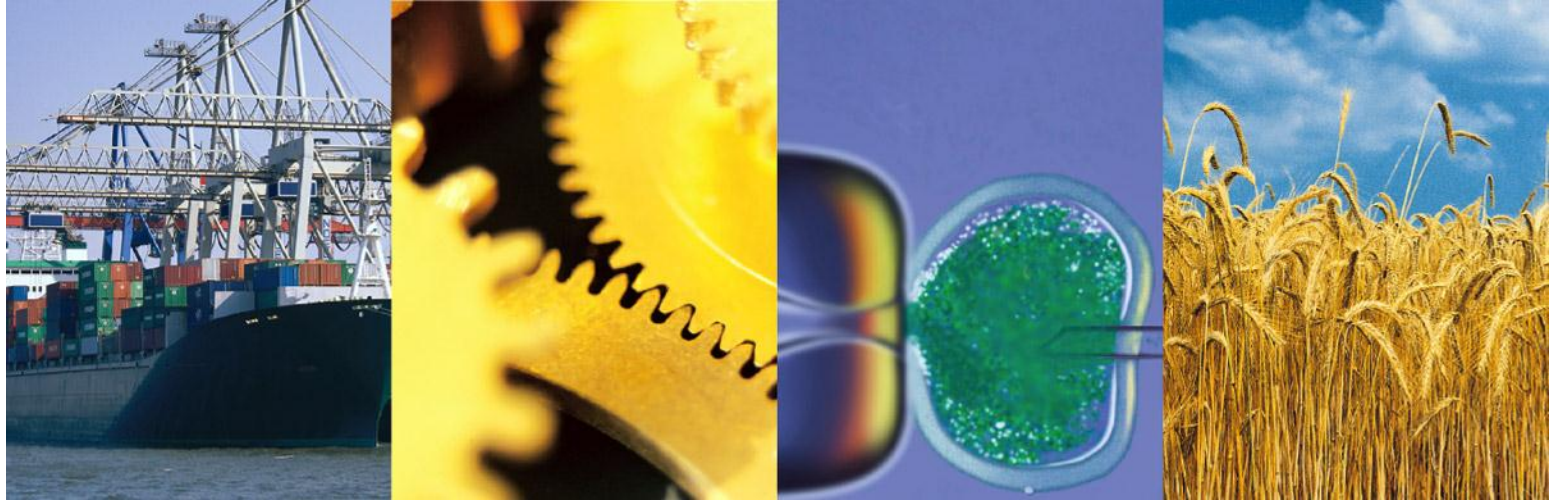


INTERNATIONAL CONFERENCE ON STANDARDS & REGULATORY FRAMEWORKS



Norma McCormick

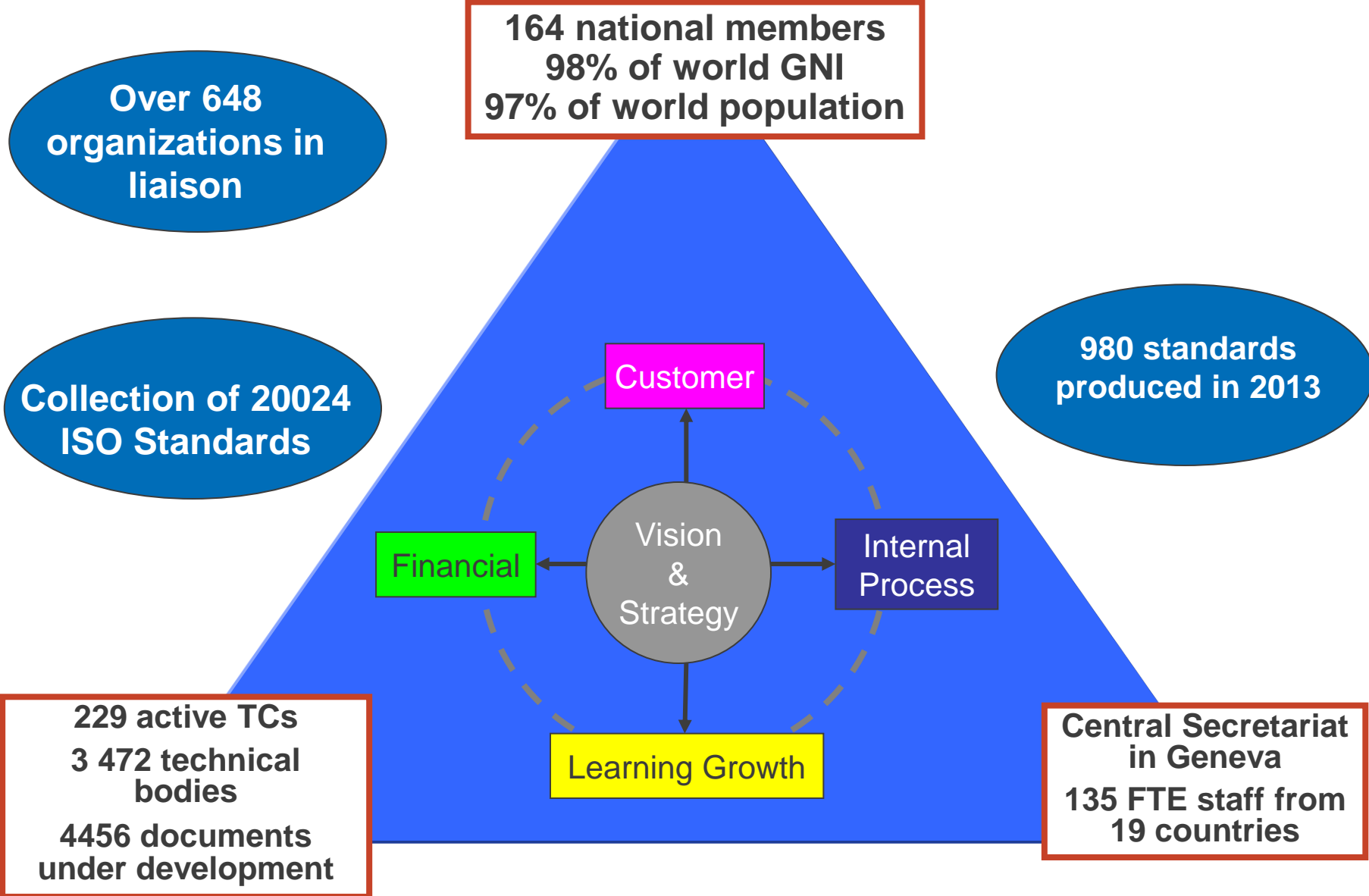
Chair of ISO/COPOLCO

ISO Committee on consumer policy

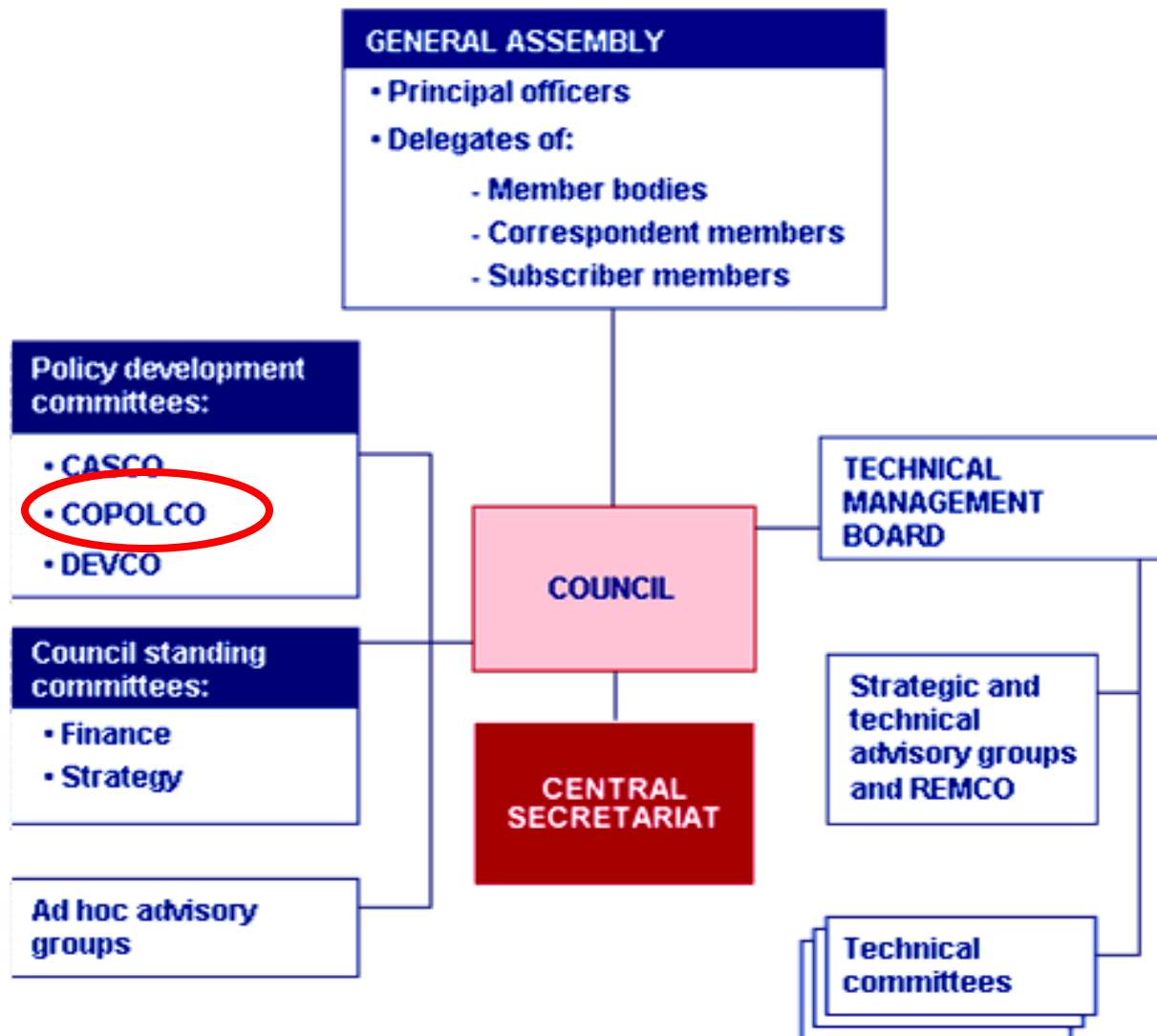
Presentation overview

- Brief background on ISO and ISO COPOLCO
- How standards can be become regulation
- How COPOLCO decides its priorities and current key and emerging issues
- The importance of conformity assessment and market surveillance
- Empowering consumers and promoting consumer engagement.

