



## CONFIRMED MINUTES OF THE CONSUMER PARTICIPATION AND TRAINING GROUP

**16 June 2016, Geneva (Switzerland)**

<b>Co-Chairs:</b>	Ms. Sadie Homer, Consumers International Mr. Guillermo Zucal, IRAM – Argentina
<b>Participants:</b>	There were ca. 50 participants, both members and observers
<b>ISO Central Secretariat:</b>	Ms. Dana Kissinger, Secretary of COPOLCO Ms. Katia Kerswell, Project Coordinator, COPOLCO Ms. Madeleine Emorine, Project Coordinator, COPOLCO/CASCO

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### ITEM 1 INTRODUCTORY REMARKS

1. The Co-Chairs, Guillermo Zucal (IRAM – Argentina) and Sadie Homer (CI) welcomed the delegates and referred them to N213/2016 and annexes.
2. They warmly welcomed delegates from new members from Panama, Trinidad and Tobago, Sweden, Saudi Arabia, welcoming any questions.
3. The agenda was adopted.

### ITEM 2 FUNDING TASK GROUP (WORK PLAN ACTION 2)

4. Guillermo Zucal (IRAM – Argentina), Funding Task Group Co-Chair, indicated the Memorandum of Understanding (MOU) between the World Bank and ISO, signed on 10 March 2016, may assist in funding developing countries. Conversations and information exchange are just beginning. Participants agreed to propose a plenary resolution recommending that ISO Council considers the process of standards development – and involves the needs of relevant stakeholders through COPOLCO – when ISO discusses interaction/funding with the World Bank. Work can be done to identify specific work areas and committees affected.
5. ISO's Action Plan for developing countries was discussed. Sponsorship still exists for developing countries attending committee meetings – apply to ISO Academy at [academy@iso.org](mailto:academy@iso.org). There are three opportunities by calendar year.
6. Participants discussed if the funding task group should continue, given its goals have been achieved. The answer was yes as it is important to support consumer participation and also to keep track of initiatives such as ISO Academy funding and the World Bank MOU. Consumer stakeholders are generally underfunded. A task group or a working group may also be set up, for example to find ways to help consumers to submit proposals to receive funding.

7. Rémi Reuss (AFNOR – France) Funding Task Group Co-chair shared an innovative approach to fund raising used in France: the French consumer committee launched a crowdfunding initiative to support travel of a consumer representative to the COPOLCO Plenary. Funds to support participation have diminished, so the committee used social media, and ULULE, an online platform, to create a project people could contribute to in four levels of participation (5, 10, 20, 50 Euros). It was not an easy concept to explain, so a prize giving system was used to encourage donations eg information e-mail, global synthesis, participation in the committee by Webex for the different amounts of money. This is not seen as providing a continuous or sustainable solution, but is a good approach for a single project. AFNOR will then compile a report about this exercise and send it to the Ministry to demonstrate the need for government funding. Jens Henrikson (SIS – Sweden) raised the question of why a rich country such as France cannot fund its consumers.
8. Increasing COPOLCO's visibility and impact: Christine Heemskerk (BSI – United Kingdom) and Guillermo Zucal (IRAM – Argentina) said that boosting consumer participation and access to funding, are linked to COPOLCO's visibility – and lack of visibility in some circumstances – where some NSBs don't know what COPOLCO is or does. Sadie Homer (CI) added this was on COPOLCO's broader agenda, and that ISO's Strategic Plan on stakeholder participation and the WTO Code of Good Practice also stipulates the importance of this. Participants agreed it would really help participation and funding if standards bodies were more aware of what consumers bring to the process.

### **ITEM 3 CONSUMER REPRESENTATION ON TECHNICAL COMMITTEES AND WORKING GROUPS (WP 3 and 4)**

9. Sadie Homer led the discussion on achieving balanced participation on technical committees:

10. ISO has required stakeholder categories for national participation in technical committees to be noted for a year and a half. The stakeholder categories should be based on ISO recommendations, but it was noted that this can be a matter of interpretation – one example is where NSB employees have been identified as consumer reps, which is not correct. The question is how to best to use this information beyond getting a snapshot of how consumer representation works at ISO level and for committees to ISO. This will help to monitor consumer participation over time. Data is currently available on request. It's a new venture and source of information, so input is welcome on how to best use this.

