



UNCONFIRMED MINUTES OF THE 36<sup>th</sup> MEETING OF ISO/COPOLCO ISO/COPOLCO N 99

15-16 May 2014, Milan (Italy)

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**COPOLCO Chair** Ms **Nadarajan** Ratna Devi  
**ISO Deputy Secretary-General** Mr **McKinley** Kevin  
**ISO Vice-President, Finance** Mr **Peyrat** Olivier

**Members**

<b>Argentina</b> (IRAM)	Mr	<b>Zucal</b>	Guillermo	IRAM
<b>Australia</b> (SA)	Mr Mr Mr Mr	<b>Dee</b> <b>Easton</b> <b>Furbank</b> <b>Meguerditchian</b>	Bill Robyn John Varant	Compliance solutions
<b>Brazil</b> (ABNT)	Mr	<b>Amorim</b>	Carlos	ABNT
<b>Canada</b> (SCC)	Ms Mr Mrs Mrs Mr Ms	<b>Bank</b> <b>Dulmage</b> <b>Ersoy</b> <b>Iafano</b> <b>Kingston</b> <b>McCormick</b>	Jeanne Rae Suzanna Maria Darryl Norma	CSA ULC Standards SCC  Chair - Consumer and Public Interest Committee - Standards Council of Canada
<b>China</b> (SAC)	Mr Ms Ms Mr	<b>Gao</b> <b>Cao</b> <b>Liu</b> <b>Zhang</b>	Jianzhong Lily Xia Liang	General Secretary – China Association for Standardization China National Institute of Standardization China National Institute of Standardization General Administration of Quality Supervision, Inspection and Quarantine of China
<b>Colombia</b> ICONTEC	Mrs	<b>Herrera</b>	Sandra	
<b>Cyprus</b> (CYS)	Mr	<b>Rossides</b>	Stamatis	

<b>Czech Republic</b> (UNMZ)	Mr	<b>Dupal</b>	Libor	Czech Consumer Association
<b>Denmark</b> (DS)	Mrs Ms	<b>Agger Møller</b>	Maibritt Helga	Danish Institute for Informative Labelling
<b>El Salvador</b> (OSN)	Mrs	<b>Gómez</b>	Ana Ella	
<b>France</b> (AFNOR)	Mrs Mr	<b>Coly-Dufour Reuss</b>	Ludivine Rémi	ALLDC AFNOR
<b>Germany</b> (DIN)	Ms	<b>Both</b>	Karin	
<b>Indonesia</b> (BSN)	Mr Mrs Mr Mr Mr Mr Mrs Mrs Mr Mrs	<b>Anas Arjakusumah Daturday Ginting Junias Lukijanto Metrawinda Ningrum Suprinyanto Zahir</b>	Arief Rifana Josquin Rela Michael Tunus Sukma Wawan Huzna	Coordinating Ministry for Economic Affairs National Consumer Protection Agency (BPKN) Financial Services Authority Ministry of Trade Coordinating Ministry for Economic Affairs Coordinating Ministry for Economic Affairs Financial Services Authority Indonesian Consumers Organization (YLKI)
<b>Israel</b> (SII)	Mr	<b>Peleg</b>	Ehud	Israel Consumer Council
<b>Italy</b> (UNI)	Mr Mr Mrs	<b>Compagnoni Lensi Mocchio</b>	Antonio Ruggero Elena	CNCU Italy
<b>Japan</b> (JISC)	Mrs Mr Mr Ms Ms Ms Mr Ms	<b>Kawamura Matsumoto Nakakuki Suzuki Tan Yamazaki Yoshizawa</b>	Makiko Tsuneo Takashi Takako Michelle Toshimasa Yuka	National consumer affairs center of Japan Japanese Standards Association Japanese Standards Association Tezukayama University Japan Technical Communicators Association

<b>Korea</b> (KATS)	Ms Mr Mrs Mrs Ms Ms	<b>Chang</b> <b>Kim</b> <b>Kim</b> <b>Lee</b> <b>Moon</b> <b>Song</b>	Keum Young Tae Wan Jaiok Suhhyue Eunsook Vokyung	
<b>Namibia</b> (NSI)	Mr Mr	<b>Gaseweb</b> <b>Kaakunga</b>	Erns Michael Riundja Ali	
<b>Netherlands</b> (NEN)	Ms.	<b>Ferro</b>	Imola	
<b>Norway</b> (SN)	Ms	<b>Murvold</b>	Merete H.	
<b>Singapore</b> SPRING SG	Mr	<b>Seah</b>	Seng Choon	
<b>South Africa</b> (SABS)	Mrs Mr Mr Mr Mrs	<b>Boloka</b> <b>Johnston</b> <b>Madzivhe</b> <b>Manaka</b> <b>Monyanga</b>	Lisbeth Clif Thomas Abner Emmah	SANCU NRCS National Regulator For Compulsory Specifications
<b>Sweden</b> (SIS)	Mr	<b>Henriksson</b>	Jens	The Swedish Consumers' Association
<b>Switzerland</b> (SNV)	Mr	<b>Vögele</b>	Jean-Marc	Federal Consumers Affairs Bureau FCAB
<b>Thailand</b> (TISI)	Mrs	<b>Hoonsuwan</b>	Thitima	
<b>Trinidad and Tobago</b> (TTBS)	Mr	<b>Williams</b>	Steve	
<b>United Kingdom</b> (BSI)	Ms Ms Ms	<b>Ferguson</b> <b>Heemskerk</b> <b>Metham</b>	Anne Christine Sue	
<b>USA</b> (ANSI)	Mr Mrs Dr Ms	<b>Boyles</b> <b>Hughes</b> <b>Pittle</b> <b>Thuner</b>	Michael Karen R. David Kathleen	U.S. Department of Commerce ANSI NACAA

### International / Regional organizations

<b>ANEC</b>	Mr	<b>Pindar</b>	Arnold	
<b>CI</b>	Ms	<b>Homer</b>	Sadie	CI
<b>OIML</b>	Mr	<b>Kool</b>	Willem	OIML

### ISO Central Secretariat

<b>ISO/CS</b>	Ms	<b>Kissinger- Matray</b>	Dana	Secretary of COPOLCO
	Ms	<b>Kerswell</b>	Katia	COPOLCO Secretariat
	Ms	<b>Emorine</b>	Madeleine	COPOLCO Secretariat
	Ms	<b>Tranchard</b>	Sandrine	Communication Officer

### Apologies:

Bahrain (BSMD)  
New Zealand (SNZ)  
Russian Federation (GOSTR)  
Slovenia (SIST)

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## ITEM 1 OPENING OF THE MEETING

1. The COPOLCO Chair welcomed the delegates to the 36th COPOLCO meeting.
2. Mr Ruggero Lensi (UNI - Italy) thanked delegates on behalf of UNI and Regione Lombardia.
3. One hundred years of standardization has achieved an important objective: every sector of society is using standards as solutions for a better life. Consumers are the largest stakeholder. The challenges for standardization are great and COPOLCO is the right place to address consumer issues. When ISO no longer needs a separate consumer committee, but has consumer representatives working in all its technical committees, then COPOLCO will no longer need to exist. This path is long. Three years ago, for the first time in its history, UNI decided to open access to consumers in important committees. Still, there are few experts representing consumers in standardization.
4. Kevin McKinley, Deputy Secretary General, thanked UNI for its staff, venue, and words. ISO is customer-focused; in its new strategy it is important to know how to position technology, the young generation, and consumers.
5. The Chair warmly thanked Mr McKinley, UNI, and Regione Lombardia.

