



**International Organization
for Standardization**

www.iso.org



How COPOLCO promotes consumer participation in standardization

by Dana Kissinger-Matray

Secretary of the ISO Committee on consumer policy
(ISO/COPOLCO)

Standards and consumer expectations

Prague, 6 October 2009

Contents

- About COPOLCO and its Terms of Reference
- Consumers' priorities, impact on ISO's work programme
- Awareness-raising and capacity-building activities
- Other activities of interest
- COPOLCO: different models, single purpose

About COPOLCO

- A policy committee, reports to the ISO Council
- Established in 1978, Chair: Ms. Jai Ok Kim (Republic of Korea)
- 105 members (ISO MB and CM):
61 P-members and **44 O-members**
- Based in Geneva, at ISO Central Secretariat
- Liaisons: OECD, Consumers International

Current working groups, areas of interest

- **Consumer participation**
- **Training (in consumer participation)**
- Product safety
- Consumer protection in the global marketplace
- Priorities from the consumer's point of view
- Development and revision of ISO/IEC Guides
- Services

COPOLCO's Terms of Reference

Role: to represent consumers' views within ISO

Terms of reference:

- **Help consumers benefit** from standardization
- Provide a **consumers' network** to exchange information
- **Advise ISO on policies** and actions to respond to consumers' needs
- **Make recommendations** on current and potential standardization work

Participating in standards: important issues

- Safety and health (Security)
- Fitness for purpose (performance)
- Product information and labelling
- Environmental protection
- Interoperability
- Systems of redress



Recent annual workshop themes

- Interoperability: does it fit, will it work and how can standards help? (2009) – *New Delhi*
- How can consumers contribute to a sustainable energy future? (2008) - *Seoul*
- Can consumers rely on fair trade claims? (2007) – *Salvador de Bahia (Brazil)*
- How can environmental standards promote sustainable development? (2006) – *Kuala Lumpur*
- Regulation, co-regulation or deregulation: who's at risk? (2004) – **Prague**
- Corporate social responsibility (2002) – *Port of Spain (Trinidad & Tobago)*

Impact on standardization work – Examples

- Consumers expect organizations to respect the social, economic and natural environment in which they operate.
- In 2002, COPOLCO proposed an International Standard on social responsibility: future ISO 26000 now at DIS



Impact on standardization work – Examples

- ***Customer satisfaction standards published***
 - Codes of conduct (10001)
 - Complaints handling (ISO 10002)
 - Dispute resolution systems (ISO 10003)
- ***ISO Project Committees*** launched in 2008
 - Network services billing (PC 239)
 - Product recall (PC 240)
 - Consumer product safety (PC 243)
 - Second-hand goods (PC 245)

Examples: ISO Project Committees

- ISO/PC 239,
Network services billing
1st meeting: London, 29-30 June



- ISO/PC 240, *Product recall*
1st meeting: Kuala Lumpur, 4-5 May 2009



ISO / IEC policy for the elderly and persons with disabilities

- Accessibility = adapt standard to broader range of users.
- ISO and IEC have an approved policy.



ISO/IEC Policy
statement



Addressing
the needs
of older persons
and people
with disabilities
in standardisation
work

2000



Other major areas of impact

- Launch of Second-hand goods
- Tourism and related services
- Sustainable energy, security
- Publication of ISO/IEC Guides (product information, packaging, instructions for use)
- **ISO/IEC Guide 76** on designing services for consumers (2008)



Training activities with ISO/DEVCO



- «Train-the-trainer » workshop, Ghana (February 2008) led to regional or national workshops:
 - Kenya
 - Argentina
 - Libya
 - Barbados
 - Ethiopia

Paris, April 2009: French-language « train-the-trainer » event

Information publications



Other activities of interest

- Toy safety
- E-commerce
- Consumer guarantees, warranties
- Energy services
- Call centers
- Guidance on consumer participation
- Statement of principles on interoperability



COPOLCO workshop on interoperability

COPOLCO workshop, New Delhi, 26 May 2009
Interoperability: does it fit, will it work, and can standards help?



