



CONFIRMED MINUTES OF THE COPOLCO WG 3, “CONSUMER PARTICIPATION AND TRAINING” – Geneva, Switzerland, on 28 November 2017

Chair:	Ms Sadie Homer and Mr Guillermo Zucal
Participants:	There were ca. 20 participants, both members and observers
ISO Central Secretariat:	Ms. Noelia Garcia Nebra, Project Manager of DEVCO and the ISO Capacity-building unit Ms. Dana Kissinger, Secretary of COPOLCO Ms. Katia Kerswell, Project Manager, COPOLCO

AGENDA ITEM 0 CP & T working group report

1. Sadie Homer and Guillermo Zucal welcomed participants, and referred to [N86](#), [N88](#), [N84](#).
2. The agenda [N89](#) was adopted.

AGENDA ITEM 1 Introductory remarks

3. Sadie Homer indicated this group exists to improve consumer participation globally and share national activities to benefit COPOLCO members, also through the Directory of consumer interest participation. ISO Academy has become ISO's Capacity-building unit; Noelia Garcia Nebra will present their work in item 8.

Guillermo Zucal was congratulated for being the next chair of COPOLCO, which opens a vacancy for co-chair in this group.

4. Rémi Reuss shared France's experience creating position papers. Like other ISO members AFNOR is challenged in having consumers participate in technical committees. So, it uses position papers (resembling ones by ANEC) to help committees understand consumer needs or general principles to be borne in mind by committees at the national level. Examples are smart cities, shared with DIN Consumer Council in 2012; and connected objects. It then follows the outcomes. Its next paper, within a two-year time frame, is on additive manufacturing. This solution is better than nothing when direct consumer participation is not possible. The UK also uses position papers.

Actions:

COPOLCO members are invited to

- Complete the input form and publicize the updated [Directory of consumer interest participation](#)
- share suggestions and national experiences on how to improve consumer participation at national and international levels
- use the new tools available from ISO to share position papers, as is common in the consumer world; as a starting place for other countries to develop national positions on in-depth topics

AGENDA ITEM 2 Appointing a CP & T co-chair

5. Guillermo Zucal welcomed nominations for a new co-chair to support Sadie Homer. Consumer participation and training are two of the most critical issues for COPOLCO.

AGENDA ITEM 3 Funding Task Group – update

6. Guillermo Zucal reported there has been no progress since the last meeting; an update is expected for May 2018. Rémi Reuss will chair this group since Guillermo is taking on a new role as COPOLCO Chair.

7. Participants recommended:

- adding suggestions for funding sources this group has identified, such as crowdfunding, in [Financing NSBs](#)
- encouraging members to share ISO/COPOLCO publications on diverse ways NSBs can increase consumer participation

Discussion then centred on best practices to replicate:

- Canada's new approach to funding committee work this year – is using criteria on how this supports consumer values, industry, etc, in deciding how much to allocate. SCC also matches other funding received. Since COPOLCO is a policy rather than a technical area, and creates NWIPs – Suzanna Ersoy could convince SCC that COPOLCO should be evaluated with similar criteria that demonstrate its value and attract funding. This helps overcome the dual discrepancy of consumers' commitment to projects they cannot complete to lack of funding; or otherwise having funding but being unable to deliver as expected. This year the chair of the SCC mirror committee will request SCC to ensure a consumer representative engages in work important for Canada
- There is no standard process, each ISO member has its own approach. So, countries with an evolved system, can motivate others. Systems are necessary; NSBs are moving from reticence to transparency in sharing such information
- A significant risk in using criteria is if consumers are not seen to add value. So, their value and importance for the country must be underlined. If consumers get a ranking as valuable contributors, money and support can be requested. If not, they risk being sidelined

Actions: find ways to improve national and international funding for consumer participation such as

- *Sharing ISO/COPOLCO publications*
- *Providing suggestions for updating ISO's [Financing NSBs](#)*
- *Filling in the field showing sources of funding in the [Directory of consumer participation](#)*
- *setting up systems for funding consumer participation with criteria that recognize the contribution this work brings*

