



**CONFIRMED MINUTES OF THE CONSUMER PARTICIPATION AND TRAINING  
WORKING GROUP  
Bali, Indonesia, 8 May 2018**

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<b>Chairs:</b>	Ms. Sadie Homer (BSI, UK) and Mr. Antonino Serra Cambaceres (CI)
<b>Participants:</b>	There were ca. 50 participants, both members and observers
<b>ISO Central Secretariat:</b>	Mr. Sean MacCurtain, Director of Conformity Assessment and Consumer Matters (CACM) Ms. Dana Kissinger, Secretary of COPOLCO Ms. Katia Kerswell, Project Manager, COPOLCO

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**AGENDA ITEM 1                      INTRODUCTORY REMARKS AND ADOPTION OF THE  
AGENDA**

1. Sadie Homer and Antonino Serra Cambaceres welcomed participants, referring to **report [N98](#)**.
2. This working group finds ways to improve consumer participation at national and international level. It helps NSBs take note of consumers, and reach out to the consumer and other public interest.
3. Agenda [N97](#) was adopted.

**Action** – Participants are invited to share the group's training materials as widely as possible and to email the convenors if they have any training needs

**AGENDA ITEM 2                      Funding Task Group – Update on activity**

4. Rémi Reuss (AFNOR, France) explained the intent is to share experience on how each country resources its consumer participation eg there is significant ministerial support in Germany and other countries; AFNOR no longer receives dedicated financial support from the French government.
  - Does sharing national success stories help, given specific local contexts?
  - When resources are limited, members of COPOLCO should consider prioritising the participation of consumer stakeholder representatives as national experts in ISO working groups, where they can contribute to the development of standards, in preference to their participation as part of a national delegation, where they support the national consensus, once a standard has been developed by the relevant WG
  - France had no success finding private support for participation in COPOLCO 2018. Crowdfunding helped pay for a train ticket for a delegate from Paris to Geneva in 2017, but is difficult to obtain. Further ideas are welcome. The workshop subject is known too little in advance to seek support; and it is difficult to motivate public and private donors – as funding is seen as the NSB's role. COPOLCO CAG could consider how a more timely decision on the workshop topic and promotional materials may be made.
  - On national committees that mirror ISO work on COPOLCO key areas, but where there is no consumer representation, the use of position papers from regional or international consumer bodies (eg ANEC, CI) can be useful in providing the committee the consumer perspective. COPOLCO contact persons can share these position papers via the committee chair, to inform the debate. It is preferable to have a representative to defend and explain the consumer position, but it is better for a paper to be circulated for consideration than nothing

Comments from the floor:

5. Norma McCormick (SCC, Canada) raised Canada as a model – SCC recently reorganized its COPOLCO activity and sees the benefits;

- SCC historically matched funding from private funders to technical committees, and has now agreed to match funds for consumers. It is now possible to predict participation over the year, rather than on an application by application basis
- Canada's mirror committee is strengthening relations between standardizers and consumer agencies; has a Chair with strong credentials nationally, and a Vice Chair, Norma McCormick, brings international experience
- They are working to match priorities of consumers, SCC, and ISO, and create accountability in areas through a concept resembling 'key persons' willing to input and encourage participation in areas of national interest. She is optimistic going forward, bringing credit to Canada

6. Participants welcomed the policy of matching funds:

- asked Canada to share this in the *Directory of consumer interest* to help others leverage this
- is there a limitation to where you can raise funds from? Some consumers and consumer organizations put their own money; matching gives an incentive to raise more
- a priority is helping NSBs fund consumer engagement. Showing the value of COPOLCO outside and within ISO, helps gain resources

7. Jay Jackson (SCC, Canada) – has a background in regulatory affairs. ISO standards are a form of policy. In policy development, one must review how a product impacts different entities eg business, the environment... why should an ISO Standard be any different? Why is ISO not promoting consumer participation from the top down? He is surprised there isn't a procedural process for technical committees to ensure their standard has been reviewed and an impact assessment done. COPOLCO should consider developing this idea and making a proposal to ISO TMB on this matter.

- Participants welcomed the strong idea of linking committee assessment to funding, and requested more information

8. Antonino Serra Cambaceres (CI) reported the number of CI members attending the recent ISO capacity building event at the COPANT meeting, were far less than representatives from consumer agencies;

- To think about in future – Many NSBs allocated ISO Capacity funding to national government agencies, who have their own funds, while many consumers, eager to participate, don't have resources at all
- Some NSBs were not aware of the existence of national consumer groups or did not have any engagement with them; the WG should consider, together with CI, what could be done to improve awareness and relationships at a national level?

