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**Empowering and Protecting Consumers through
ISO Standards in the AI Age**

**Presentation
Speaking points included**

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Empowering and Protecting Consumers through ISO Standards in the AI Age

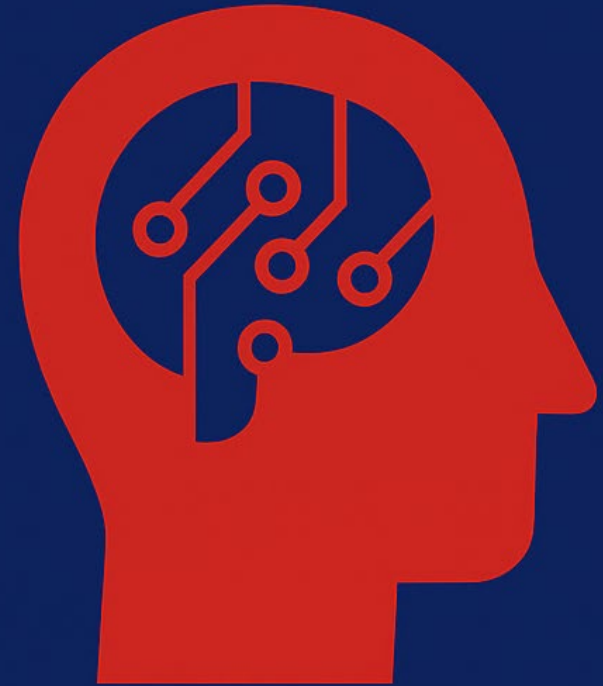
UNCTAD Conference / July 11, 2025

Dr. Eunsook Moon, COPOLCO Chair



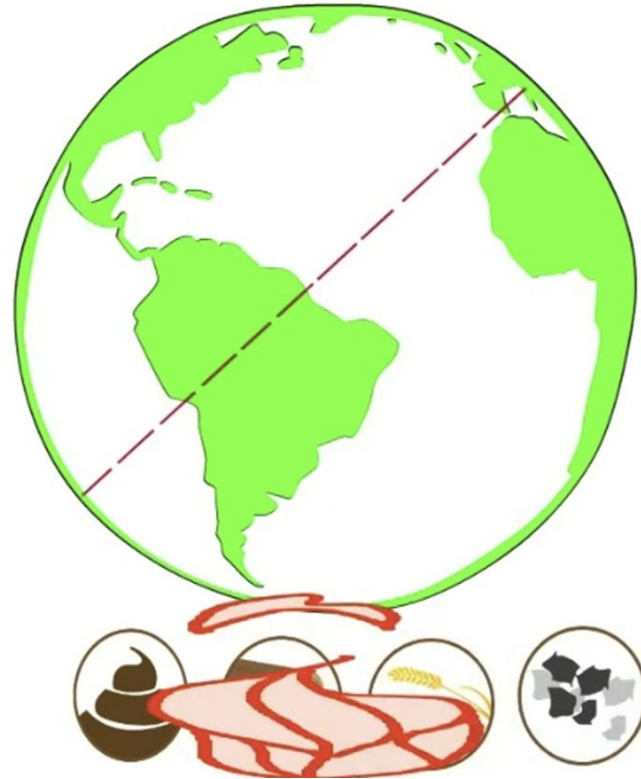
ISO Standards for Consumers in the AI Age

‘AI is reshaping consumer lives. Standards empower and protect consumers in the AI era - especially the most vulnerable’



Standards Save Lives Globally

- Over 3 billion people cook with unsafe stoves
- 4 million die each year from toxic fumes
- ISO TC 285 set global clean cookstoves standards
- These standards guide safer, life - saving choices



Every day
half of the world population
is exposed to toxic fumes
because they cook with
unsafe stoves
and open fires...

...that's 3 BILLION people!!

This results in 4 million deaths
every year.....

