



# STANDARDS ENSURE CONSUMER PROTECTION ? INNOVATING FOOD PRODUCTS PRODUCTS HOW CAN STANDARDS ENSURE CONSUMER PROTECTION ? IN VATING FOOD PRODUCTS HOW CAN STANDARDS ENSURE CONSUMER PR

Consumer product safety has greatly improved over the past 40 years thanks to increased consumer awareness and engagement, standardization and better regulatory controls. However, innovations such as Internet-based purchasing, new technologies, global supply chains, and the proliferation of claims and labels have added a new dimension to product safety concerns.

In this workshop, the ISO Committee on consumer policy (ISO/COPOLCO) will consider how these factors affect product safety and consumers' access to product information.

New technologies provide some clear benefits for product safety. The Internet has made product traceability and comparing product attributes and prices easy. Warnings about unsafe products reach consumers and regulators much more quickly, and new technologies such as Radio Frequency Identification allow more reliable sourcing for suppliers. Online rating services, international online databases on recalled products, and secure payment systems are other examples of automated systems that support consumer product safety.

Yet these new technologies also raise challenges in increasingly global, "virtual" and interconnected markets with complex supply chains. For example, unsubstantiated product claims and unreliable certification and sourcing contribute to illicit trade in counterfeit goods and components. And the inherent safety of new areas such as nanotechnologies is the subject of heated debate.

Workshop participants will look at how these challenges and opportunities affect consumer products in general, focusing on food production and processing technologies as one specific case. Although it caters to COPOLCO member representatives and stakeholders, the workshop is open to the public and all are welcome.

To find out more, please contact [Dana Kissinger-Matray, Secretary of ISO/COPOLCO](mailto:Dana.Kissinger-Matray@iso.org), at: [copolco@iso.org](mailto:copolco@iso.org).

## 08:00-09:00 REGISTRATION

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## 09:00-09:30 OPENING AND WELCOME

- **Hon. Dr Helena Dalli MP, Minister for Social Dialogue, Consumer Affairs and Civil Liberties, Malta**
  - **Ms Norma McCormick, Chair of ISO/COPOLCO**
  - **Ms Norma McCormick, deputizing for Dr Elisabeth Stampfl-Blaha, TMB Chair, Vice-President, Technical Management**
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## 09:30-9:45 WHAT ARE THE CHALLENGES OF NEW DEVELOPMENTS FOR CONSUMER PROTECTION ?

- **Mr Luke Upchurch, Head of Communications and Stakeholder Relations, Consumers International**
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## 09:45-10:00 BRINGING CONSUMER PROTECTION TO THE HEART OF STANDARDS DEVELOPMENT

- **Mr Ruggero Lensi, Director of External Relations, New Business and Innovation, UNI, Italy**
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## 10:00-10:15 ENSURING PRODUCT SAFETY THROUGH INNOVATION AND BEST PRACTICE IN MARKET SURVEILLANCE

- **Mr Noel Toledo, Consultant, Market Surveillance and Product Safety**
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## 10:15-10:30 Q&A

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10:30-11:00 Networking break



# HOW CAN STANDARDS ENSURE CONSUMER PROTECTION ? INNOVATING FOOD PRODUCTS HOW CAN STANDARDS ENSURE PROTECTION ? INNOVATING FOOD PRODUCTS HOW CAN STANDARDS ENSURE

## 11:00-11:15 HOW CAN DATA COLLECTION AND ANALYSIS IMPROVE CONSUMER PROTECTION ?

- Ms Ruth Mackay, Chair of the OECD Working Party on Consumer Product Safety

## 11:15-11:30 STANDARDS AND INNOVATION : THE CONTRIBUTION OF ISO 10377, CONSUMER PRODUCT SAFETY – GUIDELINES FOR SUPPLIERS

- Dr Elizabeth Nielsen, Chair, ISO/TC 243, Consumer product safety

## IMPROVING CONSUMER PRODUCT SAFETY – NEW PRODUCT RECALL STANDARDS

- Ms Ratna Devi Nadarajan, Secretary, ISO/TC 240, Product recall

## 11:30-12:00 Q&A followed by discussion groups

### INNOVATION AND CONSUMER PROTECTION : CHALLENGE OR OPPORTUNITY FOR STANDARDS ?

What is the biggest opportunity?  
The biggest challenge? What is the role for standards?

*1 challenge, 1 opportunity, cited per group*

#### Participants

Discussion group facilitators:

- Ms Suzanna Ersoy (SCC – Canada)
- Mr John Furbank (SA – Australia)
- Ms Chiara Giovannini (ANEC)
- Ms Linda Golodner (ANSI – USA)
- Ms Sadie Homer (Consumers International)
- Mr Darryl Kingston (SCC – Canada)
- Mr Varant Meguerditchian (SA – Australia)
- Ms Sue Metham (BSI – United Kingdom)
- Ms Jaiok Kim (KATS – Korea)
- Ms Merete Murvold (SN – Norway)
- Mr Remi Reuss (AFNOR – France)
- Mr Jim Spinks (BSI – United Kingdom)

and more...

## 12:00-12:30 REPORTING BACK

Discussion groups

## 12:30-14:00 Lunch



## 14:00-14:15 Q&A, CONCLUSIONS OF MORNING SESSION

## 14:15-14:30 HOW CAN STANDARDS INNOVATION AND GOOD PRACTICES ENHANCE FOOD SAFETY FOR CONSUMERS ?

- Mr Alister Dalrymple, AFAQ/AFNOR (France), and Convenor, Joint Working Group, ISO Committee on conformity assessment (CASCO) and ISO/TC 34/WG 17, Food safety management systems certification



# PROTECTION ? HOW CAN STANDARDS ENSURE CONSUMER PROTECTION ? CAN STANDARDS ENSURE CONSUMER PROTECTION ? HOW CAN STANDARDS ENSURE CONSUMER PROTECTION ? HOW CAN STANDARDS ENSURE CONSUMER

## 14:30-15:30 INNOVATION AND CONSUMER PROTECTION : CHALLENGE OR OPPORTUNITY FOR FOOD SAFETY ?

Short presentations and panel discussion

*New challenges appearing in the marketplace, and innovative standards and practices that can address them.*

- **Dr Eunsook Moon**, President, National Food Safety Information Service, Republic of Korea –  
**PANEL CHAIR**
- **Ms Christine Heemskeerk**, Chair, Trading Standards Institute, United Kingdom
- **Ms Jean Halloran**, Director, Food Policy Initiatives Consumers Union, USA
- **Ms Sandra C. Herrera Vivar**, Standardization Professional, ICONTEC, Colombia

## 15:30-16:15 INNOVATION AND CONSUMER PROTECTION : CHALLENGE OR OPPORTUNITY FOR STANDARDS ?

Discussion groups

*What are the biggest opportunities and challenges that innovation brings to food safety and information? Is there a role for standards?*

Discussion group facilitators

16:15-16:30 Brief networking break

## 16:30-17:15 REPORTING BACK

Discussion tables

## 17:15-17:30 CONCLUDING REMARKS

- **Ms Norma McCormick**, Workshop Chair

17:30 **CLOSE**



### ISO CENTRAL SECRETARIAT

1, ch. de la Voie-Creuse  
Case postale 56  
CH-1211 Genève 20  
Switzerland

Tel. +41 22 749 01 11

Fax +41 22 733 34 30

E-mail [central@iso.org](mailto:central@iso.org)

Web [www.iso.org](http://www.iso.org)

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