
1st SESSION
29 November 201
Room XI, Palais des Nations, Geneva

Making consumers count: Promoting consumer protection in general policy making

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Figure 0.1. **Consumer policy making steps**

1. **Step 1**: What is the problem? Define the consumer problem and its source.
2. **Step 2**: How serious is it? Measure consumer detriment.
3. **Step 3**: Is action required? Determine whether consumer detriment warrants a policy action.
4. **Step 4**: What are the options? Set a policy objective and identify the range of policy options.
5. **Step 5**: What option is best? Evaluate options and select a policy action.
6. **Step 6**: How effective is the policy? Develop a policy review process to evaluate the effectiveness of the policy.

**Decision Point**: Decide whether to continue, modify or terminate the policy.
Figure 0.2. **Consumer policy tools to target the demand and supply side of markets**

- **Demand-side focus**
  - Education and awareness initiatives
  - Information provision
  - Cooling-off periods
  - Contract terms regulation

- **Supply-side focus**
  - Moral suasion
  - Codes of conduct and trustmarks
  - Standards
  - Licensing and accreditation
  - Prohibitions
  - Enforcement strategies

- **Dispute resolution and redress**
  - Financial instruments
5. The role of trust

5.1. Consumers generally trust peer platforms more than conventional businesses

Nearly one in three consumers trusts the specific peer platform they were commenting on more than conventional businesses in the same market. And while the degree to which this trust is evident varies significantly across countries and markets, in all cases the balance is positive (see Figure 5.1). Only a small minority of users (an average of 10% of users across the ten OECD countries surveyed) trust their peer platform less than conventional businesses in the same market.

Figure 5.1. Trust in peer platforms vs. conventional businesses in the same market (Q17)
2018 HOLIDAY SHOPPING TIPS
Watch your wallet. Shop wisely. Protect personal info.

TAKE ACTION
- File a Consumer Complaint
- Report Identity Theft
- Get Your Free Credit Report
- Register for Do Not Call
- Get Consumer Alerts
- Order Free Resources

FREE CREDIT FREEZE & FRAUD ALERTS

FTC HEARINGS & PUBLIC COMMENT TOPICS

LATEST NEWS
Court Temporarily Halts International Operation that Allegedly Deceived Consumers through False Claims of “Free Trial” Offers and Imposed Unauthorized Continuity Plans

**FOR RELEASE**
November 28, 2018

TAGS: Finance | Bureau of Consumer Protection | Northeast Region | Consumer Protection | Online Advertising and Marketing | Payments and Billing

In response to the Federal Trade Commission’s motion, a U.S. district court in California issued an order temporarily halting an alleged Internet marketing scam. The Commission alleges the defendants marketed supposedly “free trial” offers for personal care products and dietary supplements online, but then charged consumers the full price of the products and enrolled them in negative option continuity plans without their consent.
Hearings on Competition and Consumer Protection in the 21st Century

The Federal Trade Commission will hold a series of public hearings during the fall and winter 2018 examining whether broad-based changes in the economy, evolving business practices, new technologies, or international developments might require adjustments to competition and consumer protection law, enforcement priorities, and policy. The PDF version of this content includes footnotes and sources. All the hearings will be webcast live.

WATCH PREVIOUS HEARINGS

HEARINGS CALENDAR

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Upcoming Hearings
Cybersecurity is a critically important topic for small businesses in the United States. In a series of discussions with Federal Trade Commission (FTC) staff and partners in 2017, many small business owners said they would benefit from learning more about inexpensive, clear, easy-to-use resources about cyber threats and how to deal with them. This report describes the FTC’s plain-language materials for small businesses and non-profit organizations that generally do not have in-house information technology staff. It explains the FTC’s partnerships with federal agencies and industry associations to promote cybersecurity in small organizations. It also details the FTC’s plans to commence in 2018, in partnership with other key federal agencies, a campaign to educate small businesses on cybersecurity.

TAGS: Consumer Protection | Advertising and Marketing | Telemarketing | Do Not Call | robocalls |

DATE: April 18, 2018
MATTER NUMBER: 17034412
BY: Lois C. Greisman, Associate Director

Text of the Commission Testimony (1.26 MB)
International

The FTC engages with competition and consumer protection agencies in other countries, directly and through international networks, to halt deceptive and anticompetitive business practices that affect U.S. consumers. The FTC also reaches out to competition and consumer protection authorities to provide policy leadership, promote sound approaches to common problems, and help new agencies address the challenges of transitioning to a market-based economy.

The FTC’s Office of International Affairs directs the agency’s international activities for competition and consumer protection, which include:

- strengthening relationships with foreign competition and consumer protection agencies
- developing formal and informal arrangements and agreements with competition and consumer protection agencies around the world
- engaging in cooperative dialogues and submitting reports at international forums for competition and consumer protection
- helping agencies around the world develop and enhance their own competition and consumer protection programs
- sharing information with foreign law enforcement authorities through the U.S. Safe Web Act
- maintaining a robust International Fellows Program

The FTC also supports econsumer.gov, a project sponsored by the International Consumer Protection and Enforcement Network (ICPEN) and consumer agencies in more than 35 countries. Consumers can use econsumer.gov to report scams harder.