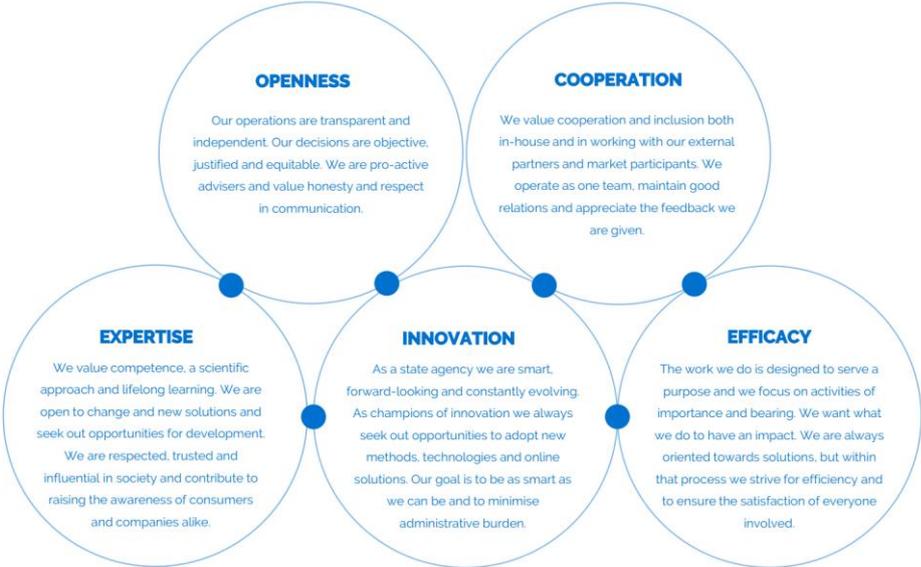
**The mission of the CPTRA is to shape a safe and fair living environment.**

The role of the CPTRA is to ensure that the man-made environment in Estonia is safe for its residents and that consumers and entrepreneurs are treated fairly, in a manner that is expected, on the same terms and in accordance with the law. Our issuing of activity licences enables companies to offer services using resources delimited by the state.

**The vision of the CPTRA is of an innovative and responsible living environment for everyone.**

We want to see the widespread use of innovative digital solutions in Estonia and for the CPTRA to be at the forefront of such innovation with the services it offers. We strive to ensure that consumers and entrepreneurs are aware of their rights and obligations and that they act in accordance with the law. In our vision there is less need for the punitive function of supervisory bodies, as society’s greater sense of responsibility means that all parties act and behave in line with the law, and the role of the CPTRA is one of informing and advising.

**The values of the CPTRA are openness, expertise, innovation, efficacy and cooperation both in-house and with our partners.**



Our main areas of operation are safety surveillance, market regulation and monitoring the fulfilment of obligations arising from the law in the following fields:

- electronic communication, frequency management and media services
- railway transport and implementation of EU structural funds
- safety of work, equipment and products requiring special competence
- buildings, infrastructure and energy efficiency
- consumer rights

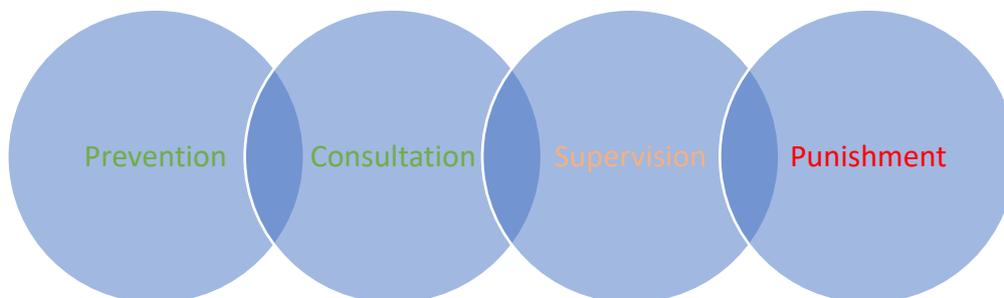
In carrying out its tasks the CPTRA offers the following services:

