



CONFIRMED MINUTES OF THE COPOLCO CONSUMER PARTICIPATION AND TRAINING WORKING GROUP, Geneva, 17 November 2013

Co-Chairs: Anne Ferguson and Guillermo Zucal

Members and observers

- Ms Karin Both (DIN – Germany)
- Mr Bill Dee (SA – Australia)
- Mr Libor Dupal (UNMZ – Czech Republic)
- Ms Robyn Easton (SA – Australia)
- Ms Anne Ferguson (BSI – UK)
- Ms Imola Ferro (NEN – Netherlands)
- Mr John Furbank (SA – Australia)
- Ms Linda Golodner (ANSI – USA)
- Ms Sadie Homer (CI)
- Ms Suzanna Ersoy (SCC – Canada)
- Mr Jay Jackson (SCC – Canada)
- Mr Darryl Kingston (SCC – Canada)
- Ms Norma McCormick (SCC – Canada)
- Ms Merete Murvold (SN – Norway)
- Mr Varant Meguerditchian (SA – Australia)
- Mr Takashi Nakakuki (JISC – Japan)
- Ms Ratna Devi Nadarajan (DSM – Malaysia)
- Mr Rémi Reuss (AFNOR – France)
- Ms Caroline Warne (BSI – UK)
- Mr Guillermo Zucal (IRAM – Argentina)

ISO Central Secretariat: Ms Dana Kissinger, Secretary of COPOLCO
Ms Madeleine Emorine, COPOLCO and CASCO Secretariat

AGENDA ITEM 1 Welcome, introductory remarks and adoption

Anne welcomed participants who introduced themselves to the first meeting of the merged working groups, now named the Consumer Participation and Training Group (CPTG). Guillermo and Anne remain as co-Chairs of CPTG and the co-Chairs of the former Training Group, Sadie and Caroline, will lead these topics within the new WG.

It was noted that Development of KPIs (formerly item 5) was to be removed from the WG Work programme as this action is now with the Chair's Group. Anne mentioned a new project under way to launch revision of the ISO/IEC Statement on *Consumer Participation in Standardization Work* to be discussed within the Chair's Group.

Revision of the Terms of Reference of both the Participation and Training groups were detailed. The aim is to condense them into one, in order to reflect the structure of the new groups and align with the new format used for the recently renamed Key Areas (formerly Priorities) WG. A proposed new Terms of Reference, developed by the co-Chairs was submitted to the Group for members to comment. [NOTE in a subsequent working group meeting it was confirmed that it is not necessary for

all WG Terms of Reference to follow the same format so long as the purpose of the groups and distinction between their areas of activity is clear.]

The members revised the Terms of Reference. This will be circulated for information and comment to the wider working group, prior to submission to the May 2014 Plenary for confirmation (see Annex 1).

AGENDA ITEM 2 Review of work plan

Anne introduced the following work plan items, seeking people to lead the activities and proposing adding deadlines. Those who volunteered are identified below and incorporated in a revised Work Plan (see Annex 2).

- Case studies of national consumer involvement – Suzanna offered following the meeting
- Collaboration with regional groups – Norma for initial review
- Mirror committee – designated person guidelines – Caroline to take an initial look
- Use of social media – ISO/CS possible presentation at next meeting
- Alternatives to face to face meetings – ISO/CS
- Initiatives for succession – may be just an information exercise linked to Online directory
- Barriers to consumer participation – Ehud Peleg

Comments:

Alternatives to face to face meetings:

Sadie explained about the CI Webinar – it is an Adobe based system able to accommodate up to 100 persons. Survey monkey is used for assignments with 90 persons participating, sometimes sharing one portal (54 names were online and chatting at the session run from ISO during the Chairs Group week). Adobe participants cannot talk back during the session but can use the chat facility to ‘talk’ to other participants and a Q & A chat box to feed in questions with the organizer can introduce. Anne suggested use of this technology or similar one at COPOLCO.

ACTION ITEM: ISO CS to explore potential for future meetings etc.

Robyn pointed out that LinkedIn is a good social media to use because it is less banned by organizations than FaceBook and sometimes encouraged. Advantage is that you can attach relevant documents – ANEC are already using this method for communicating within groups. Consumer participation could be focus of a pilot LinkedIn site.

Succession planning

Varant introduced a presentation about succession planning being implemented in Australia and agreed slides could be shared. The issue is the ageing set of professionals in standards development. We need to cultivate the younger generation. The programme builds partnerships with associations in order to reach out to young people with a focus on contributing to career progression. Tools include professional recognition, training , expert support and committee succession planning. Use of all types of media, including social media. There were 10 young leaders in 2012-2013, 15 in the next round. Applicants between mid-20s and mid-30s must supply a CV and essay. There is use of mentoring sessions and training including styling and writing standards.

