

AGENDA ITEM 11**CONSUMER PARTICIPATION WORKING GROUP
REPORT**

1 Terms of Reference

The substance of the revised Terms of Reference for the Consumer Participation Group, which now refers to the *ISO Strategic Plan 2011-2015* was confirmed at the May 2012 COPOLCO Plenary. The exact formulation was deferred to the October 2012 COPOLCO Chair's Group to ensure consistency across working groups (Resolution 9/2012, see Annex 1). At the Chair's Group it was determined that a review of all the working groups' Terms of Reference would be deferred until a mapping and process analysis, reported elsewhere, is complete. Changes, proposed by the US, to clarify that the intent to engage with stakeholders refers to 'consumer' stakeholders; and references to COPOLCO's terms of reference and the *ISO Strategic Plan 2011-2015* will then be added.

2 Work Plan

The COPOLCO Plenary approved the work plan subject to minor changes arising from the 2012 meeting (Resolution 9/2012). An updated version for discussion at the WG meeting is attached at Annex 2.

3 Funding consumer participation

A key part of the work plan specified in Resolution 9/2012 encourages the WG to investigate further ways of funding participation, through a new task group. This is being led by co-Chair Guillermo Zucal, with significant time allocated in the May 2013 meeting. A co-chair of the Task Group is sought, to facilitate broader involvement in this work and its timely completion. See Annex 3.

4 Consumer participation in Technical Committees and Working Groups

It is agreed that WG CP's focus should move to ways of increasing consumer participation in Technical Committees and Working Groups – it was pleasing to note at the COPOLCO 2012 Plenary, the ISO Vice President referred to the valuable input that consumers provide NSBs (Minute 8).

The exercise to capture insights from different countries, undertaken in the October 2011 meeting, was repeated at the May 2012 meeting and further information has been gathered from around the world on successful ways of increasing collaboration amongst consumer organizations, NSBs and government departments. A proposed template to record this information, for discussion at the May meeting and for potential future inclusion in the ISO Consumer Directory, has been proposed by Libor Dupal (Czech Republic) with input from Canada. A copy of this and existing information collected in the *ISO Directory of Consumer Participation*, will be tabled at the May 2013 meeting for comparison.

At the 2012 Plenary, there were various references to the work being undertaken at a regional level – all of which can provide valuable input to the work of the COPOLCO CP WG. In particular, outputs from the 7th ANCO Workshop held on 23rd and 24th April 2013, in Kuala Lumpur, are awaited with interest. The workshop theme *Promoting balanced stakeholder participation in standardization*, focused on consumer participation.

The importance of balanced representation was raised by Mr Ehud Peleg of Israel, in both the WG CP meeting and the plenary (Minute 50). ISO has just announced its stakeholder categories (see COPOLCO 40/2012). Monitoring this should help establish the true extent of consumer involvement.

5 Alternatives to face to face meetings

A paper submitted at the last meeting describes the experiences of UK consumer representatives in using alternatives to face to face meetings. COPANT reported their extensive use of email to overcome the difficulties arranging face to face meetings, given the large distances involved (COPOLCO 2012, Minutes 134-136). This topic has been added to the work plan; awaiting a champion to take it forward.

6 Use of ISO publications related to the consumer

The ISO/COPOLCO Plenary sought the help of the ISO Central Secretariat and Council in promoting ISO materials relevant to consumers (COPOLCO Resolution 10/2012, see Annex 1).

The COPOLCO Secretariat sent advance copies of *ISO and the consumer* and *Involving consumers – Why and how* to the September 2012 ISO General Assembly, and Ms Norma McCormick, COPOLCO Chair, has been active at the Assembly questioning the extent to which these publications are being used at national level. Recent statistics, obtained by the COPOLCO Secretariat indicate that there have been 12893 English, 1955 French and 1988 Spanish downloads of the two publications, combined.

Ms Dana Kissinger has started a dialogue with ISO Secretary-General, Mr Rob Steele, on what could be done to encourage ISO members themselves to work with national governments, and others as appropriate, to raise awareness of the value of consumer participation in national committees and to assist such participation through financial and other means. This is in the early stages but so far the emphasis of ISO work is to look at promotion of ALL concerned stakeholder groups in ISO's processes, rather than concentrating specifically on consumers. There will be increased promotion of the *ISO Directory of consumer interest participation* with members encouraged to fill and update their entries. It is important that members of the CP WG ensure that their national entry, at least, is up to date. (Information in the directory proved valuable to the Funding Task Group in preparing their background documents). Some of the suggestions which have resulted from WG discussions, see 4, above, could be used to enhance information given in the ISO Directory entries.

7 Statistics related to consumer participation in standardization

An updated report of the statistics (formerly described as KPIs) which relate to consumer participation for the last four years is provided in Annex 4. ISO/CS has now added metrics for social media activity, with 2012 as the baseline. It is pleasing to note that there has been a steady increase in COPOLCO members (2013 figures: 112 of 163 members of ISO) and that most of the categories show maintenance if not an increase in activity.