Standards: Safeguards for AI Innovation

- Innovation without standards brings risk
- Cars brought both freedom and Risk
- Red lights, road signs, and crosswalks followed, trust was built
- Standards didn't slow progress, made it safer and more inclusive
- Now AI moves even faster, without red lights, safeguards yet
- Consumers face rising risks
- **We need Standards to guide Safe, Trusted, and Inclusive innovation**

ISO AI Standards: Protecting People, Guiding Innovation

- **ISO/IEC JTC 1/SC 42 AI** : 36 standards published, 45 in progress
- **ISO/IEC TR 24028 – Trustworthiness**
- **ISO/IEC 23894 – Risk Management**
- **ISO/IEC TR 24368 – Ethical and Societal Concerns**
- **ISO/IEC 38507 – Governance**
- Standards drive safe, fair, inclusive, rights -based AI
- Adoption ensures consumer protection and accountability

ISO Consumer Standards: Putting Consumer Protection into Practice

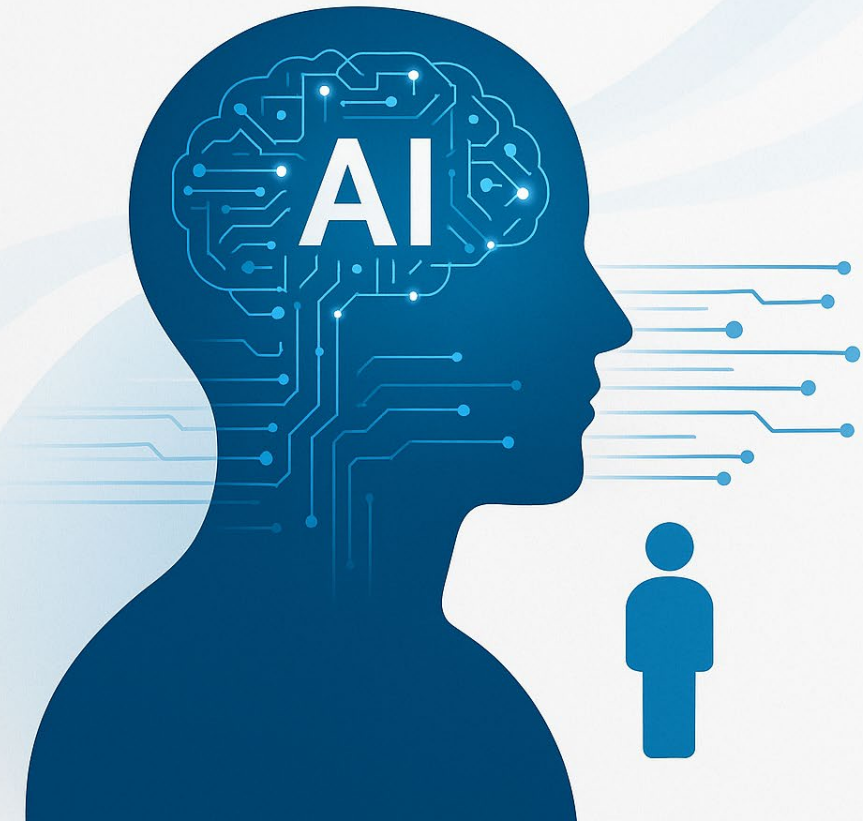
- ISO 26000 – Social Responsibility
- ISO 22458 – Inclusive Services for Vulnerable Consumers
- ISO 31700 – Privacy by Design
- ISO 10377/10393 – Product Safety & Recall
- **Standards are the driving force of inclusive, accountable, and effective consumer protection**

Role of ISO COPOLCO in the AI Age

‘As AI evolves, COPOLCO ensures no consumer is left behind - driving inclusive standards and cooperation’