11. Dana Kissinger, the COPOLCO Secretary, noted the information – collected over the past three years – is available on request. Over time the quality of this data is being enriched and improved. This is a result of the TMB's Process Evaluation Group (PEG), which said it was important to follow stakeholder participation – of seven groups including consumers.

12. Participants said the information was helpful, also at national level, to know if mirror committees are covered. In the United Kingdom, there are 3 consumer reps for over 100 committees in the ICT area which highlights the challenges. Consumer representation is often in national level mirror committees to the international level, so hopefully this data will enable people working at the grassroots to connect globally even if they do not get to the international meetings. It was noted that the lack of participation at international level is often due to funding, where industry can afford to attend, there isn't the same support for consumers.

13. The WG thought that more attention should be made in highlighting new ways of participating which may boost participation; for example, making the COPOLCO Plenary and Workshops available via WebEx. This was previously attempted with a large working group and did not work: it is hard to engage people in large groups. It may be better for smaller, more coordinated, already acquainted groups. An ISO/CS task group is trying to make WebEx easier through inhouse training to facilitate its use by experts. Canada encourages use of WebEx at national level. The CPT group welcomes information on how Canada has been successful in making this work. COPOLCO must use and promote the tool or find something similar – it is imperative to give members options. Feedback is welcomed on what difficulties members encounter with the tool, and how to resolve them.

14. Improving the content and configuration of COPOLCO's website might also help. Suzanna Ersoy (SCC – Canada) remarked the website is difficult to navigate for outsiders and doesn't highlight all the important issues discussed and what comes out of meetings. We should look at how this online facility could be used better. Sadie Homer agreed social media and the newsletter are more useable/accessible. Something to consider – what information do you want on the site? What constraints are there within ISO for content on pages? Dana Kissinger welcomed specific comments and cases of use. It was thought that the main constraint is that information should be brief and to the point, with links to detailed information.

#### **ITEM 4 ISO DIRECTORY AND DATA COLLECTION TEMPLATE (WP 5)**

15. Dana Kissinger encouraged members to share case studies on consumer participation in ISO's online Directory for consumer participation.

16. This directory allows the sharing of best practices on consumer participation, funding sources, and areas which are important.

17. The 'input form', created by the CPT group and ISO's IT team, has information automatically completed and asks for:

- Country / NSB contact information / SDO Organisation / ISO member body;
- Stakeholder organizations that contribute to consumer interests;
- International standards for consumer participation (drop down list);
- List of consumer representatives;
- National structures for consumer participation (mirror committees, both technical and policy);
- Consumer priorities in standards development;
- Obstacles to consumer participation;
- Funding participation details (eg donor agencies);
- Useful websites;
- Additional information.

18. Care must be taken for the form to be completed by the right person, as the form filler is acting on behalf of the national standards body, for consumer interests eg the COPOLCO contact person in that country. Safeguards to protect emails and identities exist, and participants can choose what they wish to share.

19. The directory is currently being tested by the CPT group, and will be made live by the end of the year.

20. The output is exportable in Excel, and the aim is that in future it will be dynamically available through a public real-time website for anyone who wishes to access the information. This will be very useful moving forward.

21. Sadie Homer praised the useful tool to improve contact and recognition of who's working on consumer issues where, to better collaborate.

## **ITEM 5 REGIONAL CONSUMER ENGAGEMENT STRATEGIES (WP 6)**

22. Sadie Homer reported Canada, led by Norma McCormick, former COPOLCO Chair, had produced a document on regional collaboration. The engagement strategies document has been finalized and will be made available on the COPOLCO website. NSBs can post this on their own sites to show where consumers can participate regionally.

23. COPOLCO Chair, Ratna Devi Nadarajan, informed that the South Asia Standards Organization (SASO) is a new body interested in COPOLCO's work.

## **ITEM 6 COPOLCO MIRROR COMMITTEE GUIDANCE (WP 9)**

24. These documents should be made available to all new members to COPOLCO as well as online.

## **ITEM 7 SUCCESSION PLANNING (WP 10)**

25. Sadie Homer explained that Nicki Islic (CSA – Australia) has investigated what various NSBs are doing for succession planning, to find commonalities. Any more information is welcomed, so they can provide a short guidance to help COPOLCO members.

26. Best practice guide document for succession planning – Australia contributed to the document (CFA training, Young Leaders Program, CMC succession planning).

27. The distance learning [Consumers and Standards: Partnership for a better world](#) is ideal for new consumer reps, and is freely available online. Australia used this to formulate its own CFA training in March this year.