- issuing activity permits and rights of use (industrial, construction and railway safety and electronic and radio communication)
- state supervision (industrial safety, the construction field, energy efficiency, railway safety, electronic communication and media services, use of radio frequencies and consumer rights)
- consultation
- resolution of consumer disputes

The CPTRA develops its services according to the expectations and likely needs of interest groups:

- population: safety and a sense of security, legal assistance, an innovative living environment and understandable rules;
- entrepreneurs and associations: clear rules, guidance, consultation, activity rights and legal certainty;
- state governance: policy implementation, competence and information about the field's needs and development;
- employees: a sense of belonging, supportive resources and working environment, recognition and opportunities for development.

The strategic goals of the CPTRA in influencing Estonian society are prevention and consultation as opposed to punishment. We believe in positive rather than negative reinforcement. We focus on bolstering the sense of responsibility among entrepreneurs and ordinary people through awareness-raising and assistance.



## Strategic areas of action 2020-2024

The strategy of the CPTRA is based on its vision and on the expectations of interest groups and is implemented via three strategic goals:

1. A modern organisation guided by objectives
2. Support for innovation and a data-driven approach
3. Raising society's awareness of safe and responsible behaviour

### 1. A modern organisation guided by objectives

The basis of any well-functioning organisation is clear goals, effective organisation of work and dedicated employees. These are supported by a comfortable working environment and nurturing organisational culture.

We can achieve a modern, objective-led organisation by:

- **shaping a supportive working environment**, therein making internal communication more effective and shaping a modern working environment and uniform organisational culture;
- **making working processes more efficient**, therein adopting smart working methods and updating work processes and organisation;
- **developing employees**, therein boosting management quality, offering employees innovative and wide-ranging opportunities for development, improving the settling-in process and period for new employees and implementing a system of appraisals and performance reviews;
- **becoming an attractive employer**, therein contributing to the shaping of a positive image of the CPTRA as an employer, to the modernisation of its value offer and to the establishment of a positive organisational culture.

### **Strategic focus of a modern organisation guided by objectives**

- 1.1** Advising of clients in a prompt, clear and professional manner: 90% of enquiries are fully dealt with during the first consultation/contact.
- 1.2** Processing of activity licences and permits for use in a prompt and fair manner: 90% of licences and permits are issued by the required deadline and all licences and permits issued are legally correct.
- 1.3** Lawful and justified proceedings: Proceedings are conducted in accordance with the relevant guidelines, claims are not subject to satisfaction and court cases find in favour of the agency.
- 1.4** Trusted resolution of consumer disputes: The level of trust among consumers in the resolution of consumer disputes outside of court is 43% (Consumer Conditions Scoreboard).
- 1.5** Maximum use of structural funds in the field of transport: All of the support for the 2014-2020 period is paid out by August 2023 at the latest.
- 1.6** Trustworthiness of the CPTRA among the Estonian population: 75% of people consider the CPTRA a trustworthy state agency.
- 1.7** Satisfied employees: 75% of the agency's employees report high levels of job satisfaction; staff turnover is no more than 10% per year.
- 1.8** A mature organisation: Strategic planning and objective-setting in the agency has been taken to the next level.

## 2. [Support for innovation and a data-driven approach](#)

In the light of modern technological possibilities, innovation and development must be sought in every activity and project and every step must lead us closer to simpler and speedier solutions. Thanks to technology and the availability of data, information and decisions are clearly motivated.

We support innovation and a scientific approach by:

- **being proactive in shaping policy**, therein providing constructive input for law-making and being a valued and influential partner in the fields in which we operate;
- **keeping ourselves informed of innovative solutions**, therein being aware of innovative technologies and best practice and working with recognised scientific and forensic institutions;
- **following the principles of the real-time economy**, therein moving consistently towards zero-bureaucracy and a reduction in administrative burden.

