



UNCONFIRMED MINUTES OF THE COPOLCO WORKING GROUP WG 3, Consumer participation and training – Kuala Lumpur, Malaysia, 15 May 2017

Co-Chairs:	Ms Sadie Homer (BSI, UK) and Mr Guillermo Zucal (IRAM, Argentina)
Participants:	There were ca. 50 participants, both members and observers
ISO Central Secretariat:	Mr. Sean McCurtain, Director of Conformity Assessment and Consumer Matters (CACM) Ms. Dana Kissinger, Secretary of COPOLCO Ms. Anna Koroleva, Project Coordinator, CASCO

AGENDA ITEM 1 Introductory remarks and adoption of the agenda

Co-Chair Sadie Homer opened the meeting, and welcomed everyone, introducing herself as co-chair of this group, now working for BSI, UK. She asked people to give their name and country before speaking. The whole reason of the working group is to improve and engage consumers in the standards process. It is a working group: the idea is to get participation from everyone – so ask whenever you want.

The report [N79](#) was distributed. The agenda [N80](#) was approved.

AGENDA ITEM 2 Funding task group – verbal report

Guillermo Zucal (IRAM, Argentina) and Rémi Reuss (AFNOR, France) presented how we get funding to resource consumer participation.

Ms Homer explained the intention is to look at ways of funding consumer participation at national and international level.

Mr Zucal informed that new ways of funding have been proposed in the past and some don't work; the group is always renewing ideas and is looking to the members for ideas to present to ISO to find initiatives.

One of the latest initiatives is to find ways of harnessing the Memorandum of Understanding between ISO and the World Bank to perhaps fuel projects at national level. The Secretary of COPOLCO, Dana Kissinger gave feedback on this, saying the contact is high level and the discussion on consumer topics is not defined yet and ongoing. The fundamental aim of the World Bank is to finance infrastructure rather than what COPOLCO have on their agenda.

New ideas and exchange of ideas from the members of this group is important.

Mr Zucal informed that at the last COPANT-PASC meeting in Vancouver, UNIDO and PTB were present, and he talked with them about some ideas of supporting consumer participation projects and hopefully they can help consumers to be part of the standards development process.

A meeting of the Funding Task group was arranged before Plenary for those who want to talk a little more about future strategies.

Mr Reuss said at national level they had issues of funding a consumer representative to travel to a COPOLCO meeting, and did a crowd funding project for this. Was difficult to explain the reason to the public, what standards are, and the importance of consumers at COPOLCO. It was quite successful as

a single initiative not a long term goal. They convinced the Ministry at national level to give them support – it was long and hard work.

They are looking for a long term partnership with industry and to make some links between consumers and industry on a long term basis. It is very important to share national views of what works and what does not work. Several people volunteered to attend the short side meeting at 18:00 to look for new strategies.

Korea asked several questions; firstly, if COPOLCO provides financial support. Dana explained there is no funding for meetings except through ISO Academy. Secondly, to increase consumer participation we need to know the current consumer participation situation. How many NSBs have a consumer national mirror committee? Sadie responded this is a good point, and underscored it is very important for NSBs to submit the online form for the *Directory of Consumer Interest Participation* to give an accurate assessment of consumer participation and at which level policy or technical level.

Actions

- Members are invited to submit initiatives for funding consumer participation, and to complete the [Directory of Consumer Interest Participation](#) with data on national consumer participation.

AGENDA ITEM 3 ISO action plan for Developing countries – feedback on CPT report

Sadie Homer presented feedback from ISO Academy on the number of consumers they funded to attend TC meetings. For example, a consumer association in Kenya attended a mobile payments committee meeting. Over 3'000 delegates are sponsored by Academy each year to attend TCs, including NSB related training. Two thirds of delegates are from stakeholder groups but they currently cannot identify and track individual stakeholder groups.

Also mentioned in the report [N79](#) is a new Academy training for national standards bodies focusing on stakeholder participation. This supports ways to improve stakeholder participation taking into account different geographic and economic situations. More information will follow.