## ITEM 2 ADOPTION OF THE AGENDA

6. SCC Canada added an information item under Any Other Business on the Réseau National de Francophonie (RNF).

## ITEM 3 MINUTES OF THE 35TH COPOLCO MEETING IN MALTA

7. The minutes were accepted as proposed.

## **ITEM 4 CHAIR'S AND SECRETARY'S REPORTS**

8. The Chair highlighted the outgoing Chair's and her activities: contacts with the African Organization for Standardisation's newly formed Consumer Committee (ARSO COCO); increased engagement with two of CASCO's groups: the Strategic Alliance and Regulatory Group (STAR) and Chairman's Policy and Coordination Group (CPC). One important outcome is the guidance on handling Management System Standards certification-related complaints. The Chair also participated in the development of ISO's Strategy 2016-2020 consultation, and in a workshop in Singapore on ISO's latest methodology 2.0 on how to assess the economic and non economic benefits of standards. She drew members' attention to a pilot project under the ISO Council: CERTO, a database of MSS-certified organizations.

9. The Secretary highlighted internal changes facilitating members' work. The migration to the ISOTC server also spurred interest in COPOLCO, with eight new ISO members joining, for a total of 124. The most recent is Dominica. ISO's Central Secretariat reorganization, the COPOLCO Secretariat reports to the Deputy Secretary General with other policy committees and technical committees, in the Standards Policy and Development (SPD). It will achieve better integration of work and greater interaction with technical policy. The new information portal, ISO Connect, is the main portal for interaction with the rest of the ISO system.

10. Expanding social media as a new means of strategic outreach is reaching new stakeholders and the wider public to communicate the benefits of standards and interest people in the work of ISO and COPOLCO. There are 1250 followers on Facebook and 913 followers on Twitter at @isoconsumers. This is a growth area. The Secretary invited those with a Twitter account to use #isob2c.

11. In response to a question from Ms Anne Ferguson (BSI - UK), Mr McKinley responded that ISO's training and outreach to improve members' communication and marketing includes social media and that this will be addressed in standards and training initiatives and reported to Council.

## **NEW WORK ITEMS AND ISSUES – GENERAL MATTERS**

### **ITEM 5 ISO 2016-2020 STRATEGY CONSULTATION**

#### **Planning and reporting methodology**

12. Ms Suzanna Ersoy (SCC - Canada) introduced a methodology for tracking COPOLCO's work in three parts: expected outcomes; performance indicators towards ISO strategic objectives, with target timelines or deadlines; and a reporting mechanism. The goal is to simplify the reporting mechanism, and to facilitate and orient COPOLCO's work.

13. Members welcomed the initiative and suggested including a contact person(s) responsible for the activity and for completing the template; target date; resources available. They further discussed "output" vs. "goal", and suggested to set the reporting deadline as March or early April to avoid vacations and busy periods in the Southern Hemisphere. The reporting methodology is a high-level planning tool from which specific, task-level and detailed working group plans could be derived.

14. The members further noted that COPOLCO's role is to bring consumers' viewpoint into ISO standards and that this directly supports some, but not all, of ISO's strategic objectives. The methodology remains flexible and is to report and track – not restrict – COPOLCO's work, to follow up effectively. It will allow COPOLCO to measure benefits achieved by developing countries, to set goals and ensure outcomes, and to achieve consistency among working groups.

15. Members agreed to develop the planning methodology further and to clarify the link between ISO strategy and consumer interests. The group passed Resolution 1/2014:

**COPOLCO Resolution 1/2014**

*Planning and reporting methodology  
COPOLCO*

*thanks the Convener of the Strategic Plan Implementation Group for the proposed COPOLCO planning and reporting methodology,*

*appreciates the proposal's intent to better demonstrate alignment of COPOLCO's work with the ISO Strategic Plan and track progress of COPOLCO's activities,*

*supports the intent of the methodology; and,*

*requests the COPOLCO Secretariat to note suggestions made at the plenary and to incorporate the approach into existing planning and reporting tools (e.g. ISO Connect).*

**ISO Strategy consultation**

16. Mr McKinley welcomed the link between the overall ISO strategy and its implementation, which will greatly boost COPOLCO's visibility among technical committees and working groups. He announced that ISO's governance is now developing ISO's 2016-2020 strategy. The Strategy and Policy Committee and Council members, including the COPOLCO Chair, developed the 2016-2020 Strategy consultation which went out to ISO members in April.

17. Mr McKinley said that ISO benefits from its strong membership and governance process, yet future challenges and strategic risks are emerging from political, legal, technological, environmental, economic and social forces.

18. An earlier Council-led business model analysis revealed two primary core risks: the loss of relevance and stakeholder engagement, and challenges to ISO's intellectual property. As a result, envisioning a successful ISO in 2020 entails excellent stakeholder management and customer focus; along with high recognition of ISO's intellectual property and its added value.

19. COPOLCO is being invited to comment on its role in helping ISO identify needs and implement standards. He added that there were several entry points to the consultation: through ISO members, partners in liaison, and through policy and technical committees. All input from COPOLCO is due by 21 July 2014.

20. In response to a question from Ms Tunus Metrawinda (BSN - Indonesia) on the challenges of private standards for ISO and especially developing countries, Mr McKinley explained that defining 'private' standards was not always easy. For example, ISO is private in one sense, as it is not a governmental organization, but it does provide a model of good practice in stakeholder engagement. The World Trade Organization's Technical Barriers to Trade (TBT) and the Sanitary and Phytosanitary Committees (SPC) have welcomed private standards as a useful tool for international trade. While other standards are intergovernmental (such as Codex Alimentarius), ISO standards are generally seen as supportive of their work. ISO promotes a good standardization process, distinct from that of other private standards, and it helps shape the SPC definition of "private standard" (see International standards and 'private' standards).

21. Ms Norma McCormick (SCC - Canada), supported by other members, observed that the Strategy consultation document has frequent references to the importance of stakeholder engagement, but that the term "consumer" does not appear at all, possibly because "customer" is meant to include "consumer". In view of the acknowledged strategic importance of stakeholder engagement, it was necessary to do more to encourage consumer participation at the governance, policy and technical levels, both nationally and internationally. Also see Agenda item 15, first paragraph, for reference to this concern.

22. Members further commented that:

- The consultation document needs to make a distinction between "customer" and "consumer"<sup>1</sup> as they are not the same; one useful basis for stakeholder definition could be the pre-defined seven categories of stakeholders used in the Global Directory.
- Industry and consumers have different expectations of the role of standards and different positioning: consumers looked to standards to ensure consumer protection and face technological and other barriers, whereas industry as the primary stakeholder uses standards as a way to open markets and have greater access to their development; they have a special responsibility to facilitate appropriate stakeholder input.
- At all levels, faster development of standards puts pressure on consumer participation and consensus-building, and consumer engagement with standards development is declining. Volunteers increasingly seek financial compensation for their work.
- Standards were very useful for benefiting society and that funding consumer participation helped enable this.

