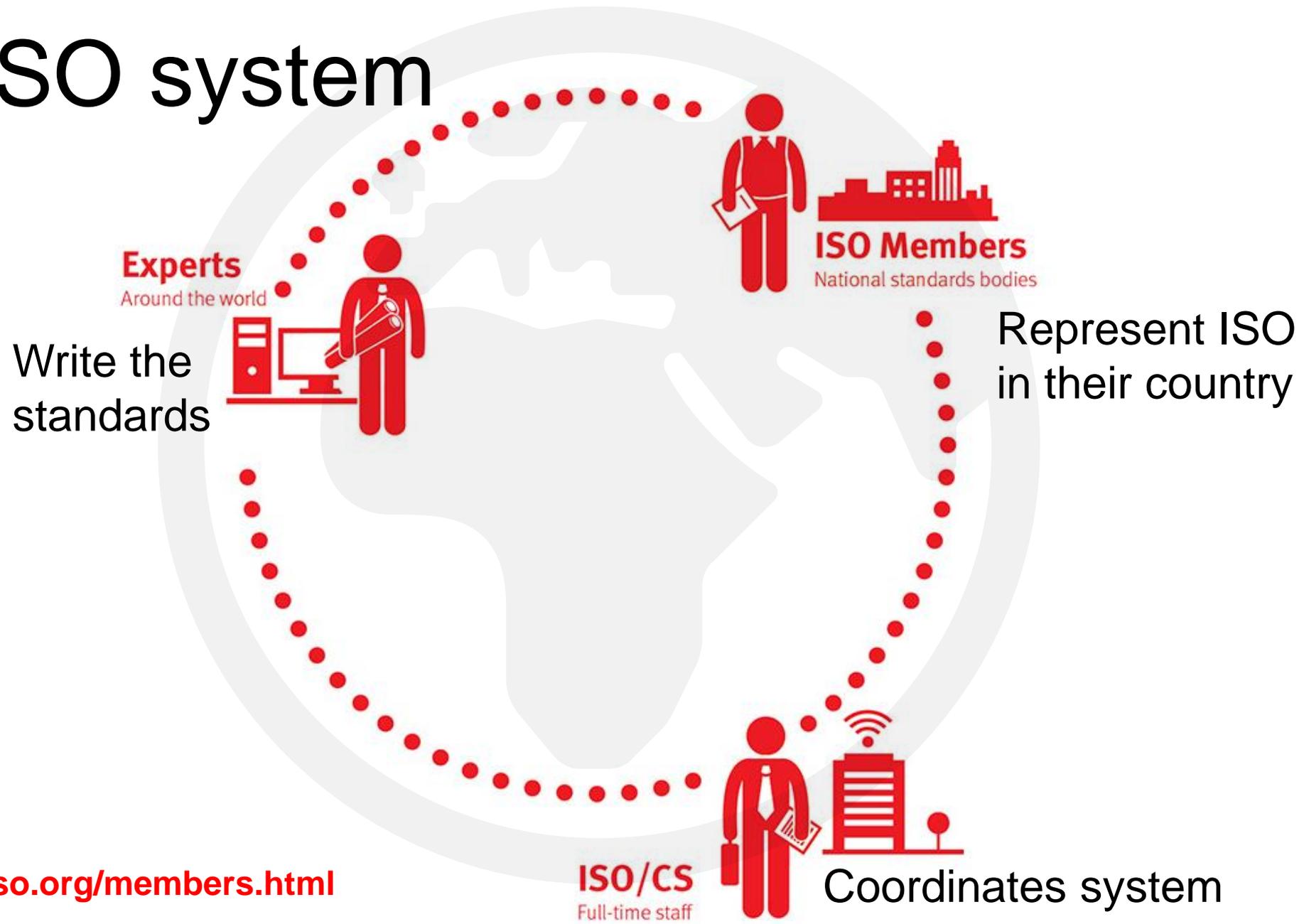


ISO/COPOLCO and consumer protection

Webinar on consumers and standards
UNCTAD e-commerce working group
8 April 2020

Dana Kissinger-Matray
Team leader, ISO/COPOLCO

The ISO system



<https://www.iso.org/members.html>



ISO Committee on consumer policy



ISO Strategy 2016-2020



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?»





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.....

COPOLCO@ISO.ORG

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](#)

Website of Consumers International –
www.consumersinternational.org