Product information for consumers

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Revision of ISO/IEC Guide 14

5 November 2015

About ISO and ISO/IEC Guides

What are they?

Guide --- Definition (*ISO/IEC Directives, Part 2, Clause 3.1.6)* document published by ISO or IEC giving rules, orientation, advice or recommendations relating to international standardization

Note 1 to entry: Guides can address issues of interest to all users of documents published by ISO and IEC.

What do they do?

Guides are documents that provide advice:

- to standards writers on how to deal with specific issues when drafting standards; OR
- to national standards bodies on how to deal with issues specific to standardization principles.

Where can I find out more?

List of ISO and ISO/IEC Guides:

http://www.iso.org/iso/guides-list

(many are publicly available)

Informative brochure:

ISO - ISO/IEC Guides: What they are and what they can help you achieve

http://www.iso.org/iso/iso-iec_guides.pdf

List of COPOLCO Guides (or COPOLCO participation)

ISO/IEC Guide 14 – *Purchase information on goods and services intended for consumers*

ISO/IEC Guide 37 – *Instructions for use of products by consumers*

ISO/IEC Guide 41 – *Packaging -- Recommendations for addressing consumer needs*

ISO/IEC Guide 46 – *Comparative testing of consumer products and related services -- General principles*

ISO/IEC Guide 50 – *Safety aspects -- Guidelines for child safety in standards and other specifications*

ISO/IEC Guide 51 – *Safety aspects -- Guidelines for their inclusion in standards*

ISO/IEC Guide 71 – *Guide for addressing accessibility in standards* (**TMB TAG**)

ISO/IEC Guide 74 – *Graphical symbols -- Technical guidelines for the consideration of consumers' needs*

ISO/IEC Guide 76 – *Development of service standards -- Recommendations for addressing consumer issues*

ISO Guide 82 – *Guidelines for addressing sustainability in standards* (**TMB TAG**)

Background of Guide 14 Revision

COPOLCO Resolution 2/2013

ISO/IEC Guides revision

COPOLCO

<u>notes</u> the report on ISO/IEC Guides referenced as COPOLCO 9/2013

<u>decides</u> to propose the revision of two ISO/IEC Guides to the ISO Technical Management Board:

• ISO/IEC Guide 14, *Purchasing information on goods and services intended for consumers*, and

• ISO/IEC Guide 41, *Packaging – Recommendations for addressing consumer needs*

Main issues included:

• Accessibility – provisions for persons with disabilities
• The role of the Internet in purchasing decisions
• Evolution of technologies to support product information

WG composition and work methods

Althoff, Michele - Convenor	**ANSI – USA**
Harmon, Craig (†)	ISO/TC 122, *Packaging*
Hailey, Victoria	SCC – Canada
Hawthorne, Rachel	ANSI – USA
Herrera, Sandra	ICONTEC – Colombia
Hunter, Julie	BSI – United Kingdom
Johnston, Clif	SABS – South Africa
Nielsen, Elizabeth	SCC – Canada
Reuss, Rémi	AFNOR – France
Roed, Jan	DS – Denmark
Zucal, Guillermo	IRAM – Argentina

Meetings conducted exclusively by WebEx.
Tools: ISOTC server, e-mails, and pilot Collaborative Authoring Tool

Structure and content

- **Foreword**
- **Introduction**
- **Scope**
- **Terms and definitions**
- **Purchasing information**
  (Objectives of purchasing information, General principles, Minimum contents and presentation, Performance and conditions of use, Dependability considerations, Second-hand goods).
- **Methods of conveying information**
  (Written and printed information, online information, verbal information).
- **Formats and design principles**
- General, Fundamental Principles, Use of diagrams, symbols and pictograms, scales and tables; recognisability and uniformity.
- **Bibliography**

Current revision: what has changed?

- Improved scope and introduction
- Mention of new consumer information labelling tools, such as QR codes or RFID tags, available on the packaging of the product.
- Relationship established with Guides 37 and 41 (Instructions for use, packaging)
- Consideration for vulnerable persons' product information needs
- Content added on recycling, GMOs, second-hand goods
- Improved treatment of risk, sustainability and privacy issues
- Addition of new clauses on performance and conditions of use, dependability considerations
- Updating of references and addition of new ones
- Deletion of purchase information bodies and purchase information systems (obsolete content)

Guide 14 revision: What's next?

- Coordinate with IEC on the CD consultation
- Launch ISO/IEC Committee Draft consultation (2 or 3 months, TBC)
- Consider comments (WebEx or otherwise a physical meeting)
- Produce the Draft Guide for final Enquiry
- Launch Draft Guide Enquiry (4 months), (Translation to French)
- Consider comments (WebEx or otherwise a physical meeting)
- Produce final draft for last checks
- Publication

NOTE: NO FDIS STAGE FOR ISO/IEC GUIDES

Guide 14 revision: What's next?

COPOLCO Resolution 17/2015
Global marketplace working group (1)

COPOLCO

<u>thanks</u> the global marketplace working group for its report at COPOLCO 18/2015,

<u>approves</u> the activity template on business-to-consumer communication appearing at Annex 1 to COPOLCO 18/2015,

<u>notes</u> the ongoing revision of ISO/IEC Guide 14, *Purchase information on goods and services intended for consumers,*

<u>supports</u> future conversion of ISO/IEC Guide 14 into an International Standard, upon its publication.

Product information in the digital age: What prospects for ISO/IEC Guide 14?

- The "Digital Age" is changing the landscape for consumers

- Social networks make consumers agents as well as recipients of information about goods and services

- Many more factors influence product information than before (on-line reputation, sustainability, accessibility, technology), therefore it is increasingly important.

- An IS on product information for consumers will also benefit the emerging "collaborative economy", as a confidence-builder.

- ISO/IEC Guides have low visibility; they are usually for technical experts or NSB's, not manufacturers and suppliers.

- Therefore an International Standard on product information for consumers would be more relevant than a Guide.

Thank you for your attention

Questions? Comments?