23. Mr McKinley thanked members for their comments and responded that ISO had every interest to support infrastructure that facilitates engagement. He further added that speed was an issue but that there were huge opportunities to eliminate waste in the standards development process and reduce voluntary time put in through better project management, better platforms and higher priority issues. He emphasized that ISO will lose its remit to be a standards organization if it loses stakeholder engagement. ISO has the ability to reach individuals that most private standards organizations cannot. The development of ISO 26000 on Social Responsibility was a case of ISO adapting its stakeholder engagement process. Finally, he underlined that National Standards Bodies needed to take responsibility for managing their stakeholders.

24. Mr Kevin McKinley concluded that members could use two channels to comment on the consultation document: through the ISO member, or as part of the COPOLCO consultation. The final, consolidated input from COPOLCO is due on 22 August.

COPOLCO passed Resolution 2/2014:

***COPOLCO Resolution 2/2014***  
*ISO Strategy consultation*

*COPOLCO*

*thanks the Deputy Secretary-General for his informative and comprehensive presentation on the ISO Strategy 2016-2020 consultation, and for the opportunity to participate in the process,*

*invites the COPOLCO Chair and Secretary to prepare the consultation to COPOLCO members by 16 June 2014, for responses by 21 July, in order to allow timely development of a consolidated COPOLCO position.*

<sup>1</sup> COPOLCO has defined consumer as "Individual member of the general public purchasing or using property, products or services for private purposes".

## ITEM 6 COPOLCO DECISION-MAKING PROCESS

25. Mr Varant Meguerditchian (SA - Australia) introduced COPOLCO 12/2014. Following the 2010 COPOLCO plenary, a Chair's Group task group surveyed working group convenors on how work gets done. Results showed everyone has a system; mostly aligned. The 2013 plenary resolved to make systems consistent through a simple process to create a documented trail of work. In November, the Chairs Group reviewed the template for new activity and decided to make it more understandable and accessible for all members, with a short instruction guide. The new activity template requests evidence of an issue, benefit to consumers and/or the community, linkages to existing standards work, and resourcing. Test cases include unit pricing, child-friendly banking and a furniture standard for heavier people.

26. Members supported the new activities template and process, and suggested using e-mail to expedite the process, align this form with the overall planning, include even informal evidence in applications, and for all members of COPOLCO to see and comment on the template and process.

## ITEM 7 REVISION OF ISO/IEC GUIDES

27. The Secretary, referring to COPOLCO 13/2014, mentioned that a major update of ISO/IEC Guide 14:2003, *Purchase Information on goods and Services intended for consumers* is in working draft stage, with new content taking into account technological advances. ISO/IEC Guide 41, *Packaging, Recommendations for addressing consumer needs*, **is in need of a convenor**. ISO/IEC Guide 46, *Comparative testing of consumer products and related services – General principles*, will close its consultation on 30 June. ISO/IEC Guide 50, *Safety aspects – Guidelines for child safety*, will conclude the Draft Guide ballot on 14 June. Recently published Guide 51, *Safety aspects – Guidelines for their inclusion in standards* is significant, far reaching, and underpins technical work in IEC and ISO. ISO/IEC Guide 74, *Graphical Symbols – Technical guidelines for the consideration of consumers' needs*, is in the working draft stage and depends on ISO/TC 145's definition of graphical symbols on safety of equipment. Through its representatives, COPOLCO made a valuable contribution to ISO/IEC Guide 82:2014, *Guidelines for addressing sustainability in standards*.

28. The TMB is considering the role and use of ISO/IEC Guides as a whole in the ISO system: For technical experts all guides are free for use within the scope of their ISO technical work. Some will be made publicly available immediately, others will be re-evaluated. Technical experts in ISO system will be surveyed to assess knowledge and use of ISO/IEC Guides.

29. Members offered the following comments:

- Get relevant TCs/SCs to participate in the guide revisions, e.g. to reduce ambiguity and improve their use in the standards effort.
- Guides are not well-known or easy to find: ISO Central Secretariat and ISO members should facilitate access to ensure wider availability. The Graphical Symbols database is already widely available on the Online Browsing Platform.
- COPOLCO's homepage lists guides relevant for consumers, but is hard to find: bring it forward and include it on ISO's standardization page as a basic reference set (see Standards Norway consumer homepage).
- The Secretary noted that, on the tension between protecting intellectual property and promoting wide dissemination: ISO's policy is to provide guides free if they are purely for standards writers, but not if they are intended for manufacturers.



## ITEM 8 SERVICES STANDARDIZATION

30. Ms Lili Cao (SAC - China) presented COPOLCO 14/2014 and proposed to revise ISO/IEC Guide 76, *Development of service standards – Recommendations for addressing consumer issues*, as a new chapter in service standardization:

- Revision was necessary; six years had already passed since publication;
- Service standardization is rapidly developing (Europe's CEN Guide 15:2012 is generic guidance for all service standards, as is China's GB/T 28222:2011, *General Principles for developing standards*); and,
- ISO's 2012 policy distinction between service and management system standards means Guide 76 needs management system references removed.

31. Ms Cao added that China is willing to support this work with its experience in service standards, for example SAC created a book Introduction to service standards development in 2008, has adopted Guide 76 and has applied it to 30 service industries. SAC has trained nearly 100'000 people, has a vice chair of TC 232, Learning services outside formal education, and is convening ISO 29991:2014, *Language learning services outside formal education – Requirements*.

32. The second proposal is to set up a working group on services in COPOLCO due to the economic importance of services: services exports grew by 2% in 2012 to reach USD 4.4 trillion. They are increasingly important for economic development and contribute a growing share of GDP and employment, including for developing countries. Of ISO's 19'777 standards only 700 (just 3.5%) are directly related to services; of 290 ISO TCs, only 20 (6.9%) are related to services – thus international service standardization lags the economic importance and volume of trade in services.

33. Ms Cao recommended to address service standardization at the international level, and that ISO/COPOLCO is the right place for the working group as consumers value services and can help identify market needs.

34. Members supported SAC's proposal and decided to:

### 1) For Guide 76

- solicit views from ISO committees (e.g. energy services and tourism);
- focus not only on consumer needs but also ensure business can use the guide more easily;
- clarify whether to cover public – not just private – services; these include electricity, water supply, fire and police services usually by local government and are not the same market as privately owned services;
- promote it via marketing to mirror committees in services;
- after revision, to decide on the need for a general services working group depending on Guide 76's scope;
- implement systematic review.

### 2) For the Services Working Group

- members appreciated China's leadership and agreed on the importance of services as a priority for standards;
- it is important to stay abreast of industry's evolving needs and emerging new industries; standards necessarily play catch-up yet can keep ahead;
- there are rising service complaints especially for after-sales services (prepaid services, health care and community care services);
- scope and relation to other working groups needs consideration, as do resources;
- involve experts from COPOLCO with experience e.g. with the CEN/CENELEC Guide;
- aim to integrate International and European Guides on services;
- to use the new activities template to narrow the scope, eliminate the duplication of work and

find market support.

35. Members gave unanimous support to launch systematic review for Guide 76, and to establish a task group to define the scope and form of a working group on services standardization.

