ISO/COPOLCO and consumer protection

Webinar on consumers and standards
UNCTAD e-commerce working group
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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

https://www.iso.org/members.html
ISO Committee on consumer policy

ISO Strategy 2016-2020

ISO standards used everywhere

Develop high-quality standards through ISO’s global membership

Engage stakeholders and partners

Use of technology

People and organization development

Consumer view in ISO

Help consumers benefit from standardization

Provide a consumers’ network to exchange information

Advise ISO on policies and actions

Recommend new work or improve existing work
WHY DO WE NEED A «COPOLCO?»

The flame seems to have been badly adjusted on that one. If you wish to make a complaint, please fill out this form in triplicate.
What issues are impacted?

- Protection of safety and health
- Fitness for purpose (performance)
- Sustainability (environment)
- Ease of use, Compatibility for products or components (interoperability)
- Accessibility, vulnerable consumers
- Product information, labelling
- Verifiable claims
- Complaints handling, redress
- Consistent service delivery
- Privacy and data protection
Consumer-driven standards

Past successes

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

New and emerging

- Guarantees and warranties
- Ethical labelling
- Online reviews
- Unit pricing
- Consumer vulnerability
- Privacy by design
How consumer interests get involved in ISO work

Governance and policy bodies
• Consumer participation on governing councils
• Consumer advisory and policy committees

Technical Committees
• Standards development as working group members of TCs,
• Expert in a national technical committee
• Part of a national delegation to an international TC
• Member of a national mirror committee

Liaison organizations (Consumers International, others)
To go further…..

Information and training
www.iso.org “about us/consumers”,
Electronic newsletter, *ISO Consumer update*
• for members and other interested organizations
• to encourage involvement in standardization

Social media: Facebook, Twitter (@ISOConsumers)

E-learning module: [Consumers and standards – Partnership for a better world](www.consumersinternational.org)

Website of Consumers International – www.consumersinternational.org