

From principles to action:

Presentation of the Draft Handbook on consumer product safety

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Reality check

➤ Regulatory gap & estimated toll

Regulatory gap

- ▶ Only **64%** of analyzed countries (78 out of 122) have an official consumer product safety framework.
- ▶ **36%** leave consumers completely vulnerable without basic safety protections

Human & economic toll

- ▶ **OECD Estimates:** Close to 30,000 deaths, 5+ million injuries, and **\$220 billion** in annual economic burdens.
- ▶ **United States (CPSC):** Product incidents exceed **\$1 trillion** annually in damages, injuries, and deaths.
- ▶ **European Union:** Preventable accidents cost **€11.5 billion** per year.
- ▶ **Australia:** Costs sit at least at **AUD 5 billion** annually.

➤ The four-fold rationale for national action



Public Health

- ▶ Prevent injuries
- ▶ Reduce health care cost
- ▶ Shield consumers



Economic Engine

- ▶ Level playing field
- ▶ Build market trust
- ▶ Design safety= Reduced waste



E-Commerce Challenge

- ▶ Regulatory Gap
- ▶ Risk of "Dumping Grounds"



Reputation & Export Impact

- ▶ The Ripple Effect
- ▶ Country-of-Origin Bias

Why it matters now

Levelling the playing field

- ▶ Recognizes that not all member states and regulatory agencies have the same resources.
- ▶ What is required is scalable frameworks that adapt to different legal architectures and resource levels.
- ▶ Ensures that developing economies are not left behind in the global safety net.



➤ The practical solution

Handbook to implement the UN Principles on Consumer Product Safety.



▶ Core focus areas:

Breaks down the UN Principles into highly actionable strategies

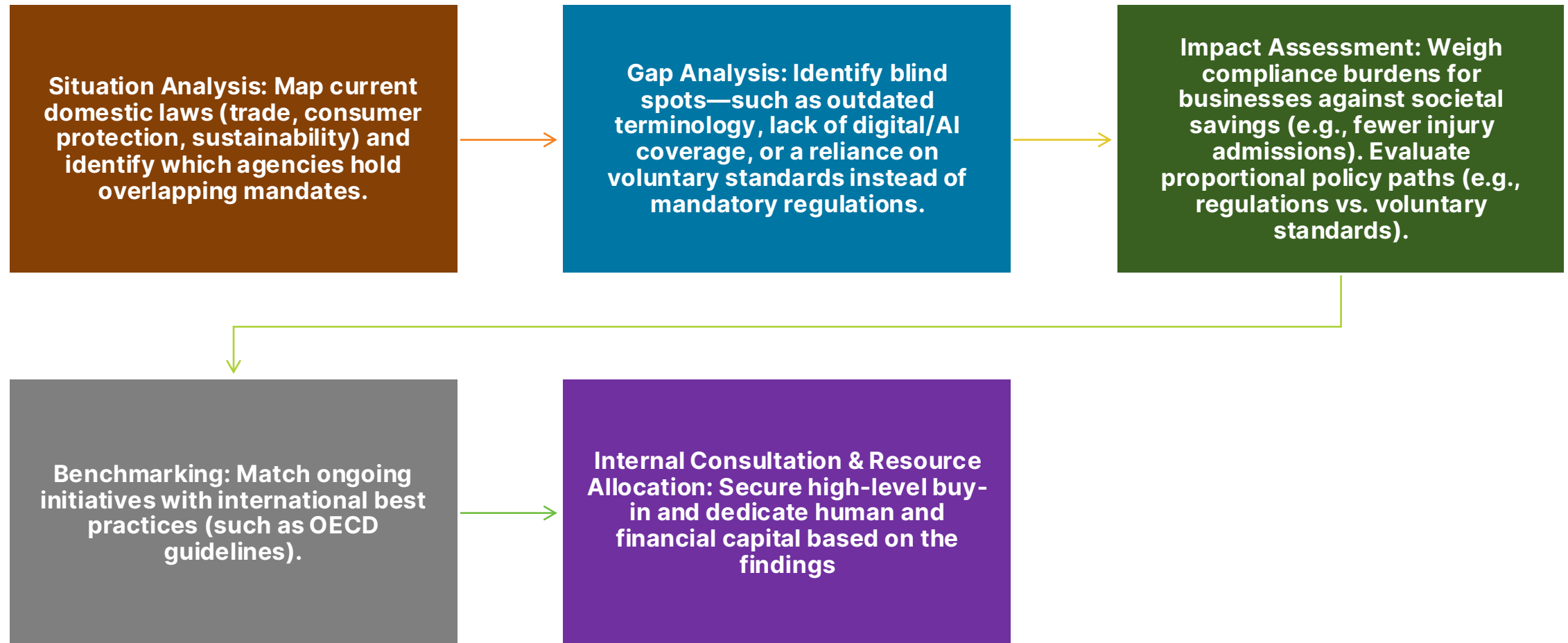
▶ What it is:

A practical, step-by-step roadmap designed specifically for member states, regulators, and enforcement authorities.

➤ Core framework scope

- ▶ **What is covered:** non-food consumer products (including cosmetics and digital/AI-embedded goods).
- ▶ **The service overlap:** includes products made available within services (e.g., amusement parks, shopping trolleys, beauty treatments).
- ▶ **What is excluded:** food and pharmaceuticals.
- ▶ **Key definitions to align:**
 - **Safe product:** one presenting zero or only acceptable, minimal risk under normal or reasonably foreseeable conditions of use (including predictable misuse).
 - **Economic operator:** the entire chain; manufacturers, importers, distributors, and retailers (brick & mortar and online marketplace providers).

➤ The 5 Preliminary Steps to System Reform



➤ Common Gaps in Existing Legal Frameworks

- ▶ **Fragmented legislation:** legal rules scattered across disconnected acts, causing gridlock.
- ▶ **The standards confusion:** treating voluntary standards as mandatory regulations without proper legal conversion.
- ▶ **Enforcement blind spots:**
 - No specific obligations for online marketplace providers or distance sellers.
 - Weak, non-deterrent penalties that businesses simply treat as a cost of operation.
 - Absence of rapid consumer redress and clear alert channels between businesses, authorities, and the public.

➤ The Six-Pillar System Architecture

1: National Strategy –

Establishing a long-term roadmap that treats safety as a fundamental right.

2: Legal Framework/ *Generic Law on product safety* –

Crafting unified, horizontal safety laws that catch gaps left by vertical, sector-specific rules.

3: Institutional & Participative Governance –

Clarifying agency roles and involving industry and consumer groups.

4: Market Surveillance & Redress –

Deploying proactive inspection protocols and ensuring efficient consumer compensation.

5: International Cooperation –

Networking across borders to flag transborder hazards early.

6: Capacity Building & Awareness –

Continuous training for inspectors and education campaigns for consumers.

➤ Shaping the Handbook together

Help us raise the bar

- ▶ Share practical enforcement insights
- ▶ Stress-test the regulatory language
- ▶ Contribute proven templates

The "Blue-Print"

- ▶ Adopt, don't re-draft
- ▶ Identify your immediate anchors
- ▶ Flag your capacity constraints





"Strong product safety systems don't restrict trade—they protect consumers, build market trust, and unlock high-value global export channels."

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