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## Customer satisfaction...

Welcome to the October 2018 update of ISO's activities for standards and consumer protection.

COPOLCO is ISO's forum for promoting consumer interests in standardization. We aim to:

- Enhance the market relevance of International Standards by promoting and facilitating the input of consumers' views into ISO's policies, procedures, standards and services
- Help consumers around the world benefit from standardization.

What's **your country** doing for consumer participation?

[Why does consumer participation matter, and how can you get](#)



## CZECH REPUBLIC

### Longer product and service lifetimes and reparability

The Czech Consumer Association and Cabinet for Standardization created quality label ŽIVOTNOST PLUS (DURABILITY PLUS) to enhance the lifetime of products and services in the market, by helping companies declare durability clearly and comprehensibly, commensurate with consumers' expectations. More information, including the conditions for its award, business entities so far appreciated, as well as poor consumer experiences with products with low durability, can be found at [www.zivotnost-plus.cz](http://www.zivotnost-plus.cz).

The Cabinet also launched a "We repair Czechia!" campaign, supported by the State Environmental Fund, to remind consumers it is not necessary to discard products and buy new ones if these can be repaired. With these initiatives, it wants to motivate manufacturers and traders to deliver spare parts at a reasonable price throughout the whole product life.

The Cabinet partners with Opravárna ("Repair service"), a web application to find a repair agent for a given product in the vicinity, for a transparent price. At present, the database has over 950 registered service shops and repairers throughout the Czech Republic, and includes "hobby repairers", who often cope easily with product defects that specialist services do not want to fix.

The campaign is accompanied by a number of steps and measures. However, it is crucial to monitor product lifetimes much more closely in standardization than is the case so far. The Cabinet therefore welcomes the activities in CEN/CLC/JTC 10, *Energy-related products – Material Efficiency Aspects for Ecodesign*, and are a member of the national mirror committee. This platform provides a good model for future work.