On ISO's ability to track which stakeholders participate in which groups: As part of ISO 26000, *Social Responsibility*, national stakeholder participation was reported back to plenary. There is a resolution to take the message home to encourage the identification of stakeholders in national mirror committees to identify consumer key areas of importance and thus find ways to engage better with consumers.

COPOLCO Chair, Ratna Devi Nadarajan informed the ISO publication, [Financing NSBs](#), could form a basis for accessing funding during the funding side meeting.

Actions

- Take actions to identify and track stakeholder groups, particularly consumers, in national and international policy and technical committees.
- Provide more information on the new Academy training for stakeholder participation for NSBs.

AGENDA ITEM 4 ISO Directory of consumer interest participation and ISO Connect – update and verbal report

Dana Kissinger gave a demonstration of a page from the *Directory of Consumer Interest Participation*, highlighting the section on funding. This would be a useful way to pick up metrics on funding and also on the national mirror committees. She reported the different types of information available in the database.

There is a draft resolution noting stakeholder participation to ask COPOLCO members to fill in this form by November 2017.

This will help get data for the Funding Task Group to take forward its work.

Actions:

- Members are invited to complete the *Directory of Consumer Interest Participation* on funding by November 2017.

AGENDA ITEM 5 Regional consumer engagement strategies – verbal report and contributions

Co-Chair Guillermo Zucal expressed the intention is to improve communication and to get more engagement. NSBs have different levels of activity and there is a need to improve the communication and exchange of information as a way to improve the quality of the work.

The intention is to improve the communication with, and to have more involvement of, regional organizations presented at plenary last year – and the group will now work on a strategy to improve this.

The resolution to seek cooperation with the United Nations Conference on Trade and Development (UNCTAD) is covered under item 8.

Ratna added ISO has a Regional Engagement Initiative (REI) for the Southeast Asian region (ASEAN), which has some initiatives such as a monthly WebEx. The group can work with ISO's regional office to see if there are opportunities for capacity building.

Sadie asked Rémi Reuss to write a short article for the *ISO Consumer Update* newsletter on the initiatives that they took to date. Also some communication should be developed and shared with the REI office as well.

Actions:

- Create a regional engagement strategy, working closely with ISO's REI office.
- Prepare communications for the *ISO Consumer Update*.

AGENDA ITEM 6 Update of distance learning material and proposed COPOLCO materials

Sadie Homer indicated there is a long established distance learning module, [*Consumers and Standards: Partnership for a better world*](#) freely available on ISO's website with an interactive Q&A which gives good material members can share with consumers. Contact the COPOLCO Secretariat to get hold of it in a different format.

The European Committee for Standardization (CEN) is developing material for consumers, labour, trade unions etc, which is also useful to look at on their website. This is for the regional European level, and CEN will have a link to the COPOLCO e-learning for standardization at the international level, too.

This will need updating since it is five years old now. A suggestion is to ask COPOLCO to find the resources to update this, with input from the COPOLCO members. Members were asked to go through it and highlight the areas that need updating or to identify the gaps and email the Consumer participation working group and copy the Secretary of COPOLCO. A request will be sent to all COPOLCO members.

Takashi Nakakuki (JISC, Japan) asked how much the e-learning material is being used among NSBs. For those who do not use it, is there a reason? If so, how can we improve its use? This is the first year we have not provided figures on its use. This is due to the ISO website being updated. There have probably been only a few hits on the page, whereas past studies showed its home page was viewed thousands of times – it has been successful over the years. It will be good to get information for the November 2017 meeting of the group. COPOLCO has not done much awareness raising recently on this material. We need to do this more to keep it fresh.

COPOLCO Chair, Ratna Devi Nadarajan gave feedback concerning support from the Regional Engagement Initiative office in Singapore: funding is available for many schemes in ASEAN. They talked about funding available and asked if ISO REI should be informed of this type of funding.

Ratna followed on to Takashi's point, saying we can give the e-learning more prominence by linking with other institutions such as the ITC UNTAG. Also the related online training that CI did can be replicated at the regional level. Sadie clarified the current e-learning asks questions to test understanding and is also on the CI website as this was developed jointly.