COPOLCO AI White Paper 2025

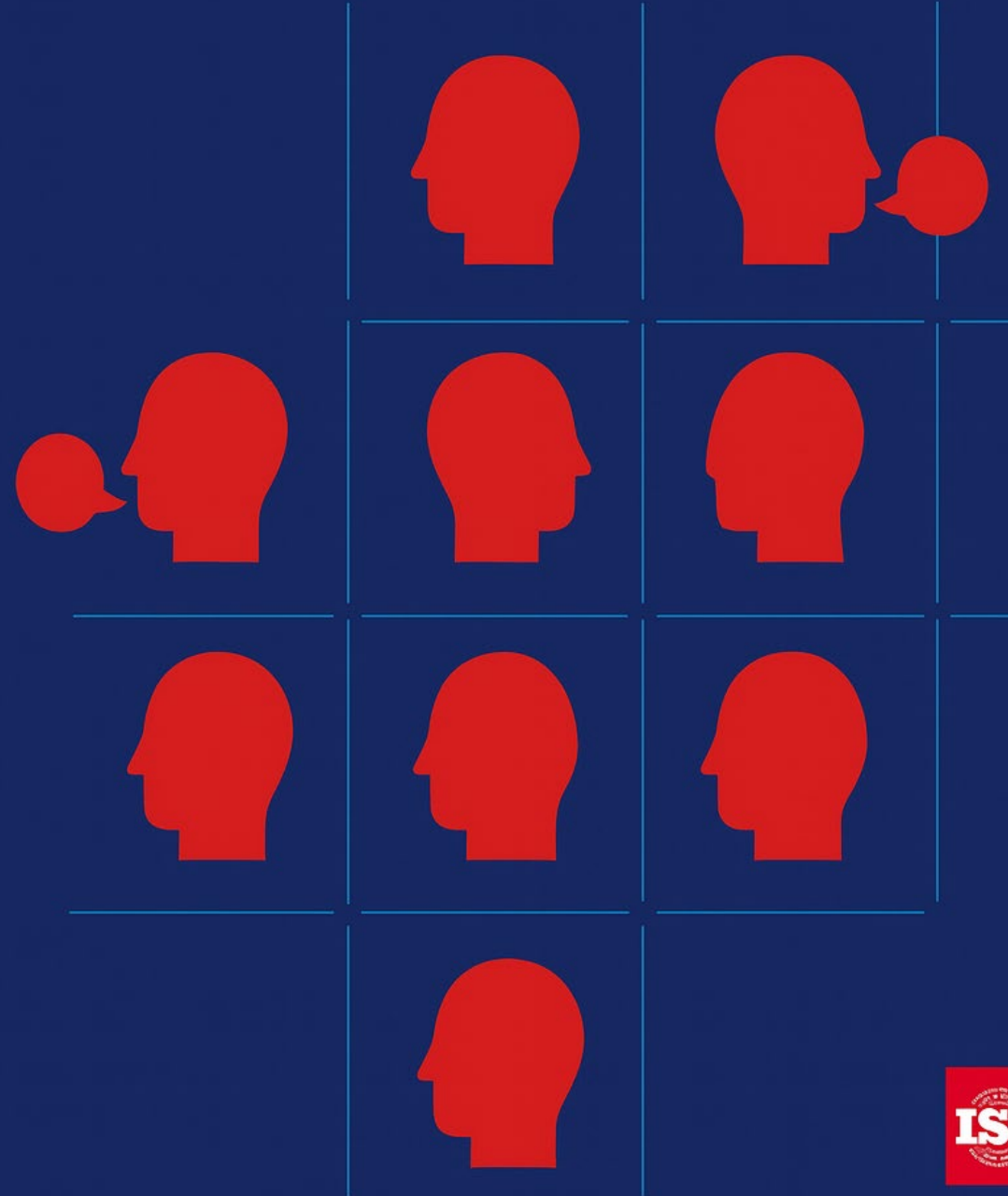
Empowering Consumers in the
Age of Artificial Intelligence



COPOLCO's Mission: Shaping Standards for Digital Consumer Rights

- ISO's Committee on Consumer Policy with 133 member bodies
- Advises ISO Council and initiates consumer protection standards
- Represents as the global consumer voice in ISO standardization
- Develops standards for safety, fairness, inclusion, sustainability
- Covers issues from product recalls to digital rights
- **Leads international standards of digital consumer rights**

Standards for All Begin with Consumer Voices



Why Consumer Agencies Must Shape the Standards Agenda

- Standards protect consumers by defining safety and trust
- Consumer agencies must embed the consumer interest from the start
- WTO urges governments to use international standards
- International standards align regulation and protect consumers across borders

Why Consumer Participation Needs Support

- Standards shape daily lives - consumers must shape standards
- Consumer Participation ensures fairness, trust, and legitimacy
- Real Barriers : access, capacity, awareness
- Consumer Agencies can support with training, funding, inclusion
- Support enables impact

Bridging the Digital Divide: Why Global South Consumer Voices Matter

- Most consumers live in developing countries
 - their voice matters
- Exclusion causes bias, irrelevance, and harm
- Inclusion ensures safety, fairness, and equity
- Structural barriers must be removed
- We must empower Global South participation



ISO/DEVCO
COMMITTEE ON
DEVELOPING
COUNTRY MATTERS

COPOLCO

promoting global,
inclusive protection



Thank you

Making lives *easier*, *safer* and *better*.