BSI, DSM also have such programmes.

ACTION ITEM: Anne suggested that all members look at their national initiatives; information about education/young person links could be incorporated in a future revision of the Online Directory (see later).

Discussion ensued with questions about challenges in funding for the younger generation. One model is to have an MoU with the government for funding.

Collaboration with regional groups

Sadie suggested that there be a regional group agenda item in the participation and training meeting at the May COPOLCO meeting. Anne agreed to this suggestion.

Guillermo stressed the importance of making contact with these regional groups. Norma suggested making an inventory of these regional groups. She volunteered to do so. This was added to the work plan.

To be discussed: is this an information and networking group? There is a need to have a project champion to move things forward. John still had questions about the process and role of the champion. Ratna suggested looking at the results of Norma's study as a guide to the next step, and Caroline agreed. It could be a way to get non-COPOLCO members to join. Ms Kim who was not here today may be helpful. Sadie, suggested contacting these regional organizations and sending a welcome and invitation to the next meeting. Guillermo advised that the policy in ISO is that there is no support to attend PDC meetings. African members for example do not have enough resources.

ACTION ITEM: take an inventory of existing groups (Norma), if possible with contact details, and then have as an agenda item of the WG group at the next (May 2014) meeting.

Develop COPOLCO mirror committee guidelines and guidance on role of the COPOLCO 'designated 'person' within NSBs/Standards Bodies

This could follow the directory revision – the structure varies according to NSB. Dana to see if a guidance document does exist for mirror committees and Caroline agreed to look at this – initially looking at the role of the COPOLCO designated person.

Social media

Dana pointed out fragmentation of media and proliferation of means. Suggested doing a little study on that. Merete proposed that Katia make a presentation on the SM. Dana said first do our study and see what the conclusions are but would be willing to support that.

Sadie suggested to contact members to ask them to share information on education programmes and succession practices and write a piece in the Newsletter about it. Anne proposed 'growing young consumers' as a possible future workshop theme.

Ratna indicated that it would be good to look at ICES conference International Conference on Education in Standardization.

Should we develop a booklet about educating young consumers?

AGENDA ITEM 3 Consumer participation in TCs and WGs

Online Directory of consumer participation

Dana gave an update on the results of the relevant questions from the survey circulated with the Chair's Group papers (N33).

In response to Qu.8 'How often do you access/benefit from each of the following communication methods available to COPOLCO?', 16 (55%) of 29 people, sometimes or often used it, whereas 13 (45%) rarely or never used it. This compared with 79% of respondents who very often, often or sometimes used the ISO Consumer Update newsletter, or 21% on Facebook. People used the directory for reasons such as to *'Find out what other organizations do with respect to consumer participation but think there could be more structure to the information and more ways of interrogating it'* [See survey for other reasons]. Among the reasons for not using it were not knowing it existed or how to access the tool and information not being up to date enough.

Libor prepared a case study as an example of a template, which could be used to collect information about national organizations, it resulted from work undertaken previously in the Czech Republic on consumer participation and an earlier draft which had been discussed at the May 2013 CP WG meeting. He invited comments.

Caroline suggested that the update date for each country's entry appear on the Online Directory web page.

Sadie and Darryl suggested adding guidance to members to say what we mean by consumer representative so that the right (consumer) contact name was given. Caroline disagreed as she felt that in some cases consumer representatives do not exist and it was thus appropriate to put the names of people working in the area as organizations might feel reluctant to not give any information against a heading. There was a suggestion made that there could be an opportunity for members to update their data at the Plenary meeting. Darryl disagreed as there is a lot of information which it needs consultation with others to collate, in some countries. Anne and John proposed that we could add information from a consumer, rather than NSB perspective. Guillermo suggested a different term, "consumer or public interest representative" because, for example in Argentina there are no consumer representatives. Sadie suggested using the definition of stakeholders used in ISO as part of the correspondence.

Arnold informed that ANEC is to review input from European standards bodies on consumer participation in technical committees

ACTION ITEMS:

- Guidance to be added for the NSB to consult with the consumer and public interest side of the work, when completing the existing ISO Consumer Directory form
- Dana to see whether we can add new headings to the current Directory form and to see which technical areas can be changed, in the short term (to ensure current COPOLCO Key Areas are covered).
- Updating date to be added to the form.
- Members to comment by e-mail on the draft template form for possible future use when there is an opportunity to review/revise the ISO Directory following its incorporation on the new ISO platform. Consider again at next (May 2014) meeting.
- Precise follow-up to be discussed with Anne and Libor.

