



**How standards are written and how to
get involved : Practical cases**

ISO WG SOCIAL RESPONSIBILITY
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September 1st 2006
Gaberone Botswana

The image is a presentation slide with a dark blue background and a white curved line at the top. On the right side, there is a faint, semi-transparent version of the Consumers International logo. The main text is in white, bold, sans-serif font. The title is "How standards are written and how to get involved : Practical cases". Below it is "ISO WG SOCIAL RESPONSIBILITY". At the bottom, it lists the speaker "Sadie Homer Policy Advisor Consumers International", the date "September 1st 2006", and the location "Gaberone Botswana".

History of development

- 2001 : ISO COPOLCO GMWG prepares a feasibility study into standards for corporate social responsibility, led by Canadian Office for Consumer affairs**
- 2002 : ISO COPOLCO workshop on CSR leading to ISO TMB SAG – multi stakeholder forum with participation from COPOLCO and CI**
- 2003 : SAG presents recommendations to ISO (SR)**

History

- 2004 : SAG final report
Workshop and decision to proceed to NWI for SR**
- 2005 : NWI approved and 1st meeting held in March 2005, 2nd in September 2005**
- 2006 : 3rd meeting held in May 2006**

Consumer Stakeholder Group

Lisbon 2006

25 consumer representatives (over two thirds CI members)

Total attendance > 300 people

Consumer representatives to CAG

VZVB (Germany) and CAK (Korea)

Consumer Stakeholder group

- Representatives from all regions but weaker from developing/transitional economies
- Sustainable representation is needed, particularly from the developing countries
- Small in number but seen as an effective force within the WG

CI and CSR

Promoting the ethical behaviour of transnational companies has been a central concern of Consumers International for many years. The Consumers International Consumer Charter for Global Business outlines what consumers expect from business in terms of ethics, competition, product standards, marketing, disclosure of information and labelling, and consumer redress.

CI and the Consumer Stakeholder Group

- CI is the only organisation in liaison for Consumers
- It was agreed by the group at the first meeting that CI would coordinate the consumer stakeholder group
- CI operate a listserve for both the group and an extended list of interested CI members (>45)

CI's activities at ISO SR

- facilitate group meetings (including elections) and reaching strategic objectives at meetings
- builds a 'common' consumer position within the stakeholder group
- produces consensus position papers through CI members
- supports members who are unable to participate directly at meetings

CI's activities at ISO SR

- Funding
- Communication
- Procedures
- Core activities

Consumer Definition

A member of a consumer stakeholder category is a representative of a consumer organization, which is defined as either:

Consumer Definition

1. An independent organization which is:
 - advocating the interests of consumers before other organisations and governments.
 - not-for-profit in character
 - not involved in the advancement of commercial interests, although it may engage in trading activities related to the provision of consumer information and to promoting its own work
 - not affiliated with any political party

Consumer Definition

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2. An organisation or agency that is active in consumer affairs. Such an organisation or agency may for example, specialise in one particular consumer issue such as standards, law or consumer protection.

International and National

At the international level – an organisation meeting the criteria of definition 1 should be given priority

Consumers International Position ISO SR

www.consumersinternational.org

Programmes
Corporate Social Responsibility
CI position (May 2006)

Related projects at CI

- From Bean to Cup :how consumer choice impacts upon coffee producers and the environment



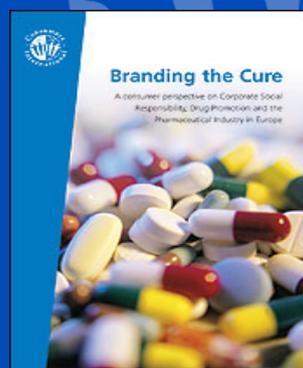
Related projects at CI

'shows that when given clear and credible information about the products they buy, a growing number of consumers are choosing to purchase certified coffee'

'... a call for governments, coffee associations, consumer organisations, roasters and major retailers to build consumer support for the sustainable coffee sector'

Related projects

Branding the Cure: A consumer perspective on Corporate Social Responsibility, Drug Promotion and the Pharmaceutical Industry



Consumers International Director General, Richard Lloyd:

"The pharmaceutical industry spends nearly twice as much on marketing as it does on research and development. Annually, this figure far exceeds \$60 billion and yet consumers know next to nothing about where this money is going. If pharmaceutical companies are serious about Social Responsibility, they need to be transparent about their efforts to influence public opinion."

Opportunities

ISO SR model sets a precedence for a new approach for standards making at both national and international levels

Opportunities

Balanced stakeholder representation should be the norm not the exception in standards making

The ability to bring the consumer voice directly to the international level enhances participation

Equality of stakeholders is Key

Reality or a dream

Can the ISO SR WG (consensus based) process manage to work when groups such as Consumers, NGO's and Labour are outnumbered 6:1 with other groups such as Industry

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Next meeting February 2006 – Sydney Australia