9. Participants:

- Welcomed more developing country voices
- Asked if ISO Secretariat and NSB funds are adequate to enable consumers to participate in ISO committees? Was an analysis done on what money was needed and what for? Limited funds from ISO through its capacity programme for developing country NSBs to request sponsorship to attend up to three committee meetings per annum, however this is open to all stakeholders and does not provide for continued participation
- Consumer representation is a big item now on ISO's agenda, so perhaps more funding should be allocated. Need to put a business case of what consumers want and why – to help people making decisions understand its value

10. Dewi Ojar (BSN, Indonesia) said Indonesia is a large country. People find it hard to fly from the regions to Jakarta where the NSB and Consumer Protection Agency are – let alone travel abroad. It is difficult to find consumer experts who know about standards or have the technical ability.

11. Elaine Attwood (SA, Australia) reported the Societal Dimensions task group within the Nanotechnologies committee surveyed all NSBs asking if they engage their consumer groups, if not, why, what were the impediments? The biggest is lack of funding, thinking one lacks technical knowhow, and being time poor as consumer reps are so far and few between, can't do more. She suggested that COPOLCO could run a similar survey.

12. Sean MacCurtain (Director, CACM) clarified funding through ISO. COPOLCO gives a profile of who should attend events – eg consumer reps – and donor funding has been allocated to this upfront. The NSB can decide funding for technical committees at national level.

- What COPOLCO can do – and CASCO has done – is put a business proposal to ISO Capacity to ask developing country members to apply for the full lifecycle of the full process. It funded up to 10 developing countries to attend every CASCO meeting for 4 years. Can do this for COPOLCO key areas

13. Participants added:

- Sadie Homer in the past worked with the Capacity team at ISO to develop selection criteria for consumer reps, submitting CVs that meet these criteria for internal selection by ISO Academy. This had great success in getting independent consumer groups to meetings
- ISO is the only international organization making great effort to put consumers in its process. Consumers are beneficiaries of standards – and increase use of standards. It's a win-win
- Since Consumers International is here, find a way to improve cooperation, a project to increase awareness of consumer organizations of why it is necessary to engage with NSBs
- CI-COPOLCO collaboration in Latin American was funded by [IDRC](#) in Canada to engage people from consumer organizations in standards development, with excellent results. This was a collaboration where CI found the funding. A previous CI standards project, funded by IDRC worked together with COPOLCO and COPANT to engage consumer organisations in standards development and using standards for comparative testing, with excellent results
- There is not always a CI member or viable consumer organisation in the country or the NSB might have a pre-existing and ongoing relationship with another CO. The criteria for selecting the most appropriate organisation for participation in any given activity should be clearly laid out to assist NSBs. CI, as co-chair of the WG can provide input to the criteria
- The WG discussed that recently a new ISO committee had begun work and the ISO Project Manager attends to provide an overview of the process, with a focus on stakeholders and consensus. The WG could consider providing a contribution to ISO on the key points that should be included at the start of a meeting. Mentorship programmes and monitoring of participants experience when joining a committee would enhance effective participation and retention. Canada have an example of this

14. Sadie Homer gave concluding thoughts:

- Need to 'join up thinking' – be in touch with ISO Capacity and DEVCO to make sure the consumer element of all those plans is strong, as well as other stakeholders
- The ISO Secretary General spoke today on the need for stakeholder engagement and specifically that of underrepresented groups, such as consumers, and the need for NSBs to make every effort to meet this obligation
- The WG should build a business case, refer to the WTO TBT Code of Good Practice, and remind members of the obligation for fair and balanced representation. COPOLCO can make a policy request from Council to work within the ISO secretariat and NSBs to remind of obligations and offer ways to help them meet those obligations
- Social responsibility is a guiding principle: Morocco and Tunisia have just adopted ISO 26000 in their constitution

15. Sean MacCurtain commented that the WG could consider the following actions to become more effective:

- Ensure NWIPs contain consumers issues in new proposals going forward
- Help consumers identify where there is a specific need for participation, highlight to DEVCO those committees which have reacted eg COPOLCO wrote to TC 228 to get consumer issues addressed in the scope

- COPOLCO could be more proactive in pointing out position papers and guides for technical committees to share as part of the obligation to make their members aware and using these in standards development
- COPOLCO directly supports NSBs (for example highlighting success through the ISO Directory of consumer interest participation, although some members cannot share information)
- There are different levels of commitment to consumer representation experienced by each NSB nationally, from within the NSB itself and by its government. This should be analysed and the gaps in actions noted and shared with ISO. Is there anything ISO can do to help address the different behaviour of its members or work with governments to build the recognition of the need to support consumer participation eg AFNOR have lost their funding for consumer representation, should there not be some accountability eg from a social responsibility view?