### Strategic focus in support for innovation and a data-driven approach

#### 2.1 Innovative living environment:

- 2.1.1** Adoption of 5G frequency bands and digital radio. 5G frequency bands have been made available for use in accordance with a decision of the European Commission and digital radio development scenarios have been devised and implemented;
- 2.1.2** The Estonian population is provided with high-speed Internet: 92% of households have been provided with data communication at a speed of 30 Mbit/s via a cable;
- 2.1.3** Support for the implementation of national spatial planning. The CPTRA is a key consultation partner to developers (Rail Baltic and the Estonian-Latvian 330 kV high-voltage power line).
- 2.2** Fair and effective designation of charges for the use of railway infrastructure. The rates of the fee are stable and are designated for a period of at least three years.
- 2.3** Proactive involvement in policy-shaping: Input is provided by the agency for legal acts linked to the areas in which the CPTRA operates; amendments are initiated in a pro-active manner.
- 2.4** Cooperation with partners: 90% of our partners are satisfied with the quality of the CPTRA's services and their cooperation with us.
- 2.5** Widespread use of online services: 95% of the agency's clients use the online services of the CPTRA.
- 2.6** Smart and effective supervision: The technique used to monitor electronic communication is at a modern level, smart digital solutions are used in market surveillance and for identification of prohibited advertising, a mobile on-site inspection and verification solution is in use and supervision takes places via an electronic module.

## 3. [Raising society's awareness of safe and responsible behaviour](#)

By boosting awareness among members of society of their rights and obligations and encouraging them to act accordingly, the behaviour of all parties will become more responsible. Supervision activities support this objective, ensuring that we are moving in the right direction and calling parties out where necessary.

We can raise society's awareness of safe and responsible behaviour by:

- **broadening the scope of our awareness-raising activities**, therein diversifying the CPTRA's information channels (including by adopting more modern information channels), improving the availability of information that is important to interest groups, contributing to educational activities and enhancing the CPTRA's visibility and the spread of its messages among the public;
- **proactively involving our partners**, therein contributing to regular cooperation and communication with key partners;
- **assessing the issuing of activity rights and compliance with requirements**, therein performing state supervision and issuing permits in the fields of construction, transport, communications and the media, market surveillance, equipment and consumer rights.

### **Strategic focus in raising society's awareness of safe and responsible behaviour**

- 3.1** Responsible companies operate on the market. The activities of 80% of the companies inspected as part of supervision comply with requirements; the number of companies on the Consumer Complaints Committee's blacklist falls.
- 3.2** Entrepreneurs perceive the market as operating within the law and feel that at least 65% of their competitors do likewise. Less than 15% of companies have encountered dishonest trading practices among their competitors.
- 3.3** Awareness of consumer protection: According to the 'State of Consumer Protection in Estonia' study, 55% of people consider themselves aware of consumer protection.
- 3.4** Perception of safety of population: 80% of people feel safe in the fields of industry, products, services, communications, construction and railway transport (market survey).
- 3.5** Electronic communications marked by their functional continuity and consideration of national security: The functional continuity of communications networks improves and 90% of the devices and software used in such networks represent no threat to the state.
- 3.6** Products on the market comply with requirements: In market surveillance, the focus is on products that are dangerous to people's health and that pollute the environment.
- 3.7** A safe man-made environment: Incidents which pose a danger to people's lives or health do not occur.
- 3.8** More effective use of environmental resources: We support making buildings more energy efficient and increasing the proportion of environmentally friendly railway transport; we guarantee the compliance of products with the EU's environmental standards and ensure the awareness of environmental friendliness among consumers and companies.
- 3.9** Accessibility of products and services:
  - 3.9.1** Those responsible for infrastructure, transport services, audio-visual media, websites and products are aware of the importance of ensuring accessibility, and accessibility improves year on year;
  - 3.9.2** people have physical access to transport and to buildings offering public services;
  - 3.9.3** television shows, websites and mobile apps meet all accessibility standards and product information is available to people with special needs.