ISO – A Global System



About ISO COPOLCO



KEY POINTS:

- **Consumer Policy Advisory Committee**
- **Reports to the ISO Council**
- **Helps consumers benefit from standardization**
- **Does not develop IS**
- **Develops Guides: raising consumer concerns in IS**

The important contribution of standards to legislation

- direct reference (dated and undated)
- indirect reference.

Influence when considered as background information in the regulatory development process

Standards provide a basis for co-operation among governments:

- disseminating best practices
- sharing information resources such as international databases.

Annual workshop themes

- Innovating food products – How can standards ensure consumer protection? (2013) – *Valetta, Malta*
- Counterfeiting – How do consumers know what they are getting? (2012) – *Nadi, Fiji*
- Homes for tomorrow – Building through standards (2011) – *London*
- Restoring consumer confidence in global financial services – Can standards help? (2010) – *Bali, Indonesia*
- Interoperability: Does it fit, will it work and how can standards help? (2009) – *New Delhi, India*
- How can consumers contribute to a sustainable energy future? (2008) – *Seoul, Republic of Korea*
- Can consumers rely on fair trade claims? (2007) – *Salvador de Bahia, Brazil*
- How can environmental standards promote sustainable development? (2006) – *Kuala Lumpur, Malaysia*

ISO COPOLCO's Priority Program 2013-14

Key and Emerging Priorities

- Child related products
- Societal Security
- Product safety
 - Horizontal issues related to safety & performance
 - Safety of toys
 - Product recalls

ISO COPOLCO's Priority Program 2012 – 2014

Key and Emerging Priorities

- Nanotechnology
- Food safety
- Services
 - Tourism and related services
 - Water supply & wastewater disposal
- Environmental issues
 - Environmental management systems
 - Green standards

ISO COPOLCO's Priority Program 2012 – 2013 (3)

Key and Emerging Priorities

- **Global marketplace**
 - QMS standards for customer satisfaction
 - Interoperability
 - Protection of personal data
 - E-commerce
 - Financial services

ISO COPOLCO's Priority Program 2013 - 2014

Key and Emerging Priorities

- Counterfeiting and fraud
- Second-hand goods
- Mechanical contraceptives
- Cosmetics
- Road transport: safety and sustainability
- Electric vehicles
- Social responsibility

Social Responsibility (ISO 26000)

- Consumers expect organizations to respect their social, economic and natural environment
- ISO 26000 resulted from an ISO COPOLCO proposal in 2002
- Now being considered for revision

Reliable conformity assessment is as important as good standards

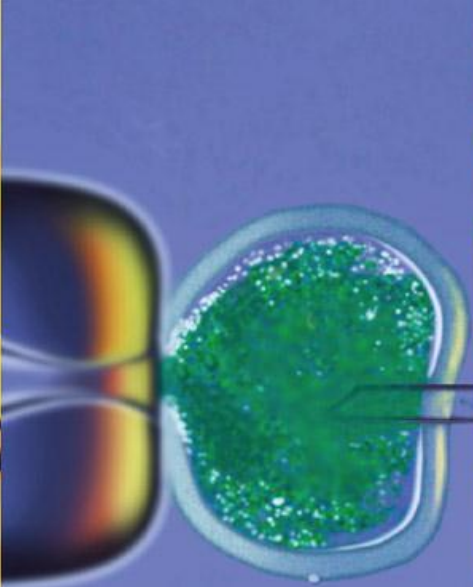
- The process of ensuring that a product, service, process or person meets appropriate requirements, specifications and/or standards.
- The required confidence level is difficult to assess as the concept is qualitative not quantitative.
- Society's intolerance for some risks makes government regulation necessary to protect citizens and reduce risk to tolerable levels.
- Intolerance for risk varies from country to country.

Market surveillance

- Important to ensuring the safety of products and services
- must be highly coordinated and able to react rapidly, but austerity measures are a threat
- Surveillance authorities must now collaborate and share data: e.g. RAPEX, PROSAFE, OECD Global Recall Portal to collate global injury data
- Internet selling poses a challenge for market surveillance.

Consumer participation is important to the standards system and to government initiatives

- Consumer participation is important to ensure that standards address issues of concern to consumers
- Governments benefit when consumers and consumer organizations participate actively as watchdogs
- Consumers are important to the fight against fraud and counterfeit:
 - businesses and governments can seek consumer feedback on suspicious products and services (hotlines)
 - public education is important to raising consumers' awareness on resulting consumer detriment.



THANK YOU

COPOLCO@ISO.ORG