COPOLCO passed resolution 3/2014:

***COPOLCO Resolution 3/2014***

*Standardization of services*

COPOLCO

*thanks* SAC (China) for its proposals to revise ISO/IEC Guide 76, Development of service standards – Recommendations for addressing consumer issues,

*decides* to launch a systematic review consultation for ISO/IEC Guide 76,

*accepts* in principle SAC's proposal to establish a new COPOLCO working group on standardization of services,

*requests* SAC to fill in a COPOLCO new activity template for the establishment of the working group in order to define its scope and other aspects, and avoid overlap with other working groups; for consideration by the COPOLCO Chair's Group,

*further decides* to set up a task group, composed of Norma McCormick (SCC – Canada), Elena Mocchio (UNI – Italy), Anne Ferguson (BSI – United Kingdom), and Arnold Pindar (ANEC – pending confirmation) to assist Lili Cao (SAC – China) in the development of the template proposal.

## **WORK ITEMS AND ISSUES – WORKING GROUPS, FUTURE MEETINGS**

### **ITEM 9 KEY AREAS FOR CONSUMERS WORKING GROUP**

36. Ms Merete Murvold (SN – Norway) as new co-Chair, presented the Project Overview, the Annual Report, handbook and template for new submissions (COPOLCO 15/2014 and its annexes). Mr. Steve Williams (TTBS – Trinidad and Tobago) was stepping down as co-chair of the group. Ms. Murvold warmly thanked Mr Williams for co-chairing the group for 12 years; group members and key persons for their support.

37. In November, the group decided to clarify its Terms of Reference, rename “priorities” as “key areas”, and launch a new Annual Report format to include active, emerging and watching brief areas, and published standards of consumer interest as a reminder. A new column will be added on the existence of consumer representatives. Volunteers from UK, France, and Norway will reformat and improve the accessibility of the document to reach more stakeholders, by allowing a more interactive format than PDF, e.g. to search by topic.

38. The new TC 290 *Online Reputation* established by ISO through AFNOR has been added. It has 10 P-members including China, Canada, Malaysia and European countries. The Key areas group encourages NSBs, particularly developing countries, to appoint consumer representatives to this committee.

COPOLCO passed Resolutions 4 and 5.

***COPOLCO Resolution 4/2014***

*Terms of Reference and title for Key areas for consumers working group*

COPOLCO

*approves* the new title and the revised Terms of Reference for the Key areas for consumers working group given in COPOLCO 15/2014.

**COPOLCO Resolution 5/2014**

*Key areas for consumers*

COPOLCO

*thanks the working group, Key areas for consumers, for its report and annexes appearing at COPOLCO 15/2014,*

*approves the Project Overview format, Annual Report and Handbook published with the report, expresses its sincere thanks and gratitude to Mr Steve Williams (TTBS – Trinidad and Tobago) for his long-standing service as co-chair of the group.*

**ITEM 10 CONSUMER PARTICIPATION & TRAINING WORKING GROUP**

39. Ms Anne Ferguson (BSI - United Kingdom) referred to COPOLCO 16/2014 and mentioned the group had agreed to merge the participation and training groups into one at the 2013 plenary meeting. She presented the terms of reference and revised workplan appearing as annexes.

40. Mr Guillermo Zucal (IRAM - Argentina) commented that funding is one of the biggest barriers for NSBs and consumers, consumers need support to come; building bridges requires resources. Three meetings, in Fiji, Geneva and Milan, addressed how NSBs can find funding for consumers through ideas such as a database of initiatives to increase consumer participation by NSBs and consumers.

41. Ms Anne Ferguson (BSI - United Kingdom) presented other activities: ISO's Directory of consumer participation is a benchmark to increase activity that lists many COPOLCO member activities with consumers. Extending this shared experience to include good case studies of consumer involvement at national level to share good practice is an important part of COPOLCO's role. For example, Canada's consumer engagement strategy is being tested, and Israel's debating and committee simulation workshops training techniques are to be shared.

42. In terms of boosting consumer involvement in technical committees, TC 229, *Nanotechnology*, set up a task group on consumer and societal dimensions and has surveyed TCs to see what is being done at national level to overcome barriers to consumers and societal organizations (full report available upon request). All countries have a COPOLCO-designated person, but not all share COPOLCO papers widely. Ms Caroline Warne (BSI - United Kingdom) has developed a list of good practices for designated persons and mirror committees.

43. This year there has been no DEVT/COPOLCO consumer participation training seminar.

44. COPOLCO passed Resolution 6 and Resolution 7.

**COPOLCO Resolution 6/2014**

*Consumer participation and training group (1)*

COPOLCO

*thanks the consumer participation and training working group for its report at COPOLCO 16/2014,*

*approves its continued activities as outlined in the work plan,*

*notes the success of Consumers International's e-learning course built on COPOLCO's Distance Learning Module, Consumers and standards, Partnership for a better world,*

*further notes the benefit of ISO/COPOLCO working in collaboration with Consumers International and its members to improve understanding of the role of standards in consumer protection, and the need for consumer participation in standards;*

*asks the ISO Central Secretariat to renew its efforts to increase consumer participation in standards and explore opportunities to use novel formats, such as CI's e-learning programme, for use with consumer and other stakeholders.*

**COPOLCO Resolution 7/2014**

*Terms of Reference for Consumer participation and training working group*  
COPOLCO

*approves the revised Terms of Reference for the Consumer participation and training working group, at Annex 1 to COPOLCO 16/2014.*

## ITEM 11      PRODUCT SAFETY WORKING GROUP

45. Dr Eunsook Moon (KATS - Korea) referred to COPOLCO 17/2014, thanked members and Ms Robyn Easton (SA - Australia). Activities since the last plenary generated over 100 pages; highlights are:

46. **Priority projects:** experts within the product safety group are also members of working groups revising ISO/IEC Guides. ISO/IEC Guide 51 has been published. ISO/IEC Guide 50 on child safety will be published later this year; ISO/IEC Guide 71 on accessibility is due late in 2014. The group had proposed a revision of ISO Guide 64 on environmental aspects, which ISO 207 will consider at its June meeting.

47. ISO/IEC Guide 51, *Safety aspects -- Guidelines for their inclusion in standards* was a successful test case of consumer representatives engaging positively with industry representatives to achieve good outcomes for consumers. The 2013 COPOLCO meeting had accepted a proposal to update horizontal standard ISO/IEC 82079, Part II on instructions for self-assembly products. Inadequacies of instructions raise product safety issues e.g. translation from a foreign language is common; detail is needed for assembly and maintenance instructions, especially in hot countries, where equipment deteriorates fast. Ms Christine Heemskeerck (BSI - UK) is on the subcommittee for safety aspects of bioethanol fuels and decorative fireplaces. Members are invited to comment on the NWIP, *Choking hazards of small components*, e.g. USBs.

48. **Action projects:** ISO 13830, *Guidance on voluntary labelling for consumer products containing manufactured nano-objects*, was published late in 2013. For consumer products there was a significant update to load limits for products, especially portable items. There is a new Australian standard, and support for this project.

49. **Liaison projects:** The group supported ANEC on the IEC 60335 Exclusion Clause to lower temperature limits for external surface temperatures of household products such as ovens. For remote-control ride-on cars, the group lobbied successfully to get Annex G added to IEC/EN 62115, Electric Toy – safety, to address safety concerns for children.

50. **Watching brief projects** include harmonization of safety standards, the ISO toy standard, chemical hazards in consumer products.

