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Minutes of 5th Meeting
Working Group on Consumer Protection and Gender
May 30, 2023

The Working Group on Consumer Protection and Gender held its fifth online meeting on May 30, 2023 (at 2 p.m. Geneva time). The meeting's objective was to discuss the work carried out by the group, its future and agenda to be presented at the next 7th meeting of the Intergovernmental Group of Experts on consumer protection law and policy.

The secretariat started the meeting by thanking the participation of member states and stakeholders at the first [webinar on Best practices and experiences on consumer protection and gender](#). The secretariat presented the activities carried out by the group (five meetings, one research on the status of the gender topic in consumer protection carried out by member States and one webinar on best practices and experiences on consumer protection and gender) and opened the floor for comments.

Considering that no member State took the floor, the secretariat asked participants about possible topics for the working group mandate. Based on the topics discussed during the [webinar](#), namely advertisement, consumer product safety and financial issues, the secretariat recommended that the group focus its mandate on these areas. Questioned by Consumers International about the topic limitation, the secretariat informed that there is no limit for topics, but it is recommended that the working group proposes an agenda.

Argentina supported the topic of advertisements, also considering that tackling *influencers'* activities could be useful at the national level for those lacking legislation in this field. Australia also supported the subject of advertisements noting that it would be useful to tie to agency priorities, for example in the digital work related to influencers and or possibly sustainability and misleading targeted advertising. Sweden supported both advertising and financial issues, also raising the fact that there are still primary priorities considering what we want to learn and how to integrate the gender factor into the consumer protection agenda. In this sense, Sweden also proposed to draft a toolkit or a guide. Portugal supported the work and continuation of the group focusing on advertisement and mentioned the work carried out in the ambit of the European Union and the necessary attention to vulnerable and disadvantaged consumers. Australia added that the OECD work on Gender inclusive competition policy could be a reference to drafting a toolkit using examples from advertisements or other topics of interest to the Working Group. Finally, Brazil mentioned the topics of gender chasing and online discrimination to be tackled in advertising and possible solutions.

The secretariat informed that IGE will discuss the report of the Working group on consumer protection and gender on 3 July at 3 p.m. Geneva time and decide on its mandate at the closing plenary on 4 July at 4 p.m. Participants of the working group are invited to register [online](#). The secretariat proposes the following text regarding the Working Group mandate:



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Decides to renew the mandate of the working group on consumer protection and gender for another cycle (year) until the next Intergovernmental Group of Experts meeting session in 2024 to continue work on consumer protection and gender in integrating the topic at the national, regional and international levels focused but not limited to advertisement, product safety and financial issues, and to explore the feasibility and potential of drafting a toolkit on consumer protection and gender matters and to report on its work to the eighth session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy.

The secretariat informed the working group members that the next Intergovernmental Group of Experts on Consumer protection and policy will take place on the 3 and 4 of July and invited member States and participants to [register online](#). The secretariat also questioned the participation in person of working group members.

The secretariat informed that the minutes of the meeting will be circulated for feedback.



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Working Group on Consumer Protection and Gender		
5th Meeting – List of Participants		
Name	Organization	Country
Iara Asprella	Undersecretary for Actions for the Defense of Consumers	Argentina
Nadia Vassos	Australian Competition and Consumer Commission	Australia
Tomaz Disitzer Carvalho de Miranda	National Secretariat for Consumers-SENACON	Brazil
Bekkyann Persaud	Health Canada	Canada
Nataly Rojas Cuellar	Superintendence of Industry and Commerce - SIC	Colombia
Hernádi Júlia	Hungarian Competition Authority	Hungary
Ewa Sikorska	Office of Competition and Consumer Protection - UOKiK	Poland
Carla Barata	Directorate General for Consumers of Portugal	Portugal
Vanessa Cunha	Directorate General for Consumers of Portugal	Portugal
Emy Gustavsson	Swedish Consumer Agency	Sweden
Josephine Parmee		Consumers International
Antonino Serra		Expert, Argentina
Arnau Izaguerri		UNCTAD