AGENDA ITEM 4 ISO's Action Plan for Developing Countries – 2016-2020

8. ISO Project Manager, Noelia Garcia Nebra presented [N90](#):
9. The developing countries committee (ISO/DEVCO), founded in 1961 as a subcommittee of Council, approved this [Plan](#) at its last meeting in Berlin before the ISO General Assembly. It is a unique forum to discuss standardization matters and issues of interest to developing countries; and guides, monitors and evaluates implementation of activities.
10. Recent developments: Lena Dargham from Lebanon is DEVCO's new Chair; DEVCO's new terms of reference in March 2017 strengthen its policy development role to better advise ISO Council.

Two new working groups have been created: WG 1, for identifying standardization areas of primary interest to developing countries, and WG 2 to share resources and capabilities. The first is convened by Rosario Uria of Peru, and Damian Fisher from Australia, with 39 experts involved. And the second has Surian Rajat (India) and Dr Nkabi Walcott (Canada) leading, with 33 experts. Both groups will meet in Geneva at the end of January 2018.

11. Participants discussed a rapprochement strategy:

- Better align COPOLCO, Capacity and DEVCO work to identify priority areas in standards for developing countries. Capacity-building will need to know the standardization strategies for countries as well as regional organizations. It is necessary to integrate all these activities with the goal to enhance standardization capacity to avoid overlap COPOLCO also enhances capacity in standardization activities; is there a way to align these activities?
- Re-create the excellent cooperation DEVCO and COPOLCO had in the past. These policy committees have common ground as both are under-represented in the ISO system, so it is worth developing that synergy. The vast majority of developing countries have consumer issues, so it is important to make sure DEVCO is aware of key priorities in COPOLCO
- COPOLCO can also assist the ISO Capacity unit in building national strategy. It is hard to get the consumer voice. This is the purpose of COPOLCO; it can help identify consumer representatives in different countries who have participated in activities to engage with, rather than relying on third parties

12. Noelia Garcia Nebra agreed it is important to harness synergies. COPOLCO is welcome to participate in DEVCO's two new working group meetings, as their work is related. Although the DEVCO working groups aim at supporting DEVCO's stronger policy role by giving developing countries a platform for defining priority standardization areas and bring them to the attention of Council. There is a need for coordination, to ensure there is no duplication.

ACTIONS:

- *Find synergies between COPOLCO, ISO Capacity-building and DEVCO strategy*
- *Invite COPOLCO to contribute to the DEVCO working groups meetings in Geneva at the end of January 2018. For WG 1, Guillermo Zucal will share the Key Areas Handbook as that may interest developing countries (he knows convenor Rosario Uria from Peru, since they met at COPANT, and can act as connector)*

AGENDA ITEM 5 Consumer representation on TCs and WGs

ISO Directory & data collection template – Update on IT Services project and progress

13. Dana Kissinger reported that, this summer, ISO/CS finalized the data input form for COPOLCO members on the type and degree of consumer participation at various levels of national and international work, based on the template approved by the 2016 plenary. It has been released to the full membership of COPOLCO, and about 10 countries have updated their data.

14. A "front end" – or website interface – is now being developed to visualize the information in real time, to see types of consumer participation in committees at national and international level, as well as tools and support for consumer participation, for each member.

Action:

- ensure national data in the [Directory of consumer participation](#) is complete, and promote this tool, especially once ISO/CS has completed the front end in early 2018

AGENDA ITEM 6 Collaborating with other organizations (UNCTAD, OECD)

United Nations Conference on Trade and Development (UNCTAD)

15. Dana Kissinger thanked Antonino Serra Cambaceres (CI) for encouraging her to observe the second meeting of the intergovernmental group of experts (IGE) on consumer law and policy at the UNCTAD headquarters in Geneva in July. Many concerns echo those of COPOLCO, e.g. for product safety, e-commerce and vulnerable consumers. Delegations shared national experience on these areas. Panel discussions featured expert input, then members giving feedback from the floor. One outcome was two working groups, established on e-commerce and vulnerable consumers. Dana recently participated in the e-commerce teleconference, where she mentioned ISO standards on e-commerce and consumer satisfaction, ISO 10008. The third meeting in July 2018 will be interesting to observe.

