

## CONSUMERS INTERNATIONAL NEXT GENERATION LEADERS NETWORK'S INSPIRATIONS FOR 2030

Consumers International works through and with its members to build a safe, fair, and sustainable marketplace where our economies work for people and planet by protecting and empowering consumers.

In celebration of the youth voices of consumer advocates around the world, we asked our global Next Generation Leaders Network to share their thoughts on the following questions:

- What will consumer advocacy have achieved by 2030 globally?
- How will the global consumer movement have changed by 2030?

Here the Next Generation Leaders Network share their key issues and aspirations for the consumer movement from digitalisation, sustainable consumption, consumer protection, to global collaboration where they hope will help to create a fairer, safer, and more sustainable marketplace for all.

Our sincere thanks to all who shared their inspiration and hope for the future.

### THE DIGITAL CONSUMER

Digital technologies are changing the lives of consumers and are a priority issue for consumer protection but also provide an opportunity to drive meaningful innovation and change for all. Change must be founded on digital rights and inclusion.

“...The current global situation has boosted the growth of the digital market, giving consumers new avenues to explore but has also brought new challenges to consumer protection. Consumer advocacy has already started to work on data privacy and security, on the global level. By 2030, the consumer movement will continue to innovate in dealing with these issues.” – India

“...The world will be embraced by online shopping and digital technologies, such as Artificial Intelligence (AI) by 2030. Cross-border protection and international standards will be established to ensure product safety and data privacy are well-governed. In the fast-evolving digital environment, international standards must not fall behind.” – Hong Kong

“...By joining forces across borders, consumer rights organisations can demand worldwide digitisation that respects people’s humanity and their rights to privacy.” – Belgium

### THE SUSTAINABLE CONSUMER

Sustainable consumption is a goal for consumer advocacy across the world, wherever we are. We believe sustainable consumption is achievable, but we know it is complex and will take significant change across sectors and using different mechanisms

“...Consumers are not only conscious of their consumption patterns on their health and wellbeing, but also on the environment. I believe that in the future, consumer advocacy will be able to transform consumption patterns even further, sending a strong signal across chains in the global economy.” – Fiji

“...With regards to the sustainability, consumers should be well-informed. The consumer voice must be involved in public-private-civic-society partnerships to build a healthy and sustainable future.” – India

## THE PROTECTED CONSUMER

The [United Nations Guidelines for Consumer Protection](#) are not just an aspiration, they are an essential and ongoing part of our work given realities of the economic crisis and are the foundation for trust in the marketplace.

“...The COVID-19 pandemic has increased insecurities of socially vulnerable groups. The consumer movement will focus on establishing protection measures for vulnerable consumers and restoring social stability.” – Ukraine

“...Expand the consumer movement where citizens in third world countries can be better informed and educated on their rights as a consumer.” – Kenya

“...By 2030, we can see that all consumers will be fully aware about their right to safety. Due to high demand for safer products in the physical or online market, industries will respect consumers demand and they have no choice other than to comply with safety standards.” - Malaysia

## CONSUMER VOICES FOR GLOBAL COLLABORATION

In 2021, consumer advocates are still working in silos. Agility and better collaboration is needed with each other to face global issues and with those outside the consumer movement. Dialogue is also needed with marketplace stakeholders including governments and business.

“...By 2030, we will have a strong network of consumers who champion consumer rights for healthy foods, technology, sustainable consumption, and climate change. It is time for consumer voices to be heard.” – Suriname

“...By 2030, we can expect stronger influence of the consumer movement. Consumers will be seen as key actors in the marketplace in achieving sustainable development goals. This is only possible through coordinated action between governments, businesses, and civil society.” – Ukraine

“With strengthened collaborations between consumer organisations, consumer advocacy will become substantial to protect consumer rights by influencing governments and businesses to create a safer, fairer and more sustainable marketplace for all.” – Hong Kong

**By 2030, we hope that consumer advocacy will be a stronger voice with a coherent vision for fair, safe, and sustainable markets. Our vision is that there will be a rebalanced relationship with governments and business so consumer needs can be prioritised.**

**COMING TOGETHER FOR CHANGE.**