Empowering and Protecting Consumers through ISO Standards in the AI Age

Date: 11 July 2025

Speaker: **Dr. Eunsook Moon, COPOLCO Chair**

Slide 1. Empowering and Protecting Consumers through ISO Standards in the AI Age

Good morning. I'm honored to speak at this important conference.

We all know three things.

First, AI is changing our lives quickly, often without us noticing.

Second, it's not always fair or safe, especially for vulnerable consumers.

Third, no one knows how far it will go.

Today, I'll share two key messages.

First, how ISO standards help protect and empower consumers in the age of AI..

Second, how COPOLCO ensures this works for everyone.

Slide 2. ISO Standards for Consumers in the AI Age

Let me begin by briefly sharing why ISO standards are such an effective and essential tool for consumer protection in the age of AI.

Slide 3. Standards Save Lives Globally

Let me give a concrete example.

Over 3 billion people still cook with unsafe stoves.

This causes 4 million deaths every year.

ISO/TC 285 created clean cookstove standards to solve this.

These aren't abstract rules — they save lives.

That's the power of standards: real-world impact for the most vulnerable.

Slide 4. Standards: Safeguards for AI Innovation

We experienced Innovation without standards brings risk

Think about cars - they gave freedom, but also danger.

Then came traffic lights, road signs, and crosswalks.

These standards built consumer safety and trust.

They didn't slow progress - they made it safer for everyone.

Now AI moves even faster, but without red lights, without safeguards.

Consumers face new, growing risks.

We need standards again to guide safe, trusted, and inclusive AI.

Slide 5. ISO AI Standards: Protecting People, Guiding Innovation

SC 42 is shaping the future of AI.

It has published 36 AI standards with 45 more on the way.

These cover trust, risk, ethics, and governance.

But publishing AI standards is not enough.

Adoption matters, especially by governments and regulators.

That's how we protect consumers and ensure accountability.

Slide 6. ISO Consumer Standards: Putting Consumer Protection into Practice

Beyond AI-specific standards, ISO offers powerful tools for consumer protection:

Together, these make consumer protection more inclusive, accountable, and effective.

- ISO 26000 — for social responsibility.
- ISO 31700 — for privacy by design.
- ISO 22458 — for inclusive services.
- and product safety standards.

And many safety standards

Together, they make protection more inclusive, accountable, and effective.

Slide 7. Role of ISO COPOLCO in the AI Age

COPOLCO plays a key role here.

As AI evolves, we make sure no consumer is left behind.

We push for inclusive participation.

We build global cooperation, especially with and for the developing countries.

Slide 8. COPOLCO's Mission: Shaping Standards for Digital Consumer Rights

COPOLCO is ISO's Committee on Consumer Policy.

We represent 133 member bodies from all regions.

We advise the ISO Council — the top decision-making body — and help launch key consumer standards.

We serve as the global consumer voice in ISO.

We help develop standards that promote safety, fairness, inclusion, and sustainability. Our work spans many issues — from product recalls to digital rights.

And we are leading the global push for digital consumer rights in standards.

Slide 9. Standards for All Begin with Consumer Voices

Standards don't work without consumer voices.

If standards affect everyone, they must include everyone.

Consumers bring real-life experience.

That makes standards relevant, fair, and trusted.

Slide 10. Why Consumer Agencies Must Shape the Standards Agenda

This is why consumer agencies must be involved.

Standards define what consumer safety and trust look like.

The WTO recommends governments base their regulations on international standards

International standards help national regulation stay aligned with global markets, especially for cross-border commerce, digital trade.

Slide 11. Why Consumer Participation Needs Support

But participation doesn't happen automatically.

Many consumer experts face barriers like limited access, capacity, funding.

Consumer agencies can change this, by supporting participation, training new voices, and investing in inclusion.

Because support creates real and long-term impact.

Slide 12. Bridging the Digital Divide: Why Global South Consumer Voices Matter

Most of the world's consumers live in developing countries.

Yet their voices are too often excluded from standardization.

This leads to bias and misses their insights.

We must remove barriers and include all voices to build AI that works for everyone.

ISO's Developing Countries Committee also helps make this possible, with five-year Action Plans that support participation.

Slide 13. Thank You

ISO standards can make AI innovation safer, fairer, and more accountable.

COPOLCO will keep working with you, to make sure no consumer is left behind.

Thank you for your attention.