

LOG OF MEETING

SUBJECT: ANSI Consumer Interest Council Meeting

DATE: August 8, 1994

PLACE: 3M Office, Washington, DC

LOG SOURCE: Colin B. Church, EXHR

CBC

CPSC ATTENDEE: Colin B. Church, EXHR

NON-CPSC ATTENDEES: See attached list.

MEETING SUMMARY

See "Minutes" attached. These minutes were approved by the ANSI-CIC on November 4, 1994.

Attachment

J. m/12/94

Approved 11/4/94

CIC N 3
September, 1994

MINUTES
ANSI Consumer Interest Council Meeting
August 9, 1994
Washington, DC

Welcome and Introductions

The Chairperson, Nancy Kippenhan, opened the meeting and welcomed the attendees to 3M's Washington offices. Introductions were temporarily postponed until all expected attendees were present.

Approval of Draft Agenda

The Chairperson asked if there were any additions or changes to the agenda. There were several requests for additions to the agenda. The additions are as follows:

- Nomination of new CIC members
- Review of "Consumer Participation in Standardization" publication
- Follow up on conformance monitoring proposal
- Desirability of establishing a consumer products standards committee

The draft agenda was approved as amended.

Introductions

At this time, all attendees were present at the meeting. The Chairperson asked for introductions. Those present were as follows:

Maryann Bernald	Edison Electric Institute
Russell Bodoff	Council of Better Business Bureaus
Colin Church	US Consumer Product Safety Commission
Dottie Drago	Product Safety Consultant
Pam Hunter	JC Penney Company
Nancy Kippenhan	3M Company
George Nichols	International Product Safety and Standards
Howard Seltzer	US Office of Consumer Affairs
Nancy Steorts	Nancy Harvey Steorts International
Steven Spivak	University of Maryland

ANSI Staff

Sergio Mazza
Jennifer Ward

ANSI President
Secretary, CIC

Approval of Last Minutes

The minutes from the March 1, 1994 CIC meeting were approved as written.
(Note: This motion was approved later in the meeting)

Presentation by Sergio Mazza

Nancy Kippenhan thanked the new ANSI President, Sergio Mazza, for attending the CIC meeting and expressed the hope that he would provide his comments and insights on the discussion topics throughout the meeting.

Sergio Mazza began by briefly explaining his previous business involvement. He then said that rather than making a formal presentation, he would give his vision of what ANSI is and then take questions from the CIC to stimulate discussion. Mr. Mazza explained that in his view, ANSI does six things:

- (1) provides a policy forum
- (2) represents US interests internationally
- (3) accredits standards developers
- (4) accredits conformity assessment bodies
- (5) educates the community it serves
- (6) provides information

Mr. Mazza said his motto for ANSI is "*value, integrity and service.*" ANSI must provide value or cease to exist. He described the voluntary consensus standards system as being driven by enlightened self interest. It is the role of the ANSI staff to protect the integrity of the system, to facilitate ANSI's constituents' activities, anticipate their needs and respond. At this point Mr. Mazza open the floor for questions.

Steven Spivak began the discussion by outlining three areas of his interest:
(1) The CIC can play a major role in education; (2) ANSI should get involved in promoting service standards; (3) It would be beneficial to have funds available for support of consumer participation in standardization for both national & international activities.

S. Mazza responded that;

- (1) ANSI is in the process of establishing an "ANSI University" to respond to some of the education needs of the constituency, i.e., use of the system.
- (2) Regarding service standards, there needs to be an indication of support for standards for services. It is our (ANSI's, CICs, etc.) chance to get people involved in standardization.
- (3) The CIC needs to generate the interest of consumers or of the consumer organizations in order to garner support. The value of standardization in the consumer's mind is questionable. Do consumers make a link between standards & quality? Are they ignorant of standardization's value or do they just not care? These are issues that should be addressed.

Mr. Mazza went on to say that in order to be effective, the CIC needs an agenda; specific functions and actions they will accomplish piece by piece. This will enable the CIC to get a clear picture of where it wants to go and what it wants to do. He suggested the CIC answer the following questions:

- (1) Who are we serving?
- (2) What makes us different?
- (3) What are we trying to accomplish (goals: measurable and prioritized)?
- (4) What are the strategies to achieve these goals?
- (5) What is the tactical plan (budget, line items)?

