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Using ISO Standards to Promote Sustainable Consumption

and Consumer Protection

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Using ISO Standards to promote sustainable consumption and consumer protection

Dana Kissinger-Matray,
4th Meeting of the UNCTAD IGE on consumer protection law and policy
Geneva, 8-9 July 2019
A few facts about ISO
The ISO system

- **Experts**
  - Around the world
  - Write the standards

- **ISO Members**
  - National standards bodies
  - Represent ISO in their country

- **ISO/CS**
  - Full-time staff
  - Coordinates system
ISO Strategy 2016-2020

Consumers and ISO/COPOLCO

- ISO’s “ear to the ground”
- Stakeholder input channel
- Open to ISO members
- Reports to the ISO Council
What are International Standards?

• Rules
• Characteristics
• Test methods
• Codes of practice
• Guidelines
• Management systems
Sustainability and ISO
Task Force on UN SDGs

www.iso.org/sdgs
Impact at a glance

ISO contributes to all of the SDGs. Here you can see the number of ISO standards that are directly applicable to each Goal.
Sustainability (3.1)

State of the global system, including **environmental**, **social** and **economic** aspects, in which the needs of the present are met without compromising the ability of future generations to meet their own needs.
Sustainable development (3.2)

Development that meets the environmental, social and economic needs of the present without compromising the ability of future generations to meet their own needs.
Sustainable consumption

Consumption of products and resources at rates consistent with sustainable development..... The concept of sustainable consumption also encompasses a concern for animal welfare, respecting the physical integrity of animals and avoiding cruelty. ISO 26000, Guidance on social responsibility (6.7.5.1)

Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. https://www.un.org/sustainabledevelopment/sustainable-consumption-production/
SDGs and ISO standards: addressing basic needs
SDG 2 - Zero hunger

> **1600 standards** for food production sector covering:

- Safety
- Sustainable agriculture
- Traceability
- Ethical working conditions…
SDG 6 - Clean water and sanitation

Improving sanitation and other water services for 2.4 billion people
SDG 7 - Affordable and clean energy

- Offshore wind energy
- Solid biofuels
- Solar power
- Electric cars
- Hydrogen technologies
SDGs and ISO standards: opportunities for engagement
SDG 12 - Responsible consumption and production

- Environmental labelling
- Sustainable procurement
- Trade of second hand goods
- New: Ethical labelling
- New: Circular economy
SDG 16 - Peace, justice and strong institutions

- ISO 37000, Guidance for the governance of organizations
- ISO 37001, Anti-bribery management systems
SDG 17 - Partnerships for the goals

- Collaboration and consensus at heart of ISO standards
- Building standardization capacity of developing countries
- Guidance on Project management
In conclusion .....
Consumer-driven standards in ISO

Past successes

• Social responsibility
• Complaints handling
• Product recalls
• Product safety guidance for suppliers
• Customer contact centers
• Second-hand goods

New and emerging

• Guarantees & warranties
• Mobile banking
• Unit pricing
• Consumer vulnerability
• Privacy by design
• Sharing Economy
• Ethical labelling (8/2019)
ISO promotes sustainable consumption by ..... 

• Proposing solutions for each SDG
• Translating consumers’ needs into specific projects
• Establishing methods for traceability and verification
• Collaborating with partners
• Enabling active consumer choice