Product information for consumers

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Revision of ISO/IEC Guide 14

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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
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 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

notes the report on ISO/IEC Guides referenced as COPOLCO 9/2013 decides 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

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<tr>
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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
COPOLCO Resolution 17/2015

Global marketplace working group (1)

COPOLCO

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

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

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

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

- 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?