16. UNCTAD gave encouraging feedback to Antonino Serra Cambaceres on this first ISO/COPOLCO participation. The two groups welcome input from ISO standards and COPOLCO as valuable and important. The e-commerce group advanced its work in mid-November 2017 – during the ICPEN meeting in Turkey – and will report outcomes to the next intergovernmental group of experts on 9-10 July 2018 in Geneva (Antonino will share this). The annual theme is product safety. It would be good for a COPOLCO expert to participate. UNCTAD members know ISO but not COPOLCO very well.

The decision on speakers is made in January 2017, and Antonino Serra Cambaceres will be meeting them shortly.

17. Participants thanked Antonino for making the connection, and recommended:

- Involving someone from BSI in PC 303 to attend and present consumer vulnerability
- Asking the Product safety group for a representative
- Formalizing the relationship with UNCTAD and its relevant working groups
- Creating a position paper on how COPOLCO wishes to influence consumer regulators for standards for long term strategy

18. Antonino Serra Cambaceres explained the intergovernmental group of experts consists mainly of consumer protection enforcement agencies, and, depending on the country, consumer protection authorities, civil society, etc. He recommended that:

- COPOLCO set its agenda by advancing research and reports of important issues, proposing initiatives and actions for government, society and business to advance nationally, regionally, internationally, on consumer protection. The intergovernmental group is fond of different views and approaches in its rich outcomes, so the work of ISO/COPOLCO would be of great significance
- COPOLCO should establish a more durable relation with UNCTAD e.g. through a Memorandum of Understanding, CI has one to work on fields of common interest. COPOLCO could set up a liaison to formalize the contribution to each other's work since the United Nations Consumer Protection Guidelines (UNGCP) specifies "standards are essential for consumer protection and governments should encourage standards for developing consumer participation..."

19. Participants strongly supported this strategy, adding:

- The COPOLCO Chair originated the idea of improving the relationship with UNCTAD, then Antonino Serra Cambaceres enacted it. CI's Robin Simpson helped draft the UNGCP with a significant section on standards that underpin consumer protection. Although UNCTAD nominally addresses trade and development, it both developed the UNGCP and established IGE to monitor implementation and assess its impact; so, it is important for COPOLCO to have a long term formalized relationship with UNCTAD. This also explains why this work is new (UNCTAD second meeting)
- Build the relation in the three areas of vulnerability, product safety, e-commerce. Submit a paper on how standards could help UNCTAD meet its policy objectives and voluntary and regulatory requirements
- Invite an UNCTAD representative to present at the next plenary and workshop
- Make the case that standards benefit all stakeholders. Tools exist to make consumers available to the standards that affect them. With Brexit, a fast learning track for the UK government is to understand what standards are and do. Standards are a major tool to make trade work and are tools for consumer protection, and this is not often understood

20. Discussion ensued on how to formalize the relationship:

- Should COPOLCO exercise caution in engaging different categories of relation, of contributing to others' work without being paid?
- UNCTAD's IGE has country members, just as CI has observer members. COPOLCO would be an observer. National delegations can also accept consumer delegates. United Nations organizations accept liaisons
- ISO/IEC Guidelines indicate a liaison is a technical or policy committee agreement to participate and contribute to each other's work – the right to participate for the mutual benefit of both organizations. Technical committees and CI and ANEC can also have liaison status with committees – if the committee accepts to have this, and liaisons can participate in every way, including giving comments, contributing to conversations, building positions, contributing data etc, but not in votes

Organisation for Economic Co-operation and Development committee on Consumer Policy (OECD CCP)

21. There was an interruption after Jay Jackson retired, but Melanie Raymond from Canada gave an excellent report to plenary, and will engage in future meetings.

