

11:00 **Generic criteria for creating measurable standards for services**
Ms. Annemarie Pitout,
 Managing Director, Customer Service Solutions (South Africa)

11:15 **Questions & answers**

12:00 **Lunch**

12:30 **Luncheon address:**
Mr. Bjørn Erik Thon, Consumer Ombudsman in Norway

13:30 **Introduction to break-out groups**

Systematic services standardization from a consumer's point of view
Dr. Henk de Vries, Erasmus University, Rotterdam School of Management (the Netherlands)

13:45 **Tourism – how standards can promote sustainable development and growth**
Ms. Linda Golodner, President, National Consumers League, (USA)

14:00 **Financial services, insurance: issues for standards to address**
Dr. Peter Sieber, Technical Director, Stiftung Warentest and
Mr. Manfred Westphal, Manager, Arbeitsgemeinschaft der Verbraucherverbände (Germany)

14:30 **Parallel break-out sessions**

Producing good guidelines for services
 Moderator: *Ms. Caroline Warne*,
 Chair, BSI Consumer Policy Committee, (United Kingdom)
 Rapporteur: *Ms. Maki Kunimatsu*,
 Frontier Strategy Department,
 Sanwa Research Institute, JISC (Japan)

Tourism – a growing industry
 Moderator: *Ms. Linda Golodner*,
 President, National Consumers League, (USA)
 Rapporteur: *Mr. Arnold Pindar*,
 Head, Consumer Policy, BSI (United Kingdom).

Financial services and insurance
 Moderator: *Benedicte Federspiel*,
 Chief Consultant, The Danish Consumer's Council
 Rapporteur: *Dr. Gottlobe Fabisch*,
 Secretary-General, ANEC

15:45 **Coffee/tea break**

16:15 **Reports and presentations from the break-out groups, discussion**

17:15 **Workshop conclusions**
Dr. Nils Ringstedt,
 COPOLCO Chairman

17:30 **Closure**

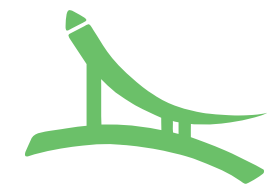


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WORKSHOP PROGRAMME



14 May 2001
 Oslo, Norway

Improving services
 for consumers

How can standards help?



Improving services for consumers

How can standards help?

Oslo (Norway), 14 May 2001

Conference Centre
Ingeniørenes Hus
Kronprinsens gate 17

One particularly significant feature of the changes taking place in the world's economy is the growing importance of the services sector: almost 20 % of world trade carried out in 1999, according to the WTO, was in commercial services.

Even more significantly, services make up the lion's share of the GDP of many countries, and they occupy a continually growing share of the economy of each. In the OECD countries alone, services accounted for more than 70% of employment and production in 1999. If then services hold such a key position in national economies and world trade, it is only natural to ask whether International Standards could not play an equally big part in ensuring that services are "up to standard", in the same way as they have for other industries.

Recently, more and more successes have been achieved at the national and regional levels, where numerous examples exist of standards in areas such as maintenance, removal services, building services and telecommunication services, to name but a few.

International standardization of services poses unique challenges, however. Services often depend on cultural characteristics that do not translate across national borders. Furthermore, certain aspects inherent to services, such as direct client contact, cannot by nature be easily defined and, hence, standardized. For these reasons as well, it can also be more difficult to identify objective ways

of measuring conformity to the requirements of a service standard.

ISO/COPOLCO, the ISO Committee on Consumer Policy, is therefore organizing this workshop to review past developments in standardization of services in the international arena and to outline a way forward to identifying future opportunities in this field. By bringing together consumer representatives, standards writers, and professionals from within the service industries, the workshop will allow a thorough examination of various alternatives to sift the "realizable" from the "desirable". It also has among its aims to explore the possibility of producing objective guidelines for writing International Standards for all types of services.

Through a discussion of certain key services industries such as financial services and tourism, and a close analysis of specific case studies, the workshop will also address the major hurdles to the development of International Standards for services, as a first step to resolving them.

It is hoped that this workshop will enable participants to come away with a greater appreciation for the challenges – and potential benefits – of International Standards for the services, and thereby help to identify the practical and concrete steps needed to respond to consumers' and other stakeholders' demands for International Standards in this strategic area.



Programme

09:00	Opening of the Workshop Welcome <i>Mr. Ivar Jachwitz</i> , General Manager, Norwegian Standards Association (NSF) Introduction <i>Services, standards and the consumer</i> <i>Ms. Solveig Solbakken</i> , State Secretary, The Ministry of Children and Family Affairs (including consumer affairs), Norway
09:30	Horizontal issues <i>What are the obstacles to the standardization of services?</i> <i>Mr. Allan Asher</i> , Global Campaigns Director, Consumers International (CI) <i>Mr. Simon Bunce</i> , Legal Advisor, Association of British Travel Agents (ABTA)
10:00	<i>Consumer protection, standards and the law</i> <i>Dr. Kernaghan Webb</i> , Senior Legal Policy Advisor, Canadian Office of Consumer Affairs, Industry Canada
10:15	<i>Coffee/tea break</i>
10:45	<i>Standards and legislation</i> <i>Mr. Per Anders Stalheim</i> , Director, Consumer Council of Norway