51. **New safety concerns:** cheap i-Chargers e.g. for iPads and iPods are not just a counterfeit issue but one of cheap brand names. An investigation found standard EN 61558 to be relevant, so members were invited to comment on whether this needs attention. The group supported an international standard for non-slip mats especially for elderly, young, disabled customers. For example, ads emphasize mats “dry instantly” but they have no slip resistance. British standard BS 8445:2012 is a relevant standard. Members are asked to advise if this was a safety issue.

52. Members added safety concerns for 2015: Children left in cars by adults (Israel), Risk assessment for calculation (China); children getting trapped, and dying in, top-loading washing machines; and standardizing chargers, and the preparation of instructions to explicitly consider safety and proper behaviour by proper maintenance and disposal.

53. Mr Rémi Reuss (AFNOR - France) noted France's Commission for Consumer Safety, a public agency which gave recommendations on children accidentally left in cars.

54. In response to a concern raised by Mr Carlos Amorim (ABNT - Brazil) regarding COPOLCO's involvement with **bioethanol fuels**, which is regulated in Brazil, Robyn Easton noted that the concern is with decorative fuels causing many accidents globally, not regulated bioethanol

fuels. Mr John Furbank (SA - Australia) volunteered to explore the issue with Mrs Jaiok Kim (KATS – Korea).

55. COPOLCO passed Resolutions 8, 9 10, and 11/2014.

**COPOLCO Resolution 8/2014**

*Product safety working group (1)*

COPOLCO

approves the Terms of Reference for the Product safety working group proposed in COPOLCO 17/2014,

notes the addition of the phrase, "and emerging issues" added after the third bullet point, and the addition of "to coordinate with IEC on safety issues for common areas of interest".

**COPOLCO Resolution 9/2014**

*Product safety working group (2)*

COPOLCO

thanks the Product safety working group for its report at COPOLCO 17/2014, and for its contributions to the development, promotion, and revision of ISO/IEC Guides with a consumer focus,

notes expected publications in 2014 of the revisions of ISO/IEC Guides 50, Safety aspects – Guidelines for child safety in standards; Guide 51, Safety aspects – Guidelines for their inclusion in standards; and Guide 71, Guidelines for standards developers to address the needs of older persons and persons with disabilities.

**COPOLCO Resolution 10/2014**

*Product safety working group (3)*

COPOLCO

notes the draft NWIP ISO/IEC 82079-2, Preparation of instructions – Structuring, content and presentation – Part 2 – Provisions for instructions for self-assembly products,

further notes the draft NWIP, Choking hazards of small component parts,

invites the Product Safety Working Group to consider incorporating suggestions made at the plenary, and produce final versions;

requests submission of the final versions of both New Work Item Proposals to the TMB.

**COPOLCO Resolution 11/2014**

*Product safety working group (4)*

COPOLCO

thanks the Product safety working group for its scoping document on decorative fireplaces,

notes the recommendation to await further work until after the related European standard is released,

further notes the recommendation not to proceed with work on bioethanol fuels,

recognizes the importance of other safety issues presented at this gathering,

approves continued activities in the area of product safety as discussed at this plenary,

invites the group to submit a progress report for members' consideration at the 2015 COPOLCO meeting.

## ITEM 12 CONSUMER PROTECTION IN THE GLOBAL MARKETPLACE WORKING GROUP

56. Mr Bill Dee (SA - Australia) presented highlights from the group's report (COPOLCO 18/2014):

57. **Mobile banking** is growing exponentially, especially in developing countries, for example, Kenya and India. The OECD is working on security breaches, data protection, dormant assets. ISO/TC 68, *Financial services* was working on mobile issues mainly from a technical view. CI's Robin Simpson represented consumer interests by bringing in basic consumer protection concerns (contract terms, transparency, complaints, dispute mechanisms). COPOLCO passed Resolution 13/2014.

***COPOLCO Resolution 13/2014***

*Financial Services*

COPOLCO

*invites its members to encourage support and input of consumer views into the forthcoming*

*Committee Draft of all parts of ISO 12812, Mobile financial services.*

58. **Consumer product warranties:** This is mainly a developing country issue as they lack regulatory regimes; there is an Egyptian standard on this. Mr Dee called for leaders for a NWIP. Mr Clif Johnston (SABS - South Africa) offered to provide the secretariat if anyone **twins** to provide leadership.

59. **Counterfeiting:** The group sent a letter to the International Consumer Protection and Enforcement Network (ICPEN) to see if it can partner with COPOLCO. Partnerships are especially important in global markets – for example the OECD CCP benefits consumers. A consumer poster will be produced by ISO/CS and circulated electronically to ISO members to give consumers information on how to avoid counterfeit goods. COPOLCO passed Resolution 14/2014.

***COPOLCO Resolution 14/2014***

*Counterfeit goods*

COPOLCO

*requests its members to coordinate the participation of consumer representatives in ISO/TC 247 Fraud countermeasures and controls, to promote the consumer perspective in the drafting of standards on anti-counterfeiting,*

*encourages consumer representatives to become involved in their NSB's TC 247 mirror committee deliberations to put forward consumer views on this standard.*

60. **Unit pricing:** Mr John Furbank (SA – Australia) introduced the completed new activity template and explained that unit pricing is price by unit of weight so people can compare items more easily. One of the oldest consumer protection areas is legal metrology, but in the last fifty years manufacturers decided to reduce quantities rather than increase price of products. They know their margin, but consumers find it more difficult to compare products. A Canadian survey showed that most vulnerable people need unit pricing the most. Legislation and unit pricing technicalities vary globally, which is an issue when international companies have branches in different countries with different systems; this can confuse clients. COPOLCO passed Resolution 15/2014:

***COPOLCO Resolution 15/2014***

*Unit pricing*

COPOLCO

*thanks the unit pricing task group for its report; and,*

*approves the development of a NWIP proposing the development of a guideline standard on unit pricing at Annex 3 to COPOLCO 18/2014.*

61. **Consumer vulnerability:** The United Kingdom call for support from NSBs and CI to revise its national standard BS 18477. Ms Anne Ferguson (BSI - UK) said the UK is concerned that it does not have sufficient support by service providers although regulators are interested. So it wishes to see if the problem is with the existing standard, or demand from service suppliers – and to gauge support for an international standard. CI has interest in a webinar to get international views on this topic and can sponsor/send speakers. ANEC, Canada, and the European Commission have papers, and this is a potential workshop theme for 2015. COPOLCO passed Resolution 16/2014:

**COPOLCO Resolution 16/2014**

*Consumer vulnerability*

COPOLCO

*recognizes the need to engage stakeholders, including service providers,*

*notes such efforts at national level in the United Kingdom for BS 18477, Inclusive service provision– Requirements for identifying and responding to consumer vulnerability,*

*invites its members to solicit feedback on BS 18477 among national stakeholders to gauge its potential appeal as an International Standard,*

*requests the global marketplace working group to monitor national activity and feedback, supports the proposal to hold a COPOLCO workshop on consumer vulnerability in 2015 to consider the feasibility of standards in this area.*

62. **Child and youth friendly banking products certificate:** this proposal divided members' opinion. Even in a financially sophisticated society, there are lots of issues with consumer loans; financial literacy is inadequate among consumers. The members rejected the idea of a certificate and decided to evaluate interest in a project on financial literacy.