Mr. Mazza agreed that there is a lack of consumer involvement in and awareness of standardization. He suggested that ANSI and the CIC need to discover what issues are important enough to get their attention. Some examples of these may be healthcare, national information infrastructure, environment.

Howard Seltzer said that sources of data exist which show where consumers are having problems. Some of these sources are within the Better Business Bureau, Consumers Federation and the CPSC.

Mr. Mazza responded that the CIC should input to the newly hired ANSI Vice President of Marketing, Mike Hoynes. Thus one action item for the CIC could be to identify specific industries in need of standardization from the consumers view point.

Finally, Mr. Mazza explained that in his view, there are two types of standards: product standards and product safety standards. ANSI should move towards distinguishing these two worlds. Consumer input is very important in the development of safety standards.

ANSI Business

The Chairperson, Nancy Kippenhan, explained that there were several ANSI business items needing the input of the ANSI Councils (company, government, organization, consumer.) She asked Sergio Mazza to assist her in explaining these issues.

A. MOU with NIST

Mr. Mazza said that there were many in ANSI's constituency who want to see the federal government, particularly the Department of Commerce and NIST, officially recognize ANSI's role as the organization designated to coordinate voluntary standardization. Thus, the concept of the Memorandum of Understanding with NIST was developed. The two issues with the MOU are:

- (1) ANSI's role is not very clear;
- (2) Can the DOC recognize ANSI for the federal government?

ANSI is seeking input on the MOU concept and the ideas contained in the draft (Attachment 1).

Nancy Kippenhan recommended that the CIC members give individual responses on the MOU, if they feel so moved. The motion was seconded by Maryann Bernald. Comments can be sent to Jennifer Ward's attention by September 1.

B. ANSI Strategic Plan

Mr. Mazza said that the Board Strategic Planning Committee had drafted a mission statement and core strategies (Attachment 2) but had not yet developed specific goals. He asked the CIC for their comments on what has been drafted.

CIC members, in general, felt the mission statement was lacking the key elements of value and service that Sergio Mazza included in his motto. In addition, the CIC members thought that the use of the word "public" in one of the core strategies should be revised to specifically say "consumers".

The Chairman suggested that Jennifer Ward summarize these comments and forward them to the staff person responsible for strategic planning. In addition, she encouraged CIC members to provide individual comments as well, if they choose by September 1.

C. Discussion of Value of ANS (American National Standard) Designation

This agenda item stems from a request from the board task group charged with looking at the perceived value of an American National Standard. (Attachment 3)

Sergio Mazza commented that if CIC members agree with the distinction he made earlier between product safety standards and other standards then it is important to make it clear that there may be two different meanings for the ANS.

Again, the CIC members decided to provide individual comments to Jennifer Ward for processing.

D. Proposed Revision of Procedures

A brief description of the main changes being made in the procedures was given:

- (1) The self-designation of the ANS without BSR review upon meeting stringent ANSI criteria;
- (2) The option of choosing arbitration for the appeal of a standard if ANSI is charged with violating their own procedures and;
- (3) That the criteria for approval and withdrawal of American National Standards be modified to eliminate:
 - (a) Evidence that the proposed American National Standard is contrary to the public interest
 - (b) The ANS contains unfair provisions
 - (c) The ANS is unsuitable for national use
 - (d) The ANS is technically inadequate

Colin Church commented that the changes being made are significant and merit the attention of the CIC.

Sergio Mazza explained that there has been some concern that these changes could cause a dilution of ANSI's power. However, for instance, the self designation change could actually strengthen ANSI's power if an effective audit program is developed. He added that with a new improved system, proper consumer representation could be taken into consideration during an audit of, a standards developer who is self designating. This would be a good recommendation for the CIC to make when the audit criterion are written.

Nancy Kippenhan called for closure on the business agenda items. The CIC agreed to respond individually on the issues of importance to them. There was agreement on a resolution for input into the strategic plan. *"The CIC recommends including the tripartite message of value, service and integrity in the mission statement. In addition, the CIC recommends that 'Consumer interest' should be specifically referenced in bullet #5 of the core strategies."*

Public Awareness Campaign

A brief description of discussions that have taken place on this subject thus far was given. Sergio Mazza then provided some comments on the idea of a PR campaign targeting consumers. He thought the concept was a good one but stressed that in order to conduct a successful campaign of this sort, the standards developers, the certifiers and the product manufacturers must be involved.

