



CONFIRMED MINUTES OF CONSUMER PARTICIPATION AND TRAINING WORKING GROUP FRINGE MEETING

8 November 2016, Geneva (Switzerland)

Co-Chairs:	Ms Sadie Homer – Consumers International Mr Guillermo Zucal, IRAM, Argentina
Participants:	There were ca. 24 participants, both members and observers
ISO Central Secretariat:	Ms Dana Kissinger, Secretary of COPOLCO Ms Katia Kerswell, Project Coordinator, COPOLCO Ms Madeleine Emorine, Assistant, COPOLCO/CASCO Mr. Laurent Charlet, Project Manager, ISO/CASCO

ITEM 1 INTRODUCTORY REMARKS

1. The co-convenor, Sadie Homer welcomed participants, referring to the working papers at **N69** and **N70/2016**. The agenda was adopted.

ITEM 2 FUNDING TASK GROUP – UPDATE AND PROPOSED ACTIONS

2. The working group members noted that ISO and the World Bank had signed a Memorandum of Understanding to explore future collaboration on technical development projects. However, this MoU was in the early stages and the focus of the World Bank's technical assistance projects is generally more on infrastructure than standards-related projects.
3. To a question about a proposal from COPOLCO for funding for projects to promote consumer participation, Dana Kissinger-Matray responded that the group should monitor the development of the MoU and that internal coordination would take place at an appropriate stage.
4. Sadie Homer reported that discussions had taken place with the ISO Academy for training events in 2017 to support the new ISO Action Plan for Developing Countries. A number of consumer participation and training group members expressed support for helping develop country consumer representatives to attend technical committee meetings of priority interest to them.
5. Ms. Homer suggested that a short report of data drawn from the Directory could lead to a list of actions for comment by the Consumer participation and training group and COPOLCO, and encouraged members to input into the Directory of consumer interest participation.
6. Arnold Pindar (ANEC) recommended diversifying sources of funding. An ANEC study undertaken of its stakeholders had shown that different and innovative sources of funding were possible, and recommended that ANEC should join the funding task group.
7. Further discussion took place on the extent that consumer representatives are benefiting from the sponsorship programme of ISO Academy and the importance of communication and national consumer participation.
8. Suggestions were to:
 - reinforce COPOLCO's cooperation with UNCTAD
 - distribute the CI publication on the UN Guidelines for Consumer Protection to all COPOLCO members.

ITEM 3 CONSUMER REPRESENTATION ON TCs AND WGs

9. This agenda item was covered under Item 2.

ITEM 4 ISO DIRECTORY & ISO CONNECT

10. Few COPOLCO members have mirror committees; according to a survey conducted in April 2015, only 30% of COPOLCO members responding have them. Ms Homer stressed the importance of training and assistance to mitigate that situation, and the need to reach out to less active COPOLCO members.
11. The ISO Directory of consumer interest participation's input form for COPOLCO members has now been built and piloted. Dana Kissinger-Matray had given a demonstration during the COPOLCO plenary meeting. What remains is to develop the interfaces with the input form that will allow real time output onto ISO.org. This was likely only in mid-2017 because of current priorities to restructure iso.org and the ISOTC meeting management and calendar platforms. In the meantime, it was possible to collect data from the full membership of ISO/COPOLCO.
12. Sadie Homer indicated that it would be useful, if possible, to download specific data from the information entered in the [ISO Directory of consumer interest participation](#) that was of particular interest to the WG, and would report back to the Plenary.
13. Dana Kissinger-Matray drew attention to the extensively revised COPOLCO area of the ISO Connect site as a useful repository of information and good outreach tool with ready access to abundant information.

ITEM 5 REGIONAL CONSUMER ENGAGEMENT STRATEGIES

14. Guillermo Zuca, co-convenor, recommended regularly informing consumer contact networks of progress on key standards for consumers.
15. He further anticipated working more with regional groups and engaging with CEOs of the National Standards bodies. He mentioned discussions with the ISO Academy as also supporting the strategy of using regional groups to develop participation. This is part of ISO's larger strategy. He indicated that he would work with the Key areas group to identify gaps in consumer participation.

ITEM 6 SUCCESSION PLANNING (N67)

16. Members noted a succession planning paper with national examples prepared by Nicki Islic (SCC, Canada).
17. Steven Cornish (ANSI, USA) mentioned an ANSI training programme, using role play. Four college student teams simulated country delegations and competed in a standardization negotiation simulation. They were judged on preset goals and tactics. The students were well prepared and the event was successful.
18. A second event took place on engaging the next generation. Panels described companies' actions to engage young people in standardization. Many companies in the United States are not interested in engaging younger experts due to economic constraints and a lack of understanding of the role of standards, This has eroded the participation in standards in a lot of companies in the US. Other panels focused on academia and young professions.

19. Some promising outcomes were: more outreach to academia, developing an “onboarding kit” and setting up a “next generation” award as recognition of outstanding contributions.
20. The members decided to:
 - Write a number of short pieces for the *ISO Consumer update* in 2017.
 - Offer the succession document to the wider ISO system as a contribution to a general publication on succession planning, once finalized.
21. Mr Cornish emphasized that any outreach should highlight what ISO could do for its stakeholders’ benefit (ISO should sell itself to businesses, the consumer movement, and government agencies).

ITEM 7 DLM – E-LEARNING TOOLS

22. Ms Homer mentioned that CEN and CENELEC were considering an e-learning module. She had shared an e-learning module produced by COPOLCO and CI, [Standards and consumers – Partnership for a better world](#) with the task group. The French authorities are leading a study on behalf of the CEN-CENELEC work on how to facilitate participation of civil society, including consumers. They are considering i-training materials delivered through e-learning. Anne Ferguson is representing ANEC in this work.

ITEM 8 TRAINING (N 71)

23. Ms Homer mentioned that a training workshop was being planned for 7-9 December in Vienna for NSB and consumer representatives from Eastern Europe and the Central Asian region, and she invited comments and participation.
24. Working group participants also mentioned initiatives at the national level:
25. **Netherlands:** “Standards for all” was developed as a game to simulate how the process works. Imola Ferro (NEN) reported that even among NSB stakeholders, the details and process are sometimes difficult to understand. It can be tricky to understand how to influence the development of a standard and this can lead to problems in defining positions.
26. **Canada:** SCC has an online recruiting platform that can be used for recruitment of consumer representatives. They use certain links from key topics to draw people in. Suzanna Ersoy reported that some people are interested in being engaged in online communities but do not get involved in a technical committee. It might be possible to attract consumers through other forums e.g. establish specialized forums on Facebook.
27. The co-convenors supported these initiatives and mentioned others:
 - sending selected BSI brochures to the CI list serve on World Standards Day (completed). This was well received.
 - investigating the possibility to develop an information brochure for COPOLCO based on BSI material for explaining the benefits of standards to consumers

ITEM 9 ANY OTHER BUSINESS FROM WORKING GROUPS

28. There was no other business.

ITEM 10 CONCLUDING REMARKS – ACTIONS SUMMARY

29. The co-convenors thanked participants and closed the meeting.