Actions:

- *Have COPOLCO experts present at the next meeting on 9-10 July 2018 in Geneva*
- *Formalize the relationship with UNCTAD and its relevant working groups*
- *Create a position paper on how COPOLCO wishes to influence consumer regulators for standards for long term strategy*

AGENDA ITEM 7 Succession Planning – Update

22. This was discussed during the Chair's meeting.

AGENDA ITEM 8 Training

Regional training review – e-learning for societal stakeholders

23. Sadie Homer said the European Commission requested that online learning should be available for different societal stakeholder groups, so CEN-CENELEC are developing a tool for societal stakeholders with ANEC, active on the consumer side; ECOS (the environment); ETUC (labour); and an amusing one for SMEs, talking about standards around a barbecue.

24. Therefore, ANEC built on and refers to the COPOLCO/CI distance learning module, [Consumers and Standards: Partnership for a better world](#), in existence since ten years (first as a CD then five years ago, online). COPOLCO needs to update and improve its version too, so when the CEN/CENELEC one is published, they don't look too different. It is useful to see how the European system works, and differs from international standardization.

25. Participants welcomed this work, and added:

- Encourage use of the free e-learning available on ISO's site; to help get technical expertise as well as consumer representation in standardization
- The e-learning can be added on national websites
- Modules are suitable for NSBs and consumer reps: with tips on how to be effective

Packaging the e-learning with training and promotion helps boost its uptake and usefulness:

- CI delivered the e-learning course in a 6 week teleconference training programme. This was effective – 80 countries participated
- BSI set up mandatory training on the role and responsibility of consumer reps; how to be effective; with roundtable activities on how to identify the consumer issues in everyday items, so participants get an idea of what they are promoting rather than just the technical side

Actions:

- *Suggest improvements to the COPOLCO/CI e-learning by asking for users' feedback (such as by NSB programme managers and COPOLCO reps)*
- *The CEN/CENELEC tool will be shared once it is available around June 2018, as a useful model for other regions to replicate*
- *Find ways to enhance effective national delivery of the e-learning programmes*

Review of the ISO Capacity-building unit's training events

26. Noelia Garcia Nebra presented ISO's Capacity programme in the first part of [N90](#) (strongly related to DEVCO work discussed in item 4): ISO is a membership organization, members are its core. ISO aims to help them build their capacity at institutional and individual level to be more effective in engaging stakeholders in their countries.

27. ISO's third action plan for developing countries 2016-2020 aligns with ISO strategy which highlights the importance of capacity building of members. ISO's most valuable resource is the members' organizations and networks, so it therefore invests in capacity for members. The action plan focuses mainly on developing country needs, but also engages developed countries in projects.

28. ISO Capacity intends to determine members' needs with four strategic aims:

1. Pulling the macroeconomic lever – to boost standardization's effectiveness in supporting public policy to produce regulations
2. Boosting members' strategic capacity
3. Meeting members' operational and technical needs
4. Ensuring developing country participation in international committees through sponsorships

29. There are two consumer levers:

- the overarching task of developing national standardization strategies – the core is involving national stakeholders
- implementation – consumer involvement is key

30. Initiatives to achieve these are a set of projects and coordinated follow up activities. National standardization strategy is the core activity, the rest supports this. The Capacity-building Unit therefore runs two interventions; a regional workshop on national development strategies, then a check of national implementation. This is followed by stakeholder engagement, then thirdly, consumer participation and trainings are developed. It is reaching out to every region first, then in a second round, it checks implementation of the strategy defined first at regional level. Seven regional workshops are planned in 2018.

31. **Stakeholder engagement events** – one was held in Kenya last year, the next in Peru. These aim to reinforce effective ISO member participation in developing standards; to give tools and share experiences among participants on how best to engage stakeholders in the standardization process to incubate engagement strategies and collaborative schemes.

32. **Consumer participation trainings** – one was in Malaysia in parallel with the 2017 COPOLCO plenary. In 2018, one is in Eastern and Southern Africa, and one, planned in Jamaica, is aligned with the COPANT meeting programme on the silver economy, services, Sustainable Development Goals, tourism, and the medical use of cannabis.

In 2016, the unit ran 134 activities, reaching 104 developing countries, and over 3'000 participants (33% NSBs; 67% stakeholders) – which underlines the importance of involving NSB stakeholders.

