



International Organization for Standardization
Organisation internationale de normalisation
Международная организация по стандартизации

Ch. de Blandonnet 8 | CP 401, 1214 Vernier | Geneva, Switzerland | T: +41 22 749 01 11 | central@iso.org | www.iso.org

Your ref.
Our ref.

COPOLCO N552

Date

2020-12-10

**TO THE MEMBERS OF COPOLCO AND
ORGANIZATIONS IN LIAISON**

COPOLCO 2021 Work Programme

Dear Sir/Madam,

We are pleased to inform you that the ISO Council has approved by correspondence the 2021 COPOLCO work programme, as per Council resolution 51/2020.

The programme has been uploaded on the TC server and is available [here](#) and also at annex to this letter.

Yours faithfully,

Dana Kissinger-Matray
Committee Manager, ISO/COPOLCO

Annex – Approved COPOLCO 2021 Work Programme



DRAFT 2021 COPOLCO WORK PROGRAMME

Regular task		Actions	Expected result	Target
1.	NO	Develop an overarching long-term COPOLCO Strategy that is aligned with the ISO Strategy 2030, for presentation to the 2021 Plenary	A COPOLCO 2030 Strategy that contributes to the success of ISO's goals and priorities, according to COPOLCO's mandate	April 2021
2.	YES	Develop an implementation plan for the COPOLCO Strategy 2030	A COPOLCO 2030 strategy implementation attaining COPOLCO's strategic objectives that contributes to the success of ISO's goals and priorities	December 2021
3.	YES	Identify global market activities that cause harm to consumers or where good practice could build consumer confidence in new and emerging technologies, where ISO deliverables can provide a solution	Proposals for ISO standards that provide consumer protection in global markets and drive consumer trust in new technologies, according to market need.	December 2021
4.	NO	Review the process of compiling and distributing the "Standards and consumers update" to better reflect the needs of COPOLCO members, and make recommendations for the Plenary	Timely information that better reflects the needs of the COPOLCO members and consumers through improved coordination and reporting mechanisms	April 2021
5.	NO	Implement the mentorship programme for COPOLCO members and their stakeholders	Enhance stakeholder engagement capacity for NSB and consumer organization networks of participating COPOLCO members	December 2021
6.	YES	Plan and deliver regional COPOLCO member network events following the 2021 COPOLCO Plenary week, to inform and engage COPOLCO members, to strengthen commitment and participation	Increase members' diversity and improve quality of participation and input in COPOLCO's activities and be more responsive to their needs.	December 2021

Regular task		Actions	Expected result	Target
7.	NO	Develop a set of recommendations on consumers' priorities for digital issues so that ISO standards take account of and address consumer needs.	To inform and influence ISO's policy and actions on standardization for Artificial Intelligence, e-commerce and related topics by highlighting consumer priority issues.	December 2021
8.	YES	Noting the Communication strategy, develop and implement a communication plan for reaching out to ISO and external stakeholders, using social media, publications, and outreach events.	Raise consumers' and other stakeholders' awareness of the role of ISO standards and COPOLCO to deliver consumer protection and build consumer trust.	December 2021