Howard Seltzer commented that the idea was to get the public aware of ANSI itself and it seemed like a fairly simple exercise using the seasonal product approach.

Steven Spivak mentioned that the CIC had viewed public service announcements provided by the Canadian Standards Association and the Standards Council of Canada. These PSAs were offered to ANSI for their use free of charge. A voice over and tag line edit may be a low cost way of publicizing ANSI.

Russell Bodoff suggested that in order to conduct a successful campaign, there needs to be a very clear message to convey, not simply picking any product. In addition, the support of the association that develops the standards relating to the product is critical.

Sergio Mazza agreed and said that although ANSI has knowledge of the issues, neither ANSI nor its councils are PR specialists. However, he said that it may be a good idea to meet with the new ANSI VP of Marketing, who has an extensive public relations background, and inform him of PR campaign idea.

Conformance Monitoring

This "other business" issue was addressed at this time in the interest of getting Sergio Mazza's input before his departure to another meeting. Nancy Kippenhan asked Colin Church to summarize this proposal, which he brought up at the last CIC meeting. Colin summarized as follows:

- The CPSC and other agencies and the public in general want safe products for consumers
- National voluntary consensus standards help achieve this goal
- However, no matter how good a voluntary safety standard is, it is irrelevant if it is not used
- Thus, it is important for manufacturers to be encouraged to conform to safety standards
- However, there is no clear way to establish wide spread conformance by manufacturers
- There is a need to improve and confirm conformance but how?
- Where consumer product standards exist, an idea is to have the standards developer confirm, advocate and monitor conformance. What could this system be?
- For potentially "dangerous" products: 3rd party certification; for other products; self certification
- This system could be recorded and conformance monitored and encouraged by standards developer
- A listing or registry of those who conform would be created
- Possibly standards developer would maintain the list for their industry and feed the information into ANSI who would have the central data base of conformance information

Sergio Mazza said that the CIC could design a system that works in theory, get standards developers interested, then create a loop and test it. If the idea is sound the project could take off.

Upon Sergio Mazza's departure, he challenged the CIC to devise a plan of action for what they wish to accomplish. Nancy Kippenhan offered to gather a small group of individuals together to get something on the table for the CIC to work from. The theory of "enlightened self interest" as well as Colin's proposed project could be part of a model for the CIC.

CIC Nominations

Sirvart Mellian, chair of the CIC Nominating Committee, submitted a letter of recommendation, in absentia, to the CIC members. (Attachment 4) The Nominating Committee recommended Nancy Kippenhan for another term as Chairperson of the CIC. In addition, Russell Bodoff of the Council of Better Business Bureaus and Pamela Hunter of JC Penney were recommended for membership on the CIC. The CIC members were given a ballot to vote on these recommendations resulting in the re-election of Nancy Kippenhan as Chair and the election of Pamela Hunter & Russell Bodoff as CIC members.

Jennifer Ward then explained that the CIC also must recommend three individuals to sit on the ANSI Board of Directors in seats designated for consumer interest. (This is in addition to the permanent seat designated for the Chairman of the CIC.) In discussion, recommendations were made for nominations to the seats. In the interest of gathering input from the entire CIC, and in the absence of the CIC Nominating Committee members at this meeting, it was decided to "ballot" the CIC by mail to get their recommendations for consideration by the CIC Nominating Committee. The CIC Nominating Committee will then submit the final list of recommendations to the Board of Directors' Nominating Committee.

Scheduling of Meetings

Nancy Kippenhan asked the CIC for their input on the frequency of CIC meetings. After discussion, it was agreed that the CIC should meet on a quarterly basis. The next two meetings were scheduled for:

Friday, November 4, 1994
Tuesday, March 21, 1995

ANSI/OECD Study

Howard Seltzer made a brief presentation on a potential comparative study on consumer product safety in the United States, Europe and Japan. The study is pending approval of grant funding. (Executive Summary - Attachment 5)

1994 COPOLCO Meeting

Steven Spivak gave a brief report on the May meeting of COPOLCO in The Hague, Netherlands. The next meeting in 1995 will be held in Beijing, China. (Reporter Story - Attachment 6)

Report on CPSC Voluntary Standards Forum

In the interest of time, a report on this meeting was deferred.