33. Participants thanked Noelia Garcia Nebra, noting National Standardization Strategy is the goal of the Capacity-building unit, and asked:

- How did ISO decide its change of strategy for Academy, was it based on surveys of ISO members?
- How does it engage the regions? Clarify the approach, especially how it relates to national standardization. For example, next year's regional event for Central European countries: with whom did ISO discuss this, e.g. was the Czech standards body involved? What is the approach, which countries are involved and what will this be about? The initiative related to national standardization should be done in cooperation with NSBs

- Are there statistics on the success of engagement beyond numbers participating; has this increased, are consumer stakeholders benefitting?

31. Noelia Garcia Nebra clarified that the targeted developing countries for ISO capacity-building programmes are those on the OECD list of accepted donor support. To define the activities undertaken within the framework of the Action Plan, a needs assessment was run by all members. There will be another needs assessment carried out in May 2018. She also shared with the participants how the National Standardization Strategies programme is implemented. During the first phase, ISO supports NSBs defining their strategy. The second phase focuses on implementation, reinforced with national interventions where experts go help countries to implement standardization strategies. KPIs are monitored for each activity, to see what works, and statistics are produced at the end of the process. Furthermore, she confirmed that the capacity-building unit is engaging with regional organizations such as ARSO, COPANT, PASC, CROSQ, etc. For example, ISO participated in ARSO's last General Assembly and ARSO's Secretary General just attended ISO's regional workshop on standards and public policy event.

- **Discussion of future possibilities**

34. Sadie Homer highlighted the importance of recognizing the stakeholder category of recipients of funding to attend technical committees and national events. This helps to forward the idea of consumers as important stakeholders in the system and to ensure stakeholder representation. COPOLCO and CI give ISO members access to an influential network they can harness in standards.

35. Often, developing countries face core consumer issues so consumers are particularly important in solving these. National Standards Bodies are often not aware of the real implications of stakeholder engagement.

36. ISO Capacity-building currently has no material on consumer participation or a formal presentation of COPOLCO; this should be enhanced in its future training activities. COPOLCO occasionally runs custom events, but the consumer stakeholder is not integrated in these bespoke programmes for consumers. They provide a general introduction on the importance of stakeholder participation, who the stakeholders are, but not much beyond that. This is a missed opportunity to build national and international participation, by bringing national stakeholders directly to the international level – something DEVCO can replicate – and participating in consumer policy facilitates the building of a national consumer position.

Actions:

The ISO Capacity-building unit will:

- *Identify who attends regional and national events by stakeholder category, and monitor which stakeholders attend trainings and access committees*
- *Share statistics on the success of engagement*
- *Enhance awareness of the importance of consumers, and integrate this in training materials*

AGENDA ITEM 9 **Any other business**

None.

AGENDA ITEM 10 **Concluding remarks – actions summary**

The Chair thanked participants and adjourned the meeting.



ATTENDANCE LIST/LISTE DE PRÉSENCE

Name (in block capitals) and first name Nom (en majuscule) et prénom	Organization (acronym) and country Organisation (initiales) et pays
Bill Dee	SA
CHRISTINE HEEMSLERIK	BSI.
Brett Lorett	SA
ANTONINO SERRA CAMBACERES	CI
Takashi Nakakuki	JISC/JSA
JOHN FURBANK	SA.
Teresa Corbin	SA
COU-DUFOURT Indira	AFNOR/ALLOE
Remi REUSS	AFNOR.
LIBOR DUPAL	SOS - UNM2 CR
Marin Both	DIN
Suzanna Essey	SCC
SANDRA HERRERA	ICONTEC.
Liu Chengyang	SAC.
Ratna Devi Nadarajan	Copolco, Chair
CAO Lili	CNIS
EUNSOOK MOON	KATS
HOMER Sadie	
ZUCAL Guillermo	
Webex:	
Mr Rae Dulmage	SCC (Canada)
Excused:	
Mrs. Imola Ferro	NFN (Netherlands)
Mr. Budi Rahardjo	BSN (Indonesia)
Ms. Elena Mocchio	UNI (Italy)