The European Union (EU) system is a separate supra-national system having its own parameters. The EU contains several institutions and services with overlapping sole responsibilities, competencies, and activities. These institutions are the European Parliament, the European Commission and the European Council. The powers conferred on the European parliament give it legislative powers where in cooperation with other EU representatives they have the mandate to adopt EU legislation. Also, parliament together with the European Council formulate agreements on annual budgets[[1]](#footnote-1). Besides, the European Parliament has supervisory powers over the European Commission and other institutions[[2]](#footnote-2). The European Commission proposes legislation followed by the implementation of the EU policies[[3]](#footnote-3). The European Commission works under the leadership of a president. It is divided into departments with the main obligation of developing policies for specific areas. Each department is headed by Commissioners. The Commission is chaired by 28 Commissioners, known as 'College’. The College is the overall decision-making organ on the Commission's political and strategic direction.[[4]](#footnote-4) These departments are held accountable for implementing as well as managing the EU related laws, policies, and funding programs. The enforcement of consumer protection is ta responsibility held by individual countries’ national authorities, while coordination of actions at the EU level helps solve cross-border issues.

1. * 1. **Misleading and Comparative Advertising Practices**

   Directive 2006/114/EC, on unfair advertising, encompasses misleading as well as comparative advertising. This directive seeks to protect traders against the consequences of unfair advertising. Also, the directive conditions circumstances for the permissibility of comparative advertising

   **Carrefour Hypermarchés SAS v ITM Alimentaire International SASU, Court (Second Chamber) of 8 February 2017**

   The above case amounts to misleading because it involved an aspect of misleading as well as comparative advertising, where the large size of a campaign promoter was affected by the campaign by objectively comparing the prices of different stores for the same product. This case sought the court to interpret the EU Parliament’s Directive 2006/114/EC Article 4(a) and (c) regarding misleading as well as comparative advertising. Also, the case sought an interpretation of the EU Parliament’s Directive 2005/29/E on the internal market’s commercial practice. Further, the suit sought that EU Parliament’s Directives, 84/450/EEC, 97/7/EC, 98/27/EC, and 2002/65/EC on unfair commercial practices be amended. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. [↑](#footnote-ref-3)
4. [↑](#footnote-ref-4)