**COPOLCO Resolution 17/2014**

*Child and youth friendly banking products*

COPOLCO

*notes the comments appearing at Annex 6 to COPOLCO 18/2014 and those made at the fringe and plenary meetings,*

*decides not to pursue work on child and youth-friendly banking products,*

*requests the global marketplace working group to develop a COPOLCO new activity template on financial literacy for young consumers.*

63. **Customer Contact Centres:** Dr Clif Johnston (SABS - South Africa) expects a CD part I and II of ISO 18295 by June; and publication next year, for organizations employing services of customer contact centres. Members noted the term had translation issues and suggested calling customer contact centers "call centers".

64. **Energy Services:** The TMB assigned TC 242 for *Assessment and improvement of energy services to users*. A dedicated workgroup's first meeting is in June in Chile. The Secretary indicated that she would check the status of the call for experts.

65. **Compliance programmes:** There is support by the compliance profession for this important standard on how to operationalize existing laws in practice in a firm, with the Secretariat at Standards Australia. ISO/PC 271 calls for comments on the DIS to be reviewed in July, and the standard should be published by end 2014. COPOLCO passed Resolution 12/2014:

***COPOLCO Resolution 12/2014***

*Terms of reference for the Global marketplace group*

*COPOLCO*

*approves the Terms of Reference proposed in COPOLCO 18/2014 by the COPOLCO working group, Consumer protection in the global marketplace.*

## **ITEM 13      2014 WORKSHOP – RESULTS AND FOLLOW UP ACTIONS**

### **WORKSHOP RESULTS**

66. Dr Clif Johnston (SABS - South Africa) summarized the *Building Confidence in a business-to-consumer relationship* workshop on 14 May 2014, organized with UNI and Regione Lombardia, leading up to the Universal Exposition in Milan 2015. The presentations and summary are available on ISO.org.

67. In the first session, on how standards can help suppliers communicate effectively about goods and services;

— Mrs Amanda Long, Secretary-General of Consumers International, confirmed a standard is needed as business cannot be trusted when its sophisticated marketing conflicts with consumer interest e.g. through "open to interpretation claims", mounting small print, and triggers for impulsive click and buys; and NGOs, though often more trusted, have financial limitations.

— Mr Kevin McKinley, Deputy Secretary-General of ISO, overviewed solutions such as COPOLCO-initiated product safety guides; ISO/TS 14067 on the environment; ISO/TS 13830 on nano-objectives; and ISO 26000 *Corporate Social Responsibility* on responsible communication that help suppliers communicate effectively.

— Mr Fabrizio Giampietri of IKEA, Italy, explained how creating safety compliance of more than 9500 products involves an inclusive, proactive and reactive process – using laws, standards and customer feedback – and the importance of dialogue.

— Mr Toshimasa Yamazaki of the Japan Technical Communicators Association spoke of how all products have a limited life span, yet often are used for a long time by consumers (based on a Japan survey). What can help is: labels to show the date of production and other information; and to convince marketers to say what the consumer needs to hear.

In the second session on effective consumer information,

— Dr Jonathan Freeman, Professor at London University, revealed information overload can lead to poor decisions; consumer information is an alternative to direct or no regulation; quality matters more than quantity; transparency is 'meaningful, accurate and comparable', and that this is prime area for an international standard.

— Mr Ruggero Lensi of UNI, Italy, discussed how 'second party' assessment by users and customers is not yet recognized – yet there are new participatory systems models around the world that combine *all* the different types of assessment, such as the UK's Care Connect.



— Mr Andy Foster of the Trading Standards Institute, UK discussed whether consumers can trust the trustmarks, and how cobranding affects trade. Trust must be delegated as consumers don't have the expertise to judge claims; standardization can ensure the authenticity of online reviews, second party assessment, and the need for trust in good regulation, to reduce confusion in the market.

— Mr. Aurélien Dubot of Bazaarvoice, UK maintained that social media activists are vigilant and intolerant of deception and will punish companies that are not open and honest, so authenticity is necessary. Authenticity allows companies to survive if they are transparent. He cited several case examples of companies that were sanctioned for manipulating their online ratings.

68. Discussion groups found six top criteria for communication: price, reputation, brand, guarantees, maintenance, safety, quality and social impact (energy rating, environment, employment). Communication is more than just giving information; it is making it meaningful, relevant, and timely.

69. The prevalence of online purchases varies internationally and information overload causes poor decisions. IISO standards are useful in ensuring transparent and independent reviews. Guide 14 on purchase information aimed at standardizers can be adapted to a different audience such as businesses. Transparent models boost confidence: it is important to have independently funded organizations and independent reviews by consumer organizations.

70. Confidence and trust are two-way processes: surveys tend to serve businesses more than consumers – feedback systems are often of no use to consumers or of mixed value. There may be value here for a standard on a customer feedback system.

## **FOLLOW UP ACTIONS**

71. Members agreed that a useful output would a standard on effective two way communication between the consumer and the supplier, with possible separate guidance a reliable customer feedback system and considering the relationship between this proposed standard and the scope of the newly established ISO TC 290, *Online reputation*.

72. A standard could draw on:

- ISO 10008's *Guiding principles of a complaints system*, for its 10 principles in communication eg visibility, accessibility (visual information is both), in different channels for different target audiences.
- ISO 26000 guidelines on how to communicate responsibly with consumers.
- Outcomes for the revisions of ISO/IEC Guides 14 and 46;
- Findings of UNEP project on communicating sustainability claims to consumers in advertising, including information on funding sources
- CASCO "Toolbox"

73. It could address:

- Key principles fundamental for providing information for consumers about claims (no "cherry-picking" of information), adapted for product or service type (essential or luxury)
- Guidance to consumers on how to find information from a trusted, independent third party (consumer magazine or organization)
- Guidance on the type of information that is important to consumers (e.g. hazards and risks),
- Description of the context of the information environment (social media) and guidance to consumers on how to judge the credibility of this information
- Guidance on communicating about repairs, warranties, and other after-sales service
- Guidance on harnessing ongoing user feedback about the product (service)

- Using "Meaningful, accurate and comparable" as basic principles for deciding what to communicate.
- Presentation is as important as the content for effective communication.
- Include businesses advertisers as stakeholders in the development of this standard.

74. Members agreed the scope is not just businesses communicating but also what the consumer wants to know. The importance of two-way communication, establishing the transparency and feedback loop, as part of the project scope was agreed. The members passed Resolution 18/2014.

**COPOLCO Resolution 18/2014**  
*2014 COPOLCO Workshop*

**COPOLCO**

*thanks the panel chairs, speakers, facilitators and rapporteur for their contributions to the workshop, Building confidence in a business-to-consumer relationship: roles and expectations, notes the valuable content of the presentations and discussions made during the workshop,*

*emphasizes the importance of effective two-way communication and building trust between organizations and consumers,*

*notes the relevance of other Guides and International Standards in the context of this proposal,*

*decides to establish a task group to examine the feasibility of an international guidance standard on two-way communication between organizations and consumers, composed of representatives from Australia, Canada, Germany, Korea, the United Kingdom and United States, led by Australia, taking into account the plenary discussions,*

*requests the group to report back to the COPOLCO Chair's Group before 15 October 2014.*

## **ITEM 14 VENUE AND WORKSHOP THEME 2015**

### **Meeting venue**

75. COPOLCO has travelled for 15 years; this will be its first meeting in Geneva, Switzerland, since 1996. Geneva is an international hub of humanitarianism, and this will provide a chance to interact with others at ISO's Central Secretariat.