Balanced representation on TCs and WGs

Anne mentioned the letter from Ehud Peleg where the key points were his concerns that it was difficult to get consumer representatives with strong technical knowledge and that they could benefit from support from TC secretaries to ensure that their position was respected and that, where possible, assistance was given in understanding the specifics of technical topics, perhaps by mentoring from other TC members. It was proposed that members correspond about this to provide suggestions for Ratna to incorporate in her presentation to the next ISO Council (see Annex 3).

AGENDA ITEM 4 TRAINING

Promotion of existing training & materials

Caroline took this item, mentioning the CI webinar and suggesting that ISO run a next round of training based on Regions and involving consumers and standards bodies. It might only concentrate on some modules of the Distance Learning Module. There is a lot of material that is useful for both consumer representatives and NSBs. Sadie indicated that could be value in the information CI get back from the Webinar for example in response to the question about who those following the course consider are the consumer contacts in the NSB and the extent to which they are contacting the NSB.

[NOTE Sadie later gave results of e-learning course. 88 people responded and sent their answers in. Of 73 people answering, 69 said NSB was member of COPOLCO, 67, said that at least one consumer rep. was working with the NSB.]

Evaluation of Distance learning Model

Caroline indicated that at a later date, towards the end of 2014, we should be able to gauge the use of the new version of the DLM from the metrics on hits for different sections etc.

Future regional or national training or workshops

No future developments in training were planned at the moment. However ANEC wishes to try to promote more training and Arnold asked whether it would be possible to have an event in Italy to promote training around the time of the Plenary meeting. He proposed to see if any initiatives were possible in relation to CEN/CENELEC, related to the work of their Societal Stakeholders Strategy group. Anne indicated that Ms Kim, who was unable to be present at the meeting supported the idea of a training initiative in association with the Plenary.

ACTION ITEM: Follow up any Training possibilities with the host country (ISO CS), CEN-CENELEC (Arnold), etc.

Following the lunch break, Guillermo chaired the remainder of the meeting.

AGENDA ITEM 5 FUNDING TASK GROUP

Guillermo drew attention to the importance of funding and the reference to this in the ISO/IEC Statement on *Consumer Participation in Standardization Work*.

NOTE: See ANNEX to Council vote 05/2001, Recommendation 4:

“If consumers are not able to finance their participation in the standardization process themselves, the national body should enable consumers to participate in priority areas of consumer interest. It should be recalled that consumers form an integral part of the consensus-building process.”

He pointed out that the Task Group was an informal group of CP and T members, co-chaired by Guillermo and Rémi, that if anyone whose names were listed wished to withdraw, they should indicate this and that new participants were welcome. Also that no timeline has so far been set against the objectives.

ACTION ITEM: Specifically mention who wishes to be in the Task Group list (or not).

Noting that funding can be sought for various reasons: education, training, etc., Guillermo then presented the ideas of the Task Group, to date, and the responses received from Beer Budoo, Director, Development and training services, during a discussion which took place prior to the meeting.

Four ideas were put forward and comments received also from the group:

1. Umbrella Donors Connection Not appropriate for ISO as it is not possible to provide an umbrella mechanism for funding. The idea was not necessarily just for consumers but could perhaps provide support for any stakeholder which would be easier for NSBs. The possibility was to see what donors already give funds. Does SIS still run the trust fund? Ratna suggested that could make stakeholder participation as part of the general overall capacity building and institutional strengthening, or on projects where the focus was trade and this was something to investigate.

2. Project database ISO agreed to this at the early stages but would need a template to collect information. Dana suggested that this could be as part of Libor's form.

ACTION ITEM: Take forward ideas on guidance on role of the 'designated 'person' within NSBs/Standards Bodies the database of international donors.

3. Brochure and workshop on how to get funds The current ISO publication "how to get funds" is too broad. Is it possible to do something more practical and specific, e.g. identify donors? Provide guidance on how to make an application.

4. Crowdsourcing Rémi explained the concept. Success is good on the sale of an album for a crowd-sourced artist. There are public interest projects where there is no hope of return, e.g. financing a project. Certain aspects of crowd-sourcing are possible at a national level. Rémi is consulting nationally to find out more about how this works, e.g. how to frame the project.

Caroline suggested that getting a consumer representative crowd-sourced would depend on how he/she presents himself. Funding brochure can explain this. CI also feels that it is more appropriate at national level. In France, it is complex at national level – reaction is that there are other ways of getting funding. You have to state your case that no other funding source.

Beer joined the group, described the changes to the ISO funding programme and answered questions.

5. Existing ISO mechanisms Seek more coordination between COPOLCO and DEVCO reps. Note that a levy on certification and conformity assessment services is something previously considered but isn't a practical option.
Support from ISO to participate – ISO-IEC statement
Support from ISO to participate in policy meetings.