Other Business

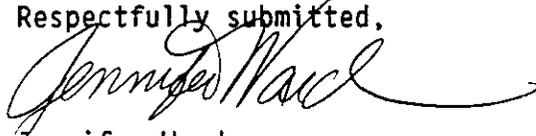
Several notes were made:

- (1) World Standards Day is October 11. This years theme is "Standards and the Consumer: Partners for a Better World."
- (2) National Consumers Week is October 23-29. The theme will be "Consumers Rights."
- (3) The issue of funding of the consumers in standards development activities will be addressed at the next meeting.

Close of the Meeting

The meeting was adjourned at 3:15 pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jennifer Ward", with a long, sweeping flourish extending to the right.

Jennifer Ward
Secretary of the CIC

JW/3469h

DRAFT

MEMORANDUM OF UNDERSTANDING

Between

THE DEPARTMENT OF COMMERCE

and

AMERICAN NATIONAL STANDARDS INSTITUTE

March 3, 1994

1.0 Purpose

1.1 The Department of Commerce of the United States (the Department) and the American National Standards Institute (ANSI) have entered into this Memorandum of Understanding (MOU) in order to enhance, strengthen and maintain the national standards system of the United States and to support continued U.S. competitiveness.

1.2 The Department and ANSI recognize that each has a unique set of roles, responsibilities, and capabilities in the field of standards and their development and agree that an increased level of cooperation should contribute to promotion of economic growth of the United States and increase the competitiveness of U.S. products, processes and services in world markets.

2.0 The Department and ANSI Agree Jointly to:

2.1 Support the prompt and efficient development or revision of domestic voluntary standards through consensus development procedures which are open to the participation of all materially interested parties.

2.2 Support the prompt and efficient development or revision of international voluntary standards of the ISO and IEC by encouraging participation of all materially interested U.S. parties acting through consensus development procedures.

2.3 Give high priority and adequate resources to effective participation and representation in the ISO and IEC.

2.4 Support the use of domestic voluntary standards and the use within the U.S. of ISO and IEC standards, or their equivalent, which do not violate U.S. codes and practices and which are supported by a consensus of U.S. industry.

2.5 Carry out programs to educate Federal agencies, private sector organizations and U.S. citizens of the importance of standardization and the changing role of international standardization.

2.6 Implement this MOU by acting so as to develop mutual trust and cooperation between the Department, other Government agencies, and the members of ANSI.

3.0 Commitments of the Department of Commerce

3.1 To recognize, on behalf of the U.S. Government, the U.S. Voluntary Standards System as the appropriate vehicle for dealing with non-treaty standards issues for the United States and to recognize ANSI as the single organization to oversee this system and represent the United States for international, non-treaty standards activities.

3.2 To convey to ANSI the interests and objectives of the Government regarding standards, standards development, and related issues.

3.3 To nominate the Director of NIST as the primary official who will represent the Government's interests and responsibilities to ANSI.

4.0 Commitments of ANSI

4.1 To guide the U.S. Voluntary Standards System and assure openness, access, fairness, and due process in its operations for all affected parties.

4.2 To represent the interests of the United States and the U.S. Voluntary Standards System to international organizations for non-treaty standards issues.

4.3 To recognize the Director of NIST as the U.S. Government official responsible for expressing the views of the U.S. Government.

5.0 Cancellation

This agreement can be canceled by either party with two-years notice.

Mission

The mission of the American National Standards Institute is to ensure the integrity and promote the use of voluntary consensus standards and conformance systems.