## **ITEM 8 TRAINING (WP 11 and 12)**

28. Sadie Homer and Dana Kissinger reviewed the training events given last year:

- The training held pre ISO COPOLCO Plenary 2015 reached around 12 developing countries.
- A regional training in August 2015: Dana Kissinger, Sadie Homer and David Bell (BSI – United Kingdom) presented at the first event of the African Organization for Standardization's consumer committee – the African consumer voice in standards (ARSO COCO) held in conjunction with ARSO's General Assembly in Ethiopia. This reached 50 delegates from Africa who were enthusiastic and keen to find out more.

- ISO Academy sponsored a training at Consumers International's World Congress in Brazilia: the Congress attracted over 400 attendees. ISO Acting Secretary-General, Kevin McKinley was interviewed on *Standards today: Regulation tomorrow*, on an increasing role for standards, and – since legislation increasingly refers to standards – to ensure consumers are there shaping standards at the start. Dana Kissinger ran very successful events: a morning training with developing countries, then a session open to the broader CI membership. There were many participants – standards bodies and consumers became mutually acquainted.

29. Discussion to cover future possibilities: Dana Kissinger stressed that the biggest take away is: synergizing with regional organizations makes a big impact. The ARSO contacts date from 2012: former COPOLCO Chair Norma McCormick had initiated a contact with the Secretary-General of ARSO which led to the invite to host the training event. ARSO then dedicated a full day of their annual event to consumer issues – this was unprecedented – and have set up a mirror committee. 80 people attended and COPOLCO has been invited back this year. Sadie Homer of CI has also been invited this year to speak on women in standards. This is a great result, the beginning of an ongoing relationship and sensitization of the importance of standards to the region and their participation in the global system.

## **ITEM 9 PROGRESS ON OTHER ITEMS IN CP WORK PLAN**

30. Sadie Homer re-iterated that building regional relationship opportunities must be seized.

31. ISO's Strategic plan 2016-2020 (WP 1) welcomes input on how COPOLCO can help build regional collaboration (WP 7).

32. A resolution was proposed to support ISO's strategic plan by inviting COPOLCO members to contribute to the data gathering initiatives (outlined above), and to highlight the importance of ongoing collaboration with the consumer movement in standards development.

## **ITEM 10 ANY OTHER BUSINESS FROM WGs**

33. Dana Kissinger noted this year, because of the unusual format of the event – combining forces with TMB for the joint ISO Services workshop – there was no time to schedule a training event or welcome event for new members to the plenary. Next time this shall be done.

## **ITEM 11 CONCLUDING REMARKS**

34. The actions summary and draft resolutions for plenary were prepared. Participants were thanked.

**COPOLCO Resolution 20/2016**

*Consumer participation and training group (1) – ISO Directory of consumer interest participation*

COPOLCO

notes the forthcoming launch of the revised and updated ISO Directory of consumer interest participation, including a new input form on participation,  
thanks the ISO/COPOLCO secretariat and IT team for completing this task,  
encourages all ISO COPOLCO members to complete the online form with detailed information to provide accurate and updated data to support COPOLCO's work,  
invites all ISO COPOLCO members to use this valuable resource.

**COPOLCO Resolution 21/2016**

*Consumer participation and training group (2) – CI World Congress*

COPOLCO

notes the outstanding success of the joint ISO and CI training, outreach and associated standards events at Consumers International's 20<sup>th</sup> World Congress,  
thanks the Swedish International Development Cooperation Agency (SIDA), the ISO Secretary General and ISO staff for their support in delivering the event,  
highlights the ongoing importance of collaboration with the consumer movement and with consumer stakeholders to build credible ISO standards.

**COPOLCO Resolution 22/2016**

*Consumer participation and training group (3) – MoU with the World Bank*

COPOLCO

notes the Memorandum of Understanding signed between ISO and the World Bank on 16<sup>th</sup> March 2016,  
emphasizes its mandate to raise consumers' awareness and involvement in the development, adoption and use of international standards that promote open, fair and transparent trade,  
further notes consumers are a key stakeholder with a significant role in the success of these activities,  
recognizes the lack of consumer participation at national and international levels, particularly in developing countries,  
asks ISO to draw the World Bank's attention to the need to engage consumers in their joint efforts to strengthen national quality infrastructures in achieving the UN Sustainable Development Goals.



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