Guillermo said the material is excellent, and we need the tool to be more prominent on the webpages of everyone, to make it easier to access. Hopes to have it in Spanish. Diffuse the material more.

Dana said ISO/CS makes reference to the e-learning in the *ISO Consumer* newsletter and also spreads the word through its social media channels. We need to find ways of making it more accessible so other stakeholders can use it.

China said it is not familiar with this material; can COPOLCO produce educational material to be understood by students and children, and to educate the teachers as a start? Some countries have done this and made good progress. Maybe we can find which national bodies have educational material for this specific purpose for these target groups. Share the information.

France – has a train the trainer's standardization project for school children, focused on engineering. It is worth focusing on. Columbia has a project with a company to develop a training to teach teachers about standards, and they then teach the children. They use games they have developed to educate children on the standards in use every day.

Antonino Serra (CI) – in line with France, when he was invited to be professor in a Peru University, he asked them to add a part about standards, as he felt it was important for them to understand the basics of standards and to develop a legal framework; and how standards can contribute to this.

Eunsook Moon (KATS, Korea) praised the intent and asked if there were any specific suggestions to maximize the use by members. They do not have a plan on how to use the material – so it might be a good idea to create plans they can use.

Sadie responded the e-learning is designed for people who are aware of the issues and are participating to some extent. CI transformed this into a webinar, running once a week for six weeks, inviting guest speakers each week to bring it to life. Each week participants had homework and at the end of the programme received a certificate.

Australia – the training in the other standards work is very important: representatives are put on a course when they are appointed into committees, to help them to understand what consumer reps do and how. This helps as consumer reps struggle to know the wider consumer perspective.

Canada has a similar experience; something needs to be done with committee chairs to raise awareness of why a consumer rep is needed. It is difficult to justify why the consumer role is needed. There needs to be something done with the TC chairs and secretaries to stress the importance of why consumer participation is so important for their committees.

Sadie gave what BSI, UK is doing to explain the role of the consumer: why it is so important; and what they can contribute to the process.

China asked if they can publish the Distance Learning Module if they translate it.

Germany added the NSB should also be informed. At DIN, all project managers receive training: one part is on consumer representation. All new project managers visit her at DIN Consumer Council and she explains and stresses the importance of consumer representation.

Elaine Attwood (SA, Australia) had no idea of COPOLCO, and wants there to be a focus on it for the World Consumer Rights Day to make it more known throughout the day. Place a special point on education in the Consumer participation group and look at ways of sharing.

Actions:

- Publicize the e-learning nationally, and inform COPOLCO of actions being taken.
- Update the distance learning module – members are invited to comment on it and identify any gaps.
- Promote links to this on the sites of other international organizations.
- Improve the ISO Chairs and Secretaries training.

AGENDA ITEM 7 Regional training workshops – feedback

Sadie Homer and Antonino Serra (CI) indicated one training was held in Vienna with Academy, working with regions in East Europe and Central Asia. This was very successful with 21 sponsored participants, many from NSBs not usually seen at COPOLCO. The broad basis of participants reported concerns on safety and quality on imported and local products such as shoes; the safety of toys and cosmetics; overall quality. Mentioned lack of testing labs and other market surveillance activities on this.

AGENDA ITEM 8 COPOLCO and UNCTAD

Not discussed.

AGENDA ITEM 9 Confirmation of resolutions for COPOLCO plenary

Sadie Homer read through the resolutions and no objections or comments were raised.

AGENDA ITEM 10 ANY OTHER BUSINESS

None

AGENDA ITEM 11 CONCLUDING REMARKS

Sadie Homer thanked participants.



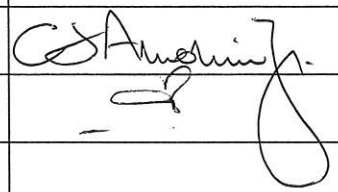


WG 3: Consumer Participation and Training Working Group Meeting

Venue# : Pullman City Centre Kuala Lumpur

Room# : Pullman 1

Time : 10:30 ~ 11:30

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