

EDITORIAL:
**EXPLORING THE TRANSPOSITION OF THE SALE OF GOODS
AND DIGITAL CONTENT AND SERVICES DIRECTIVES**

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European consumer law has undergone transformative shifts with the introduction and subsequent transposition of two landmark directives: the Sale of Goods Directive (Directive (EU) 2019/771; SGD) and the Digital Content and Services Directive (Directive (EU) 2019/770; DCSD). These “twin directives”, together with the Modernisation Directive (Directive (EU) 2019/2161) and the Representative Actions Directive (Directive (EU) 2020/1828), represent a foundational effort to modernise consumer protection law within the European Union, adapting it to the realities of an increasingly digitalised economy. Their implementation into national laws across EU Member States has sparked significant legal, policy, and practical discussions. This double issue of the *Collected Papers of Zagreb Law Faculty* delves into the complex process of transposing the SGD and DCSD across multiple jurisdictions, featuring in-depth analyses, critiques, and comparative perspectives from selected EU Member States – Ireland, Italy, Slovenia, and Hungary – as well as post-Brexit England and Wales.

This collection of ten papers offers a multifaceted examination of how various Member States have integrated these Directives into their existing legal frameworks. A common theme emerging across the contributions in this issue is the challenge of integrating the digital and physical spheres within a cohesive legal framework. The papers explore how Member States are balancing EU-mandated maximum harmonisation with the preservation of national autonomy. While the transposition of the SGD and DCSD has brought European consumer law closer to harmonisation, the papers in this issue underscore that full harmonisation remains an ambitious goal. Another key area of discussion is the empowerment and education of consumers in the digital environment. As highlighted by several authors, the success of these Directives relies not only on legal transposition but also on fostering an informed consumer base capable of making sound choices in an increasingly complex marketplace.

Early drafts of the papers in this double issue were originally presented at the 2nd Zagreb International Conference on the Law of Obligations, held in Zagreb from 28 to 30 September 2022. The conference was convened and hosted by the Department of Business Law at the University of Zagreb Faculty of Economics

and Business, in partnership with the European Law Institute (ELI) Croatian Hub and the ELI Global Private Law SIG, with support from the Croatian Chamber of Economy and ICC Croatia. One of the three main conference topics and three of nine conference sessions focused on the transposition of the SGD and DCSD into the national laws of EU Member States. Many scholars from the University of Zagreb Faculty of Law supported the conference, either as members of the Scientific and Organising Committees, by presenting their research, or by reviewing post-conference papers. For this reason, we are particularly proud and grateful to publish this collection in the *Collected Papers of Zagreb Law Faculty*. Most of the papers included here were finalised in 2023. Some of them address issues covered by recently enacted EU legislation, such as the Repair of Goods Directive (Directive (EU) 2024/1799) and the Artificial Intelligence Act (Regulation (EU) 2024/1689), examining these topics when the legislation was still at the proposal stage; nonetheless, the discussions remain relevant and insightful.

In conclusion, this double issue provides an in-depth exploration of the opportunities and challenges presented by the SGD and DCSD, offering valuable insights into the evolving field of consumer law. By examining the experiences of different jurisdictions, the authors contribute to a broader understanding of how digitalisation is reshaping consumer protection. This issue invites readers to consider not only the impact of these Directives but also the future of consumer law in an ever-advancing digital economy. As the digital market grows and new technologies emerge, the lessons from this transposition process will remain pertinent, guiding future efforts to create a resilient and responsive legal framework for European consumers.

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