### **AGENDA ITEM 3                      Online E-learning – Task group to update ISO COPOLCO materials**

16. The three-hour training, *Consumers and Standards – Partnership for a Better world*, revised five years ago, needs updating.

17. The European Commission funded ANEC to produce an online e-learning, as it has an obligation to work with four societal stakeholders: small business, labour, environment, consumers. This focuses the role of consumers in developing CEN-CENELEC standards. This is finalized and will be interactive in October 2018.

18. Dana Kissinger is consulting internally for resources to update the ISO version. Anne Ferguson from BSI-CPIN, was involved in developing the ANEC e-learning and has kindly volunteered to help update the ISO version and make it resonate with the EU one. More people are sought to see if the COPOLCO version meets your needs and reflects your realities in the different regions?

19. Justin MacMullan (CI) recommended also asking consumer organizations that have little or no experience of standards to review the draft. CI will be asked to identify and collate the input of its members.

**Action – Volunteers are sought to contribute to the update of the ISO/CI e-learning**

### **AGENDA ITEM 4                      ISO DEVCO**

20. Strengthen this relationship, beyond sharing reports, to aligning common needs and priorities:

- DEVCO WG1 initiated discussions in November 2017 on improving participation by developing country reps. This converges with the Key areas WG: developing countries may identify areas of consumer interest, so it is important to jointly focus effort
- Its co-convenors: Damian Fisher (SA, Australia) used to attend COPOLCO meetings; and Rosario Uria (BSJ, Jamaica) has good contact with Guillermo Zucal
- It is difficult to get more COPOLCO representatives to attend – since DEVCO meets during the ISO General Assembly, it is usually attended by the NSB CEOs

**Action – Make CEOs aware of COPOLCO policy and strategy which support the need to address consumer participation, including from developing countries, so they can effectively represent COPOLCO when they go to the DEVCO meeting**

## **AGENDA ITEM 5                      Consumer representation on TCs and WGs ISO Directory & data collection template**

### **- Consumer directory**

21. Dana Kissinger gave an update on the revised directory:

- This contains key information provided by NSBs – integration of the consumer stakeholder in its structure, involvement of consumer interests in governing bodies, international and national standards, resources for consumer participation, where consumers are involved in national committees
- What's new is this is more intuitive, interactive with a public facing front end widely with real-time data input and update
- It is searchable for who is doing what in a specific area; which countries are involved, if there is a consumer rep, it is possible to filter and extract reports in Excel
- After it is ready by the end of May, COPOLCO members will be invited to fill the input form
- The more members fill it in the greater the resources and networking for COPOLCO and its stakeholders

**Action – COPOLCO members to fill in the input form when invited to do so**

### **- Consumer representation on TCs and WGs**

22. Participants discussed these strategies:

- In ISO, national delegations must submit stakeholder categories only for working groups not technical committees
- It is useful for consumer reps to identify each other at international meetings. Always write on your badge, 'consumer' as a tactic for others to know your affiliation and those of others
- Developing countries often send only one person, so it is hard for that person to be aware and knowledgeable of consumer issues, or if a consumer, to act only in the consumer interest, when representing the national consensus. Consumers are often limited to participation at the national level and need to work to ensure the national consensus includes and answers consumer concerns
- Make sure the consumer voice is heard by the national delegation eg the UK delegation was convinced to take a strong consumer position and convince other NSBs, to consider an amendment to strengthen consumer safety. This is a strong way of influencing through national position
- Standards writing is done in the working groups so participation here offers a better opportunity to influence, than technical committee participation, which can be more about voting and policy. At working group level, one works in a personal capacity as a consumer, so it is important to have consumer representatives in working groups
- Mirror committees can help corral and collaborate with limited resources on topics around the world so even if consumers are not at the same meeting they can walk together.

