Intergovernmental Group of Experts on Consumer Law and Policy

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Using ISO Standards to Promote Sustainable Consumption and Consumer Protection

Presentation by Dana Kissinger-Matray, ISO

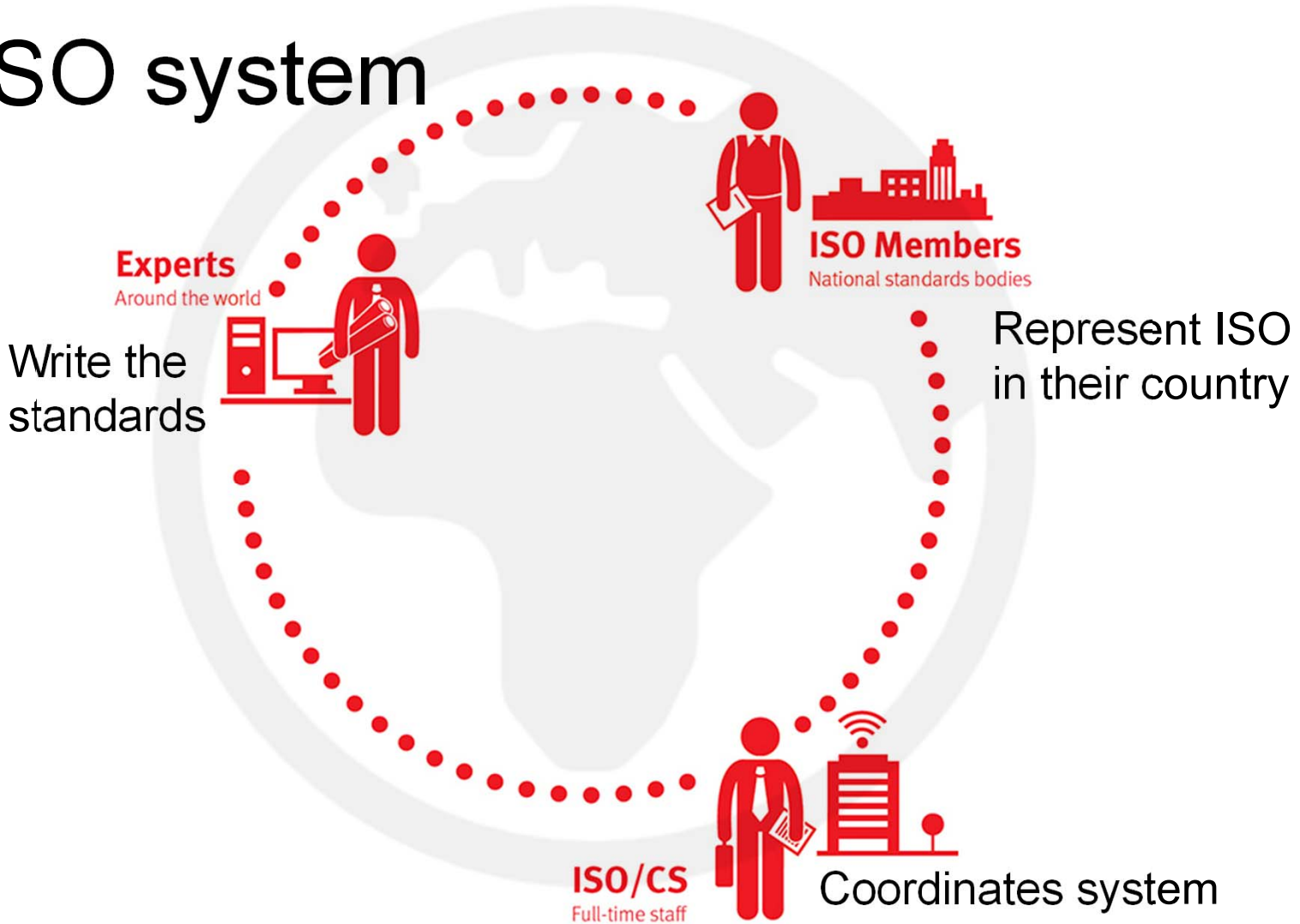# Using ISO Standards to promote sustainable consumption and consumer protection

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

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

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.

Goal	Standards
1 NO POVERTY	60
2 ZERO HUNGER	60
3 GOOD HEALTH AND WELL-BEING	294
4 QUALITY EDUCATION	57
5 GENDER EQUALITY	47
6 CLEAN WATER AND SANITATION	105
7 AFFORDABLE AND CLEAN ENERGY	119
8 DECENT WORK AND ECONOMIC GROWTH	137
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	302
10 REDUCED INEQUALITIES	104
11 SUSTAINABLE CITIES AND COMMUNITIES	187
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	223
13 CLIMATE ACTION	175
14 LIFE BELOW WATER	91
15 LIFE ON LAND	124
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	58
17 PARTNERSHIPS FOR THE GOALS	

ISO

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