COPOLCO ACTION:

COPOLCO is invited to note/comment on the report, in particular the request for a co-Chair for the Funding Task group.

Annexes:

- 1) Resolutions from COPOLCO 2012 Plenary which relate to the CP WG
- 2) COPOLCO CP working group Work Plan
- 3) Funding document (previously circulated)
- 4) COPOLCO Statistics related to Consumer Participation in standardisation

ANNEX 1 COPOLCO 2012 Plenary Resolutions relevant to the CP WG

COPOLCO Resolution 9/2012

Participation group (1)
COPOLCO

thanks the working group on consumer participation for its report appearing at COPOLCO 17/2012;

confirms the substance of the proposed terms of reference appearing in Annex 1 to COPOLCO 19/2012;

decides to defer exact formulation of the group's terms of reference to the next meeting of the COPOLCO Chair's Group in order to ensure consistency with other COPOLCO working groups' terms of reference;

approves the work plan appearing at Annex 2 to COPOLCO 17/2012, subject to minor changes arising from the 2012 meeting, and in relation to the plan;

endorses the working group's ongoing efforts to increase consumer participation in standards, technical committees and working groups at the national and international levels;

encourages the group to investigate further ways of providing funding for such participation, through a new task group.

COPOLCO Resolution 10/2012

Participation group (2)
COPOLCO

asks the ISO Central Secretariat to promote the *ISO Directory of consumer interest participation* among ISO members and in particular, to encourage members to fill in and update their entries;

requests the COPOLCO Secretary to obtain feedback on the extent to which ISO members are implementing the new ISO brochure, *Involving consumers – Why and how*, at the national level;

further requests the ISO Council to consider the feasibility of encouraging ISO members themselves to work with national governments, and others as appropriate, to raise awareness of the value of consumer participation in national committees and to assist such participation through financial and other means.

ISO Central Secretariat

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

Telephone + 41 22 749 01 11
Fax + 41 22 733 34 30
E-mail central@iso.org
Web www.iso.org

Organisation internationale de normalisation
International Organization for Standardization
Международная Организация по Стандартизации



Our ref. DEVT/TA 2013

TO THE DEVCO MEMBERS

Date 2012-06-13

Requests for technical assistance under the *ISO Action Plan for developing countries* for implementation in 2013

Dear Sir or Madam,

The annual planning for delivery of technical assistance and training programmes that is established under the *ISO Action Plan for developing countries* is based on needs and requirements in standardization and related matters expressed by ISO members in developing countries.

For us to compose a truly demand-driven and geographically balanced work plan, it is essential that we understand what type of assistance would be required in support of standardization activities in your country, and that as many developing countries as possible contribute to the needs-identification process by providing their input.

On the enclosed form, please specify in which **three (3) priority areas** you wish to receive assistance during the course of next year. We hope you will appreciate that the form has been redesigned to be as simple as possible to fill-in and that the areas in which technical assistance can be offered is structured under four main categories.

Please return the completed form to the DEVCO secretariat by e-mail to Mrs. Karin Borle (borle@iso.org) or by fax at the following number +41 22 749 01 51 by **20 July 2012**.

I look forward to receiving your request form and thank you in advance for your kind collaboration.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Beer Budoo', written over a faint circular stamp.

Beer Budoo
Secretary of DEVCO

cc: DEVCO Chair

Enclosure

Report of the Funding Task Group

Objective

A Task Group was proposed at COPOLCO 2012 (COPOLCO Resolution 9/2012) and set up under the chairmanship of Guillermo Zucal (IRAM) with the objective of investigating funding mechanisms to support consumer representation in national, regional or international standardization.

Membership

Current membership is listed below. More members and a co-chair are sought.

Current Task Group members

Chair:	Mr Guillermo Zucal (IRAM – Argentina)
Members:	Ms Karin Both (DIN – Germany)
	Mr Libor Dupal (ANEC)
	Ms Anne Ferguson (BSI – United Kingdom)
	Ms Sadie Homer (CI)
	Ms Norma McCormick, COPOLCO Chair
	Mr Ehud Peleg
	Mr Rémi Reuss (AFNOR – France)
	Mrs Caroline Warne (BSI – United Kingdom)
ISO/CS:	Ms Dana Kissinger-Matray, Secretary of COPOLCO

Activities undertaken

The following background materials have been reviewed and relevant information extracted:

- ISO/COPOLCO paper on establishing funding mechanisms, benchmarking and monitoring to support consumer representation in standardization Final Report and Recommendations 15 December 2006.
- Consumer Representation in Standardization – Prepared by Gordon Langmann, ANEC – *A Review of the National Arrangements for Co-ordinating Consumer Representation in ISO-COPOLCO Member Countries – 2006.*
- Council 25/2007 Agenda item 8 Action plan to promote the involvement of consumers' interests in standardization.
- Consumer and Public Interest Committee (Canada) proposed a model to fund consumer and small business participation in standards relevant to federal government departments and agencies.
- ISO/COPOLCO Consumer Directory.