Core Strategies

- Provides a forum for the U.S. standards community.
- Facilitates a U.S. voluntary consensus standards system, subject to due process and open to directly and materially affected interests.
- Ensures the integrity and value of the American National Standard designation.
- Furthers voluntary standards and certification activities as a means of advancing the national economy, benefiting the public health, safety, welfare and environment; and facilitating domestic and international trade, commerce, communications and understanding.
- Assures that the interests of the public have appropriate protection, participation and representation in American national standardization, certification and related activities.
- Provides a means for assessing the need for new standards and certification programs and promotes activity by existing organizations competent to resolve the need.
- Establishes, promulgates and administers procedures and criteria for the recognition and approval of Standards as American National Standards so as to encourage standards developers to prepare and submit standards for such approval by the Institute.
- Establishes, promulgates and administers procedures and criteria for the recognition and accreditation of certification and related programs and to encourage organizations to prepare and submit such programs for accreditation by the Institute.
- Facilitates the U.S. standards community working together with departments and agencies of the federal, state, and local governments in achieving compatibility between government laws and regulations and the voluntary standards of industry and commerce; common usage of American National Standards; and cooperation between government and industry on testing, certification and quality assurance matters.
- Provides the U.S. standards community access to non U.S. non-treaty based standardization organizations.
- Is the official U.S. representative to non-treaty regional and international standards organizations; in the case of the IEC, this is via the U.S. National Committee, operating under ANSI's auspices.
- Serves as a central resource for information and education on standards, certification and related activities in the U.S. and abroad.

Letter re: ANS designation

Attachment 3

DRAFT

(name)
(address)
(city, state, zip)

Dear (name):

At its January 27, 1994 meeting, the Executive Committee of ANSI's Board of Directors established an ad hoc group and charged it with studying the meaning and value of the American National Standard (ANS) designation. I was asked to chair this group, whose membership includes the Chairs of the Company, Government and Organization Member Councils, the Consumer Interest Council and the Executive Standards Council. Major standards developers will also be asked to contribute to the group's deliberations.

The ad hoc group considers input from the standards community to be of vital importance to this effort and values your thoughts on this subject. Specifically, your response to the questions listed below would be greatly appreciated. A list of keywords which may be pertinent is attached to this letter. The list is intended to be thought provoking as you consider these questions.

When you see an American National Standard or the American National Standard designation, what does it tell you about the standard? What characteristics or properties do you associate with the standard? What do you expect from the standard?

Why do you use the ANS designation? What values, benefits, or advantages do you associate with the ANS designation?

What detriments or disadvantages do you associate with the ANS designation?

What would you like the ANS designation to mean? Does it currently have this meaning?

I hope that you will take this opportunity to help shape the future direction of the Institute. Please forward your responses to these questions and any additional comments you may have to Bernadette St. John at ANSI by (date). Your input and assistance are greatly appreciated.

Sincerely,

H. J. Roux
Ad hoc group Chairman

encl.: list of key words

cc: Ad hoc group members
B. St. John, ANSI

August 5, 1994

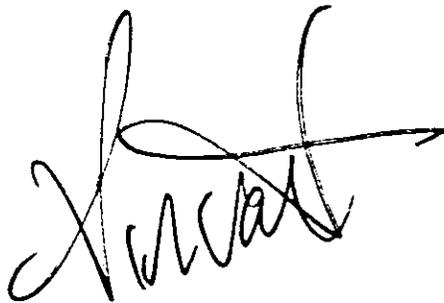
To: Consumer Interest Council Members
c/o Jennifer Ward, Secretary of the CIC

From: Sirvart Mellian
Chairman of the CIC Nominating Committee

Re: *Nominations to the Consumer Interest Council*

The CIC Nominating Committee has reviewed the credentials of Mr. Russell Bodoff of the Council of Better Business Bureaus and Ms. Pamela Hunter of JC Penny Company for membership on the Consumer Interest Council. Their biographies are attached. We find both candidates to possess excellent qualifications and experience which is representative of the consumer interest and would provide worthwhile input into the CIC. As such, we hereby nominate them to the CIC.

In addition, the Nominating Committee recommends Ms. Nancy Kippenhan for re-election to another term as Chairperson of the CIC.

A handwritten signature in black ink, appearing to read "Sirvart Mellian". The signature is written in a cursive, flowing style with a long horizontal stroke extending to the right.