76. Members are invited to check the dates for next year's meeting, planned on **12-15 May 2015 at Hotel Moevenpick**, near the airport. Members confirmed that BEUC will hold its meeting the following weeks.

## Workshop themes for 2015

### 1) Vulnerable consumers

77. Most members supported the proposal appearing at COPOLCO 19/2014 to hold a workshop on "vulnerable consumers". This addresses the state of a consumer being vulnerable at any time in their life eg the elderly, disabled, children, but there may be wider scope: all are vulnerable at one time or situation or another e.g. when uninformed. The special needs of sub-populations are often forgotten. Members agreed the concept of vulnerability is broad, and needs clarification.

- The concept builds on Canada's vulnerability system for people not accessing services, e.g. recently arrived immigrants, the unskilled, the elderly, the unemployed. It addresses access to essential services such as utilities and hardship policies during hard times.
- The concept addresses how consumers are protected in society, how they access essential services during periods of vulnerability, and how to make sure standards reflect the needs of the elderly and disabled. Many businesses provide essential services; but might not identify when consumers have difficulties and how to help them cope with this (link with social responsibility).
- A UK standard on access to services already exists. COPOLCO is considering the applicability of the UK standard.
- Creating standards at the international and national level could address vulnerability affecting many people. For example, serving the elderly is a national and international challenge.
- There is so much work is on special needs, what would be the objective?

### 2) Strategy 2020

78. Some members were favourable to re-examining the role of the consumer in 2020. It could develop high level planning activity for COPOLCO work based on a strategic outlook of where COPOLCO wants to be in 2020 and drawing on the ISO Strategic Plan exercise.

- It would be possible to include vulnerable consumers as this spans many areas eg liberalized markets, access to justice, transport, financial services. COPOLCO could look at future strategy in relation to future priorities of COPOLCO in relation to ISO strategy, addressing vulnerability as a subset of this.
- ANEC found a similar exercise beneficial. COPOLCO has not done this yet. Members suggested speakers from the UK Forum for the Future, Futures Foundation, and others, to produce a logical extrapolation of trends that will bring out vulnerabilities and issues.
- Other members favoured tying the theme with the United Nations theme of the year, and holding a separate additional meeting for the vision and strategy.

79. Members showed difference in opinion so a consultation will go out on the two strongly supported themes of consumer vulnerability and the vision of the consumer in 2020 (strategic exercise).

**ACTION:** The Secretariat will consult members on these items, check interest by the Swiss member host and discuss with the Chairs Advisory Group for decision.

## ITEM 15 ADDRESS BY ISO's VICE-PRESIDENT OF FINANCE

80. Mr Olivier Peyrat greeted members and addressed the absence of the term 'consumer' within ISO's strategy consultation. He emphasized that consumers are legitimately addressed by the ISO's President's Committee. 'Consumers' covers civil society and NGOs. Mr Peyrat said that he would raise members' concerns with the ISO Vice President (Policy).

81. Consumers are a key stakeholder as they are able to identify trends. He commended COPOLCO's work; when ISO 26000, *Social Responsibility*, was founded through consumers' voice, there were strong reactions but in the end most stakeholders supported it.

82. The credibility of standards relies on the effective engagement and commitment of consumers. If consumers do not buy in; this will not happen. Standards can create the end game through proper consumer involvement in the standardization process.

83. Mr Peyrat mentioned that as CEO of an ISO member he knew the dynamics involving consumers. It is hard for consumer bodies to find volunteers; there are issues such as with language and lack of resources. It is the responsibility of all NSBs to support consumers, and to exchange views and best practices to improve practices and participation. It is important for NSBs to get feedback; their network ensures that dialogue must and should happen. Awareness by consumer organizations helps new topics emerge. Online reviews was one area where positive dialogue with consumers led to the interest of industry and service providers.

84. In France, current concerns center on the 'silver economy', the aging population's evolving needs and new demands for housing and services. Mr Peyrat pointed out that, often, the first reaction from consumers is to demand regulation, but a good standard might do the job better. Before reacting too quickly and demanding regulation, investigate the "other way" provided by standards. To raise consumer awareness of ISO strategy and consider ways to access funding, for example, France has funding initiatives that promote consumer awareness, leveraging partnerships with training. Crowdfunding might be helpful in due time. It is important to share practices and failures to learn. ISO as a membership organization makes this easy.

85. There are challenges. The proliferation of specifications leads to incompatible certifications and standards eg phone chargers. A vivid example is XML. 7-8 years after its introduction, ISO created a single standard to share files without limitations or borders.

86. Social media's importance was mentioned earlier, this is important for business model and copyright issues. Copyright is very important. If standards are available for free, there is a chance big companies will take over the process; we need to ensure consumers keep a stake.

87. Increasing complexity provides opportunities for standards to shine and provide solutions. Access to personal, secure, data enables any doctor to access their patients remotely is an example where standards are immediately needed. This is a small sample of the many activities under the ISO roof, but illustrates the challenges and the future challenges for the next generation.

### Funding and Business Model Questions

88. Mr Guillermo Zucal (IRAM - Argentina), Consumer Participation Group co-Chair, pointed out that funding is a key issue for consumer participation in consumer organizations and NSBs. He asked where NSBs can look for funding.

89. Mr Peyrat responded that ISO cannot directly fund consumers but can share ideas. AFNOR charges companies for participating but never consumer organizations. Some organizations do not participate, yet benefit in the long term from standards e.g. insurance companies with their long term risk mitigation. It would be useful to dialogue with such organizations for partnerships or sponsor. Sponsorship or direct help from a given foundation or company could be explored. Council would need to consider the idea of using sponsorship opportunities for standards development.

90. Mr Ruggero Lensi (UNI - Italy): asked whether ISO could change from a business-to-business model to a more public or private one since it is working with consumers on services and social aspects, and how to provide knowledge to consumer representatives to face the superior knowledge of industry

91. Mr Peyrat suggested engaging younger retired persons who have worked in industry until their retirement, with guidance on "what you should know to engage in standards".

## **INFORMATION ITEMS**

### **ITEM 16 LIAISONS**

#### **16.1 CONSUMERS INTERNATIONAL**

92. Ms Sadie Homer (CI) praised the standards community and supporters in her report (COPOLCO 20/2014), encouraging members to join CI's network for work on standards and more topics at international level.

93. Consumers International E-learning developed with ISO/COPOLCO's Consumer Participation and Training group worked extremely well with participants from Africa (13), North America (2), the European Union (11), North Africa and the Caribbean (16) and Middle East (11). Despite time differences, this was excellent participation from CI members and others keen to access and share this knowledge. It was good use of ISO/COPOLCO's baseline course to engage standards bodies and CI members working in the standardization process. There are many ways to use this tool effectively. E-learning could be applied to more areas e.g. a course for ISO chairs or project managers to highlight the value of consumers to standards.