## **AGENDA ITEM 6                      Collaboration with other regions and organizations Focus on capacity building and training**

### **- Collaboration**

23. Although the conversation started here, it is better suited to the Chair's Group, as it is about higher-level engagement at the global level, particularly with IEC and UN bodies. This topic will in future be addressed within the CAG's new task group on external relations and it will report to the next plenary.

### **- United Nations**

24. The ISO Secretary General and ISO President met Michael Møller, Director of the United Nations Office in Geneva. The ISO General Assembly on 26-28 September 2018 will feature a session in the Palais des Nations, the UN headquarters in Geneva.

**- UNCTAD**

25. UNCTAD (based in Geneva), is important for ISO and especially COPOLCO. There is a possibility ISO / COPOLCO will sign an MOU for common work.

26. A senior UNCTAD officer, Ms Teresa Moreira, Head of Competition and Consumer Protection, sent a [presentation](#) for the workshop, that describes UNCTAD's work. They are interested in exploring avenues of collaboration.

27. The relationship is growing since Dana Kissinger's participation in the Intergovernmental Group of Experts (IGE) in Geneva last July. This is one of the forums where she is developing relations with international organizations. Ms Kissinger was invited to speak on product safety at the workshop of the OECD Committee on product safety in Paris in April, but neither she nor other representatives could attend.

28. She reminded all to distinguish between UNCTAD as a whole and the IGE on Consumer Law and Policy, WG3's direct link. There are several modes of collaborating: ISO and UNCTAD have broad scopes – the most logical connection to pursue is between COPOLCO and the IGE for consumer protection. Target product safety, and the working group on e-commerce which convenes virtually. Government experts trade notes on best practice in e-commerce, challenges they have, and how they are addressing them. Dana Kissinger has put forward standards as tools for legislation.

29. Antonino Serra Cambaceres said he will reinforce the relationship with the IGE at the G20 Consumer Summit in Argentina. Another interested working group he participated in is the IGE on vulnerable consumers. He mentioned ISO's vulnerable consumers WG: they are interested.

**- Update on CI members and standards activities**

30. Antonino Serra Cambaceres and Justin MacMullan reported:

- A CI members survey revealed their increasing interest to get involved in standards and standardization. 60% respondents (out of 100 members) mentioned intervention or involvement in standards development in their countries, with 30% involved in developing International Standards
- These are early outcomes; the result will be shared. There were around 5 questions on International Standards work, barriers and priorities

31. Sadie Homer recommended to share this with ISO Capacity to get them prioritized.

**Action** – CI is invited to send the reports to WG3 for distribution and presentation at the next meeting

**AGENDA ITEM 7                      ISO COPOLCO consumer stakeholder training materials –  
how can we raise awareness? (with WG2 on key areas)**

32. WG2 and WG3 co-convenors, Takashi Nakakuki and Sadie Homer met in London to discuss joint work;

- Consumer participation in TCs/SCs depends on conditions such as funding, education and training, and post meeting follow up; TC/SC secretaries and chairs should understand the consumer representative's position; they are there to represent consumer interests not provide technical solutions, for example
- The need is to influence chairs and secretaries on consumers' importance and ask them to take concrete actions to provide a comfortable environment to ensure effective consumer participation
- Also provide targeted messages to the NSBs, policy committees and ISO Technical Programme Managers etc on the need and role of consumers.

33. Sadie Homer thanked WG2 for this good suggestion that correlates with the approach BSI are pursuing with the BSI Consumer & Public Interest Network (CPIN) work;

- Institutionalizing consumer representation is necessary. Avoid segregation as a 'special case', through the message consumers should be there equally at the table – a message not uniformly available in the system. People at meetings don't understand this sometimes
- The BSI Standards Academy has 'bite size' competency training for all staff, on who are consumers, why are they there, what's the benefit, how to take them into account in a meeting, how to recognize the consumer at the table, and how to identify if their topic is a consumer topic... how do you know, say, privacy by design is a consumer topic? Gives them a tool to know when a consumer is needed
- BSI could offer this to ISO and other NSBs. It is interactive and has been developed out of the consumer training carried out in COPANT and ARSO by ISO Capacity. It is a short two-hour training particularly targeting project managers eg vulnerable consumers, privacy by design, and online consumer reviews – not traditional technical subjects – that address a new generation of consumer product manufacturers which did not exist. Industry doesn't have standards experience neither do consumers – no one does – so really need to help them understand the multi-stakeholder process and inputs of consumer in that role

34. Rae Dulmage (SCC, Canada) asked how many NSBs have mentoring programmes? In Canada, new members are called before the meeting to make them more comfortable and effective, and taken through a training. This could be effective as an alternative when there are no training facilities. He will share a synopsis.