Beer – we did one-off workshops in the past, including consumers. Current aim is 'Institutional strengthening' following a gap analysis in applying good practices for standard development. Six principles – openness, transparency, consensus, etc. A course for good standardization practice is now being developed. Another is about preparing national standardization plans, this includes

sections on how to engage with stakeholders including consumers. We are developing a third type of workshop on stakeholder engagement, including NGOs, consumers, etc.

There are regional courses. Often the first activity is a stakeholder engagement session. Now there are about 40 countries under the institutional strengthening process. There have been three batches of countries so far

- a) Two countries from each of 9 regions
- b) Mainly African
- c) Project supported by Finnish government

The next will be the Middle east and North Africa.

Questions for Beer

Guillermo – Any statistics on how many consumers involved in workshops/programme of DEVCO and whether more than before.

Beer – don't have statistics to hand. One year after the activity, we do a follow-up impact assessment questionnaire in May. We ask a question to find out stakeholder group. They look at participation of people attending the meeting as NSBs do bring other stakeholders to the workshops.

Anne – we would like to see the data of the stakeholder participants. Other stakeholders would perhaps find this information useful as well. DEVCO CAG and donors are also interested, says Beer, and he will see about providing this information in the next report.

Ad hoc sponsorship – in future will be only where P membership no longer O membership. Falls into following categories:

- 1) List of Technical committees where could apply for ad hoc sponsorship – predicated on steady participation in meetings. Sponsorship covers air fare. Conditions published in ISO Connect: 3 available to any country; country chooses TC.
- 2) Second is where ISO identifies specific TCs of real priority for Developing countries where involvement important and they provide full cost – there is a profile which includes geographical distribution etc. Only 5-6. Original was for PC 242 Energy management. Intended for experts not the NSB.

Institutional strengthening (INS) sponsorship – is a new one for countries involved in the INS project. It is full sponsorship. Occurs after a gap analysis. It is only for those in the INS programme and ISO and NSB identify which TCs and again provide full sponsorship related to TC relevant to that country. Only one per country. Example given of encouraging Bhutan participation in ISO TC 23 – rather than developing national standards to adopt international ones.

Sadie – how do we make people aware of these sponsorships' availability? And sometimes we do not know what TCs are starting.

Beer – Leadership of TC looks at presence of developing country members involved in the new TCs but there is no checklist to check ideal balance of participation. DEVCO CAG did decide to introduce new important areas: OH&S, and clean cookstoves. We asked ANSI to evaluate the profiles of people and countries of participation.

ACTION ITEM: Beer suggested that Dana and he look at clean cookstoves as a test case, to coordinate with ANSI. Anne later supported that could be a test case for consumer representation.

Sponsorship is not allowed for policy meetings so people are not currently sponsored to go to DEVCO meetings, CASCO, nor COPOLCO; it is all for standards development work. Maybe possibility will come back to look at this.

ACTION ITEM: Suggest we follow up what would be needed to encourage ISO to extend funding to policy as well as technical work in future.

Guillermo – can we as COPOLCO continue to look for solution and seek your advice.

Beer – working for a Consumer council was my first job. In Mauritius there are three consumer associations. They all have a role to play.

Trust Funding

- Sida supported TC experts to the Social Responsibility standard: more than 50 countries sponsored with mix of stakeholders.
- Another one was a SIS Trust Fund. ISO did not want to deal with donors from private donors.
- Last year JTC1 had a discussion about this, and they are going that way. Trust fund needs council approval. JTC1 will do the same.

Suggestion was that COPOLCO should see with one of the ISO members if they could host a trust fund. It has to be clear criteria for selection. Sadie and Ratna reviewed the set-up of the Social Responsibility trust fund. TG 1 supervised the distribution of the funds. It was a difficult task. It is necessary to be strict with the criteria.

ACTION ITEM: Dana to see with Henry Cuschieri to find out more about how a Trust Fund could be undertaken.

Sadie – is the developing talent brochure still being used?

Beer – it offers information on what was provided but some actions have stopped and some new ones in e.g. road traffic safety management are not in the programme. Should really be an active document. Also used to have the Technical Assessment questionnaire but the response rate has never been very high (30%) so plan is to use DEVCO CAG countries based on the INS in future.

Rob also introduced a CEO Forum which happens twice a year and asks them what they have done with the training.

Thanks given to Beer Budoo.

ACTION ITEMS

Comments on all items to be shared between now and May.

AGENDA ITEM 6 ANY OTHER BUSINESS

There were no issues raised from the floor.

Annex 1 – Revised Terms of Reference of the Consumer Participation and Training Group

Annex 2 – Revised Work Plan (version 3)

Annex 3 – Proposal from COPOLCO Chair on the ISO/IEC Statement on consumer participation