ANSI/OECD STUDY



**CONSUMER PRODUCT SAFETY:
STANDARDS AND TESTING PROCEDURES
AND THEIR EFFECT ON TRADE BETWEEN
EUROPE, JAPAN AND THE UNITED STATES**



ANSI/OECD Study on Consumer Product Safety Standards and Testing Procedures and Their Effect on Trade Between Europe, Japan and the United States. Report prepared for the U.S. Trade Representative by the U.S. Trade Representative's Office, Office of the U.S. Trade Representative, Washington, D.C. 20503. Copyright 1995 by the U.S. Trade Representative. All rights reserved. This report is available in English and Japanese. For more information, contact the U.S. Trade Representative's Office, Office of the U.S. Trade Representative, Washington, D.C. 20503. Telephone: (202) 396-0044. Fax: (202) 396-0045. E-mail: ustr@ustr.gov. Internet: http://www.ustr.gov. This report is available in English and Japanese. For more information, contact the U.S. Trade Representative's Office, Office of the U.S. Trade Representative, Washington, D.C. 20503. Telephone: (202) 396-0044. Fax: (202) 396-0045. E-mail: ustr@ustr.gov. Internet: http://www.ustr.gov.

ANSI/OECD STUDY

CONSUMER PRODUCT SAFETY: STANDARDS AND TESTING PROCEDURES AND THEIR EFFECT ON TRADE BETWEEN EUROPE, JAPAN AND THE UNITED STATES

NARRATIVE DESCRIPTION OF PROJECT

EXECUTIVE SUMMARY:

The use of non-tariff trade barriers to protect domestic manufacturers from foreign competition is a well-known practice and a significant source of trade friction.

The Organisation for Economic Cooperation and Development's Committee on Consumer Policy (OECD/CCP) and the American National Standards Institute (ANSI), in cooperation with institutions responsible for product safety standards in Japan and Europe, have developed a project to examine the operation of product safety standards and conformity assessment processes, their impact on consumers and their potential to create barriers to trade in the European, North American and Japanese markets and to explore the possibilities reducing such barriers. The project's ultimate objective is to serve the interest of consumers in these three regions and reduce tensions over trade issues by enhancing the availability and choice of safe products. This Project Description identifies and describes the central issues, sets forth the organisation of the project and outlines the study.

The Consumer Policy Committee initiated the study at its meeting on 20-21 October 1992. To oversee the work, a Steering Group under the Committee's Working Party on Consumer Safety was created. The Steering Group included the Delegates from the governments of Japan, the United States, Canada, Germany and Sweden who were later joined by Delegates from the United Kingdom and France. The first meeting of the Steering Group was held in Stockholm on 11-12 February 1993. It was followed by meetings in Paris on 27-28 April, and Washington on 17-18 May 1993.

Consultations on the draft study plan were held between the governments of Japan and the United States in the spring of 1994, leading to the preparation of a revised plan in May 1994.

Also in May 1994, discussions were held between the OECD and the American National Standards Institute on conducting the study jointly and in cooperation with institutions based in Japan and Europe. This plan was presented to the Consumer Policy Committee on 3 June 1994 and approved. The history of standards as a significant source of trade friction, the complex and dynamic nature of the subject matter and the absence of any similar work on these issues underscore the importance of this study to improve relations between Japan, Europe and the United States. The methodology will consist primarily of case studies involving four product areas (outdoor power equipment, electrical home appliances, personal protective equipment and toys). Data will be gathered in Japan, the United States and Europe to demonstrate the effect of safety standards and conformity assessment requirements on the export of such products. Surveys will be conducted of producers, product safety authorities, trade associations, and standardisation, accreditation, laboratory and certification officials. The resulting data will be analysed to determine if major trade barriers due to safety standards and conformity assessment systems exist and if so, to identify these barriers.

The information obtained will provide ANSI and the OECD with the basis upon which a report and recommendations will be made. The impact of this report and recommendations, which would be published worldwide by the OECD, will be enhanced by the ability of ANSI and the OECD to draw upon the expertise of those in government and the private sector who understand how national and regional safety laws and regulations and the standardisation and conformity assessment systems interact and affect international trade and consumers' interests.

The timeliness and importance of the project is generally acknowledged. It will build upon a previous Committee report entitled Consumers, Product Safety Standards and International Trade (OECD, Paris 1991). It is an ambitious undertaking, but it has the potential of making a significant contribution to the functioning of conformity assessment systems and thus to increased trade in safe products to the benefit of consumers. The potential benefit for consumers would come through increased trade in safer and higher quality products and increased international safety standards activity. For consumer representatives, trade officials, trade associations, standards development organisations, testing, certification and accrediting bodies as well as product safety authorities, a high-quality study would make a valuable contribution, at the very least, in making more comprehensible a very complex, difficult and contentious area.