Several proposals identified for further consideration, include working via national consumer organizations and standards bodies; enlisting the support of national governments and developing a database of potential funding bodies. ISO support will be sought for activities agreed. Further details will be provided at the May 2013 Consumer Participation Working Group (CP WG) meeting.

Next steps

The Funding Task Group will meet with the wider CP WG membership on Monday 20 May 2013. The Task Group seeks to increase active membership and appoint a co-chair to solicit further ideas and explore all proposed avenues for funding to enable more concrete proposals to be brought to the May 2014 Plenary.



COPOLCO STATISTICS RELATED TO CONSUMER PARTICIPATION IN STANDARDIZATION

	2009	2010	2011	2012
1. Number of COPOLCO members	105 (162 ISO members)	108 (163 ISO members)	109 (163 ISO members)	112 (164 ISO members)
2. Percentage of ISO members that are COPOLCO members	64.82%	66.26%	66.87%	68.29%
Location of COPOLCO Plenary	Asia-Pacific <i>India</i>	Asia-Pacific <i>Bali</i>	Europe <i>UK</i>	Asia-Pacific <i>Fiji</i>
3. Number of COPOLCO member delegations attending annual plenary meeting	30	27	46 (sponsored training event)	23
4. Number of COPOLCO plenary delegations that include a consumer representative	16	20	26	20
5. Consultations of COPOLCO circulated by ISO/CS (Subject of consultation / Number of responses)	Problems in interoperability: 33 Guarantees, warranties: 34 Use of ISO 8124: 47 2010 workshop theme: 30	Customer contact/call centers: 24 Guarantees/warranties: 9 2011 Workshop theme: 5	2012 Workshop theme: 21 Expert nomination for Guide 71: 6 ISO CD Guide 82:14 Financial services: 25 Definition of consumer: 27 Expert nomination for Guide 74: 15 Market surveillance: 8 Revision of Guide 50: 18	2013 Workshop theme: 5 ISO 10002 - complaints handling: 18 Revision of Guide 50: 6 Expert nomination for counterfeiting: 9 Expert nomination for Guide 46: 12 Results-based planning and reporting: 7 Chairs Consultation: 9
6. ISO Consumer update, English version / Number of subscribers	177	1224	1628	1897

	2009	2010	2011	2012
7. ISO Online: Number of ISO members with an entry in the ISO Directory of Consumer Interest Participation / Number of "visits "	60 / 21271	60 / 29882 for site (974 for homepage)	61/ input form visits: 853 12024 for site Home page: 2764	61
8. ISO Online: Number of "visits" on COPOLCO DLM–Distance Learning Module: Consumers and standards: partnership for a better world	71170	82600 for site (2967 for homepage)	English version: 1781 (homepage), site: 41124 French version: 926 (homepage), site: 32829	English version: 2375 (homepage), site: 45884 French version: 1047 (homepage), site: 37996
9. ISO Online: Number of "visits" on COPOLCO workshop presentations page (Workshop theme / number of "visits" on homepage)	Interoperability: 95	Restoring consumer confidence in global financial services: 6455 for site (668 for homepage)	Homes for tomorrow – Building through standards Site: 4651 (all pages together) Site: 459 (workshop page only)	Workshop presentations index page: 104 Site: 4124 (all pages together) Site: 1042 (workshop page only)
10. ISO Online: Number of "visits" on COPOLCO informative publications (Name of publication / number of "visits")	Your Voice Matters: 2995 The Consumer and Standards: 1607 ISO and the Consumer: 55 How ISO/IEC Guides Add Value: 37139	Your Voice Matters / 1481 Su voz importa, Spanish version / 1037 The Consumer and Standards / 1962 ISO and the Consumer / 3693 How ISO/IEC Guides add value / 14538 Graphical symbols booklet / 9975	Your Voice Matters: 3377 Votre voix compte: 748 Su voz importa: 4065 Involving consumers: 16077 Impliquer les consommateurs: 2029 The Consumer and standards: 1541 ISO and the Consumer: 4162 ISO et le consommateur: 529	Your Voice Matters: 4018 Votre voix compte: 1025 Su voz importa: Involving consumers: 17487 Impliquer les consommateurs: 2904 The Consumer and standards: 2053, plus 148 via the French link ISO and the consumer: 3172 ISO et le

			<p>How ISO/IEC Guides add value: 50480</p> <p>Graphical symbols booklet : 688796</p> <p>"Simbolos graficos" booklet: 14903</p>	<p>consommateur: 355</p> <p>How ISO/IEC Guides add value: 36939</p> <p>Graphical symbols booklet: 1599757</p> <p>"Simbolos graficos" booklet: 82781</p> <p>Engaging Consumers (new site): English version: 278 (224 unique) French version: 56 (37 unique)</p>
11. Social Media: number reached				<p>COPOLCO Connect: 274 views</p> <p>Facebook: 132 likes, 2500 people reached; friends of fans 50'000; 12 countries; 8 languages</p> <p>Twitter: 66 followers</p>