**Action** – Define a strategy and resources for the next CAG and plenary, drawing on members' experiences such as Canada and the UK

## **AGENDA ITEM 8                      Training**

35. Theja Senaratne (SLSI, Sri Lanka) reported success following the 2007 COPOLCO train the trainer workshop. She has trained 25 officers and uses different strategies to boost consumer participation. The frequency of revising standards has gone down as correct, timely participation by consumers has improved standards upfront. This is a very nice case study for ISO COPOLCO capacity building to show its effect over time.

- Sadie Homer was delighted as these stories bring COPOLCO to life, and show ISO and donors this investment works; shows return on investment

36. An update to report [N98: Building consumer trust through standards and innovation](#), on 20 April 2018, was held during COPANT's General Assembly in Montego Bay (Jamaica). The Bureau of Jamaican Standards also ran an interesting workshop on the medicinal use of cannabis.

Two other items:

- Dana Kissinger presented COPOLCO during a WebEx in February 2017 with CEOs from the African Regional Standards Organization (ARSO). This generated interest and a report of activity in the working documents is encouraging (COPOLCO [N389](#)). The ARSO Secretary-General has indicated interest in participating at least by correspondence in the Chair's Group
- In April 2018, Guillermo Zucal and Sadie Homer presented COPOLCO during a webinar for COPANT, which many NSB's and consumer organizations joined

37. Seah Seng Choon (COPOLCO Vice-Chair) reported high interest in COPOLCO by the ASEAN Committee on Consumer Protection (ACCP) following a WebEx today. The Vice-Chair agreed to engage COPOLCO with ASEAN and will give an update on their priorities, programme and activities when it meets again in Singapore in a few months. Dana Kissinger noted ASEAN's product safety group is doing recalls.

**Actions**

- Members are invited to share suggests for other organizations to connect with
- Use contact persons and digital tools to engage more people going forward; the Vice Chair of COPOLCO is to connect with ACCP and the Chair, ASEAN. COPOLCO has a good relationship with CI, ARSO and ARSO COCO, the OECD CCP and ANEC

**AGENDA ITEM 9                      Any other business from WGs**

38. The G20 summit's three issues are 1) connected products and safety of children and choice 2) product safety 3) food waste.

39. BSI has launched a [Commonwealth Standards Network](#) to act as a platform for national standards bodies and their stakeholders throughout the Commonwealth to increase trade and quality infrastructure. There are 53 Commonwealth states so this affects many COPOLCO members, including Australia and Canada. The British government will support the funding for the first two years. Consumer issues will also be addressed. This network will complement the vital work of ISO and IEC to facilitate, and increase the value of standards for trade, environmental protection.

**Action** – Check if your country is eligible and to learn more contact BSI. There are several workshops and training programmes for Overseas ODA eligible countries and technical assistance to engage

**AGENDA ITEM 10                      Concluding remarks – actions summary**

The Chairs thanked participants and adjourned the meeting.





### List of Attendance


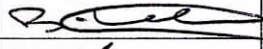


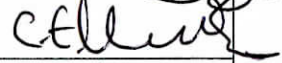
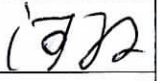

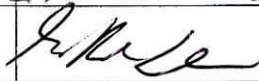
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Activity : Working Group Meeting  
 Date/Day : May 8, 2018 / Tuesday  
 Time : 8.00 am – 7.30 pm WITA  
 Place : Uluwatu 3 Room - Bali Nusa Dua Convention Center  
 Person in Charge : Ir. Nasrudin Irawan, MEnvStud