More importantly, however, there is the distinct possibility that concrete measures would be taken as a result of the study to prevent safety standards and conformity assessment systems from being used as trade protection devices. The OECD and ANSI would then be in a position to assist governments in implementing measures that ensure that their markets are free of dangerous products while at the same time allowing consumers increased access to safe products.

Workshop Focuses on Information Technology, Telecommunications and Consumers

The "information superhighway" as it expands worldwide will offer good news and bad news for the consumer in the global marketplace. Exciting new technologies will influence everyday life, granting consumers more choices among both traditional and new products and services. Today standardization is playing an increasingly important role in guiding innovation and allowing for increased competition within the information technology industry.

How will consumers benefit from the new products and services resulting from the information technology explosion? What challenges will consumers face? How can standardization be used to protect the interests of consumers without inhibiting innovation? These issues were presented and discussed at a workshop on "Information Technology and Telecommunications: Global Standards Serving the Consumer," held in conjunction with the annual meeting of the ISO Council Committee on Consumer Policy (COPOLCO), held May 25-27 at The Hague, Netherlands.

At the workshop, delegations of consumer representatives from the member nation standards bodies of ISO heard speakers from around the world describe the development of advanced telecommunications products and services, guided by standardization. Through the use of new consumer-oriented standards, products and services that not long ago seemed implausible are made possible, for example:

- The smart house where indoor environment and safety systems automatically adjust per programmed instructions which can be reprogrammed via telephone;



COPOLCO delegation left to right: George Nichols, Nancy Kippenhan, Jennifer Ward and Howard Seltzer. Missing from photo is George Hanover who presented a report on Home Electronics Systems (HES).

- The intelligent highway featuring on-board computers that allow cars to communicate with a central computer for continuously updated routing and traffic information and sensory systems that program cars to keep their distance from one another, thus helping to prevent accidents; and
- A computerized card which allows a machine to read and match an individual's unique hand print, enabling the frequent traveler to speed through customs at some U.S. airports and in the near future could potentially be used to reduce credit card fraud.

While impressed by these new technologies that are now or soon to be made available to the consumer, representatives also found cause for concern. **David McKendry**, chairman of the Privacy Committee of the Canadian Standards Association (CSA), discussed the darker effects of telecommunications development. The proliferation and exchange of personal information through the very technologies that serve to make consumers' lives easier raise serious implications for personal privacy and consumer protection. Mr. McKendry outlined the new consumer protection standard under development by CSA for voluntary privacy codes. This standard is an attempt to respond to emerging domestic and international concerns about the protection of privacy and control of personal information as sophisticated technologies allow easier access to both legal and illegal manipulations of personal data.

The workshop presentation on privacy stimulated lively discussion at the plenary meeting of COPOLCO the following

Continued on page 8

The U.S. is represented on ISO's COPOLCO through ANSI. This international committee studies the means of assisting consumers in benefiting from national and international standardization, and improving their participation in these efforts. ANSI's Consumer Interest Council (CIC) coordinates U.S. input into COPOLCO.

day. COPOLCO delegates, particularly concerned about consumer privacy and personal data protection, agreed on a resolution to form "... a working group entrusted with the task of assessing whether work should be started internationally with respect to the protection of personal data and privacy, taking as a basis for its work the draft standard of the Canadian Standards Association on ... privacy and data protection, and any other appropriate documentation ... report its recommendations to COPOLCO as soon as possible, and at the latest at the 1995 COPOLCO meeting ..." Volunteers on the working group include AFNOR (France), ANSI (USA), BSI (UK), DIN (Germany), DS (Denmark), NNI (Netherlands) and SCC (Canada) who will chair the working group.

COPOLCO also passed a resolution to undertake defining how consumers can better influence those aspects of information and telecommunications standards that impact the consumer.

In closing, CSBTS (China) offered to host the 1995 COPOLCO meeting in Beijing. The offer was taken under advisement by the COPOLCO Chairman, **Dr. Steven Spivak** of the University of Maryland (USA).

Copies of the workshop presentations, resolutions or information on COPOLCO are available by contacting **Jennifer Ward** of ANSI. Please fax your request to 212-398-0023. ▲