94. CI works in many fields in international forums. CI is interested in energy and water and access to these essential services. 6.8 billion people owned a mobile phone in 2013, with huge consumer issues. The United Nations Consumer Protection Guidelines are being revisited and CI is campaigning to include financial services and digital rights. CI will be promoting consumer health at the World Health Organization.

95. Ms Homer praised the ISO 26000 *Social Responsibility* post publication meeting. It helps consumers to have mirror committees established during this process to ensure a multistakeholder, equal, fair process. Of 124 NSBs only 34 responded to the systematic review – this is disappointing given high interest. NSBs need to know how to better respond and engage in these important processes to ensure a timely, engaging, response rate.

96. Ms Homer thanked CI members and NSBs whose support allow CI representatives to attend and have a good impact at this meeting.

#### **16.2 ORGANIZATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD) COMMITTEE ON CONSUMER POLICY (CCP)**

Participants noted the report.

#### **16.3 INTERNATIONAL ORGANIZATION FOR LEGAL METROLOGY (OIML)**

97. Mr Willem Kool (OIML) had no additional comments to COPOLCO 21/2014.

### **ITEM 17 REGIONAL DEVELOPMENTS AND INITIATIVES**

#### **17.1 EUROPEAN STANDARDIZATION: ANEC**

Mr Arnold Pindar (ANEC) thanked Ms Sadie Homer (CI) for her strong support, and raised concern about the intent to lower standardization work time. Consumers and SMEs cannot commit to faster standardization. The extreme result is big business domination; they can afford the time and resources; in the extreme ISO will become a private consortium. He explained that we need to get

it *right*, speed is not critical. Further speeding up can compromise the unique selling point of standards being multistakeholder.

European legislation for Consumer Products and Market Surveillance is in process; the European Parliament has adopted both. For the Product Safety Regulation, the European Parliament has voted to improve traceability and introduce a pan-EU database which ANEC has campaigned for for a long time, also for vulnerable consumers. ANEC hopes it will not be diluted when adopted. The Consumer Product Directive on the country of origin of products has, in particular, caused tension between importing and exporting nations. ANEC hopes there will be no further delay as these regulations will greatly benefit consumers.

***COPOLCO Resolution 19/2014***  
*Safety of household appliances*

COPOLCO

*refers to its (Plenary) Resolution 21/2013 on the safety of household appliances for all consumers (removal of the “exclusion clause” in the IEC 60335 series of standards),*

*thanks Mr Arnold Pindar (ANEC President) for his report on ANEC activities and in particular for its efforts in removing the “exclusion clause” in the EN 60335 series of standards on safety of electrical household and similar appliances,*

*notes progress made by IEC/TC 61, Safety of household appliances, on the issue of surface temperature levels of household appliances, which is of particular importance for older consumers and children (revision of IEC 60335 Parts 2-3, 2-9, 2-23, 2-43 be to be in line with IEC Guide 117),*

*encourages COPOLCO members to continue to support the IEC/TC 61 revision of the relevant IEC 60335 series of standards on the safety of electrical household and similar appliances, based on CENELEC's work to take the needs of vulnerable consumers into account, and to adopt lower surface temperature limits for IEC 60335 Parts 2-3, 2-9, 2-23, 2-43 in line with IEC Guide 117.*

## **17.2 ASIA-PACIFIC: AP COPOLCO**

98. Ms Suhhyue Lee (KATS - Korea) presented highlights of seven Asian countries that have shared information to improve consumer participation and education. The participation rate is still low as there is a lack of awareness and lack of accessibility of sources of information. So **Japan** plans to grow customer representation in standards committees by 1500 people and has revised the Japanese standard for child safety. **Indonesia** ran public initiatives for a customer focus group and discussion to increase awareness; **Singapore** joined the National Consumers Association, the government enacted the right to repair defective goods or get replacements at a fair price; and indicate country of origin for safety and consumer choice. The Product safety standard will cover all standards, using the US or ISO standard when applicable. **Malaysia** ran an education programme drawing on an international network to train primary and secondary school teachers and students. **Thailand** collaborates with schools, especially for safety standards. Its NSB, TISI, has been restructured to include consumers in the marketplace and sufficient economy work based on ISO's NSB survey to balance sustainability at all levels. **Australia** is training younger consumer representatives and has a more comprehensive complaints mechanism for Asian members, with guidelines of 11 outputs and workshops in Bangkok and Japan. **Korea** has a government policy for consumer friendly standards for consumer participation, NGOs, social service etc to input directly by SMS their choice of three items for standardization related to consumers. It also has a Product Safety certification system and safety certifications for suppliers.

99. Ms Lili Cao (SAC - China): **China** finished revising its law for the protection of consumer rights and interests on March 15, 2014, to be stricter. China's 2013 National Strategy impacts

standards in various sections on strategies for urbanization, health and elderly services. Each strategic plan mentions standards many times; China will encourage standards in these fields. China's Consumer Association uses Guide 46 – now in revision – to conduct its yearly comparative testing, and is participating in standardization projects such as services and product safety, and improving the health industry.

### **17.3 LATIN AMERICA: COPANT CT 153**

100. Mr Guillermo Zucal (IRAM - Argentina): COPANT covers a wide region from Argentina to Canada, with different nations, economies and agendas of private and public standards. Distance causes issues but meetings occur through designated COPOLCO persons. 70% of NSBs have a consumer or COPOLCO mirror committee, 80% have a designated COPOLCO contact; 70% of consumers are participating.

101. NSB programmes include: Canada's Strategic Plan on Consumer Participation; the US and Peru's translation and adoption of consumer guidelines; Argentina's monthly consumer committee meetings; Bolivia's national events with a national consumer agency. El Salvador and Mexico are trying to create their consumer committees, and hope to enhance collaboration with COPOLCO.

### **WRITTEN REPORTS TO NOTE**

#### **ITEM 18 ISO AND IEC BODIES OTHER THAN COPOLCO**

102. TMB, CASCO and DEVCO reports were noted.

#### **ITEM 19 COPOLCO'S WORK PROGRAMME REVIEW**

103. The Secretary mentioned that the work programme (COPOLCO 29/2014) is approved by the ISO/Council. It in two sections; a yearly general plan and ongoing activities. The programme will be updated with comments from this meeting for Council approval for 2015. This may be the last time the work programme is done it this way; the process for increasing transparency may impact the presentation and development process.

#### **ITEM 20 ANY OTHER BUSINESS**

104. Mr Darryl Kingston (SCC - Canada) presented the Réseau National de la Francophonie (RNF). Established on 15 March 2014 ti currently has 75 members in 27 countries on 3 continents, Europe, Asia and Africa. Its priorities in education and sustainable tourism are relevant to COPOLCO, and it is establishing a consumer component. Its secretariat is in Canada.

### **Concluding remarks by the Chair**

105. The Chair thanked participants and the host, and reiterated that Regione Lombardia welcomes participants to its 2015 Universal Exposition in Milan from May to October on feeding the planet and energy for life, addressing how to feed humankind and achieve sustainability in land, water, air. COPOLCO passed Special Resolution 1/2014.

#### **COPOLCO Special Resolution 1/2014**

*Thanks to UNI  
COPOLCO*

*expresses its deeply felt gratitude and thanks to the Ente Nazionale Italiano de Unificazione (UNI) and to the Regione Lombardia for its dedicated support, outstanding hospitality and excellent arrangements, which contributed to an outstanding 2014 meeting week.*