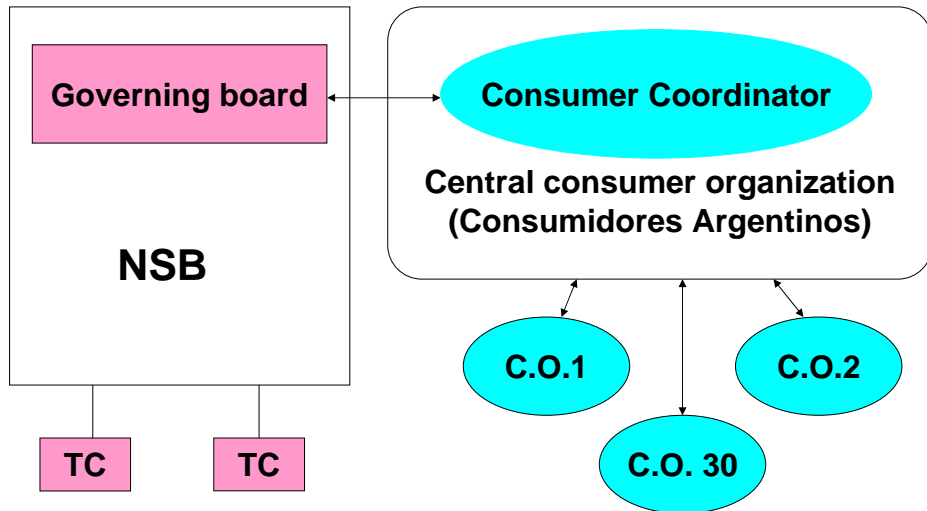
How does this relate to your national situation?

In your country what are the options for:

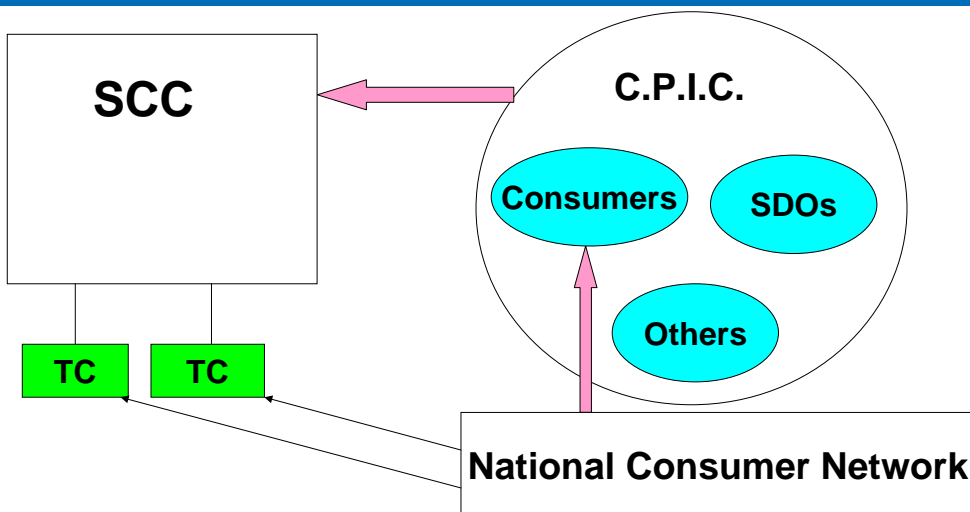
- Consumer or stakeholder involvement?
- Stakeholder input into policies and/or technical work?
- Building on the national situation?
- Working at the issues co-operatively
(Consumer organizations, stakeholder groups, NSBs)?
- Networking, co-operating between countries in your region?



Argentine national model



Canadian national model



COPOLCO, different models, single purpose



**No best model
for consumer
participation**

**The best is what reflects
your national reality!**



Conclusion

Thank you for your attention

For more information: copolco@iso.org