NO.	NAME	COMPANY	POSITION / TITLE	EMAIL	COUNTRY	SIGNATURE
1	Zahiyah	BSN	Dep. IPS	zahiyah@bsn-so.id	Indonesia	
2	Bambang Sumantri	BSN/BPKN	Komisioner	bs_sumantri@yaho.com	---	
3	Katia Kerswell	ISO	Project Manager	Kerswell@iso.org	Switzerland	
4	Rifana Erni	Pohja Copulco	Anggota	arifanaerni@yahoo.com	Indonesia	
5	ARNOLD PINDAR	<del>ANEC</del> ANEC	PRESIDENT	president@anec.eu	EUROPE	
6	Steven Cornish	ANSI	Director	scornish@ansi.org	USA	
7	JUSTIN MACMULLAN	CONSUMERS. INTL.	Dir of Advocacy	jmacmullan@consumer.org	International	
8	Guillermo Zocun	IRAM	coordinator	gzocun@iram.org.ar	Argentina	
9	<del>DEI</del> DEI DEI ROSTIO	BPS - DTI	Trade Industry Development Specialist	rosario@dti.gov.ph	Philippines	
10	Dana Kissinger-Matru	ISO	Secretary of Coplco	Kissinger@iso.org	USA/Switzerland	
11	TERESA CORBIN	SA.	delegate	teresa.corbin@accar.org.au	AUSTRALIA	

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NO.	NAME	COMPANY	POSITION / TITLE	EMAIL	COUNTRY	SIGNATURE
12	Parviz Darvish	ISIRI	DO-IRAN	Parviz.darvish@gmail.com	IRAN	P.D
13	Dewi Odjar	BSN	Sr. Trainer	odjar@bsn.go.id	INDONESIA	[Signature]
14	ANTONINO SERRA	CI	ADVOCATE	aserra@consint.org	UK	[Signature]
15	ELAINE ATTWOOD	STANDARDS AUSTR.	DELEGATE	elaineattwood@internode.on.net	AUST	[Signature]
16	PAUL CHOWHAN	Health Canada		paul.chowhan@canada.ca	CAN	[Signature]
17	Seah Seng Choon	Enterprise Singapore	Advisor	seahsc@gmail.com	Singapore	[Signature]
18	Tsunako Matsumoto	shufuken(JISC)	managem	Tsunumatsu@gmail.com	Japan	[Signature]
19	ERNININGSIH	Polya Copalco	Anggota		Indonesia	[Signature]
20	Sudaryatno	Polya Copalco	Anggota	sudr.ylki@gmail.com	Indonesia	[Signature]
21	Jens Hansson	SIS			SWEDEN	[Signature]
22	Nasrudin Irawan	BSN	Kapusaekmas	nasrudin@bsn.go.id	Indonesia	[Signature]
23	JOHN FURBAIR	SA	COCHAIR WG2	Johnfuba@Gulernick.com	Australia	[Signature]
24	Jim MacFie	Microsoft Canada	Standards Officer	jimacfie@microsoft.com	CANADA	[Signature]
25	Jelte Dijkstra	NEN	CHWD	jelte.dijkstra@nen.nl	NETHERLANDS	[Signature]
26	Suzanna Ersoy	SCE	Manajer	suzanna.ersoy@scr.ca	Canada	[Signature]
27	Rémi REUSS	AFNOR	Member	remi.reuss@afnor.org	FRANCE	[Signature]

NO.	NAME	COMPANY	POSITION / TITLE	EMAIL	COUNTRY	SIGNATURE
28	Emma Monyanga	NRCS	Technical Specialist	Emma.Monyanga@nrCS-org-za	RSA	
29	Brett Lovett	SA	Manager	brett.lovett@standards-org.au	Australia	
30	Mac Curtain	ISO	Director	MACCURTAIN@ISO.ORG	CH	
31	Yoko Saito	Syufuren		typpop3110@gmail.com	Jp	Yoko Saito
32	Yang Yuesheng	CNIS		yangyx@cnis.gov.cn	CHINA	Yang Yuesheng
33	Jin Zongtao	CNIS		Jin22h@cnis.gov.cn	CHINA	Jin Zongtao
34	Coly-DUFORT Lucienne	ALLOC-AFNOR	Director	lucienne.coly@btpgroup.fr	France	
35	CHRISTINE HEENSKERK	BSI	Chairman	cheenster@gmail.com	UK	
36	Makiko Kawamura	Shufuren	secretary	kawamura@shufuren.net	Japan	
37	NORMA MCCORMICK	SCE	Vice Chair CA	normmck@ny.nj.us	CANADA	
38	Rae Duhon	SCE	Member	rduhon@erdc.com	Canada	
39	Sandra Herrera	ICONTEC		sherrera@icontec.org	Colombia	Sandra Herrera

