



**CONSUMERS
INTERNATIONAL**

COMING TOGETHER
FOR CHANGE

OUR

INFLUENTIAL

CONNECTED

VOICES

ANNUAL REPORT 2017

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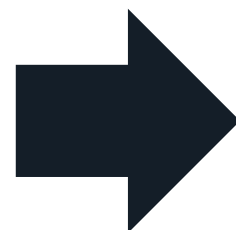
FROM OUR PRESIDENT,
BART COMBÉE

THIS YEAR I'VE BEEN
STRUCK BY THE

TRULY GLOBAL

NATURE OF CONSUMERS
INTERNATIONAL

In particular the excellent work it does to balance global priorities that ultimately benefit all members and consumers with vital work to connect members and the project activities it undertakes for the benefit of consumers in specific countries and regions.



FROM OUR PRESIDENT, BART COMBÉE CONTINUED



A truly global organisation

In this respect it's been a very rich year. Our global reach included:

- our Connecting Voices report explored how consumer digital issues are presenting themselves in selected Latin American, African and Asian countries and where the opportunities are to focus resources to more effectively achieve positive change.
- work underway in South and South East Asia to give poorer consumers greater voice.
- a consumer protection toolkit produced to support members and other civil society groups in South East Asia.
- our Middle East hub which continues to provide support to, and connect, members in the region.
- our support for the Transatlantic Consumer Dialogue which builds consumer protection relations between the EU and the US on the issue of trade.
- giving the opportunity to lower-income consumer organisations to apply for grants administered by Consumers International in support of their work.



This year the Board has continued to support Consumers International to build its platform for ongoing success. With the governance changes that were implemented in 2015 running effectively the Board, with advice from the Council, has focused on supporting the realignment of Consumers International's strategy and working to ensure a sustainable financial future.

Following our annual Council meeting in November, the strategy development and updates that were agreed by the Board in December 2017 mean that Consumers International will enter 2018 working towards greater relevance in a connected digital world. I look forward to seeing members and Consumers International bringing the strategy to life next year.

Bart Combée

Date: 12 July 2018

Bart Combée became President at Consumers International's General Assembly in Brasilia on 21 November 2015 and is serving a four-year term. Mr Combée is also the Chief Executive of Consumentenbond in the Netherlands.

**FROM OUR PRESIDENT,
BART COMBÉE**
CONTINUED



I'd like to thank members for their ongoing commitment to Consumers International and the work it does on behalf of members and consumers around the globe. I look forward to a successful 2018.

Bart Combée, President



FROM OUR DIRECTOR GENERAL,
AMANDA LONG

WE MADE THE LINK BETWEEN
**ECONOMIC
GROWTH,
CONSUMER
EMPOWERMENT
& THE DIGITAL
ECONOMY**

Consumers International played a critical role as a powerful influencing voice in international policy making forums this year. I'm delighted with the progress that's been made through extending our influence and reach on behalf of our members and consumers around the globe.





A powerful influencing voice

This year we co-hosted the first ever G20 Consumer Summit as part of the official agenda for the G20 German presidency. In doing so, we successfully made the link between economic growth, consumer empowerment and the digital economy. Many of the recommendations were supported in the G20 Digital Ministers' statement and the G20 leaders' declaration. This initiative built on our success in 2012 when we worked with members after the global financial crisis to get G20 agreement on new international principles on financial consumer protection and a clearer strategy for FinCoNet, the international network of regulators for financial consumer protection. In 2018, we will co-host the next G20 consumer summit as part of the official agenda of the G20 Argentinian presidency.

We have also:

- delivered our best ever World Consumer Rights Day in terms of member reach and participation.
- continued to influence at the United Nations to gain progress towards recognition for World Consumer Rights Day and building trust and confidence in e-commerce.
- been active in the International Organization for Standardization (ISO) across a number of developing standards that will help shape practices and markets around the world, including chairing a working group on the sharing economy.
- taken recommendations on consumer rights and the Internet of Things to the Organisation for Economic Co-operation and Development (OECD) to effect international policy making.
- influenced at the World Trade Organisation Public Forum in Geneva on the issue of building trust in e-commerce.
- taken opportunities to share insights from our international membership with the International Consumer Protection and Enforcement Network (ICPEN), particularly on the challenges that consumers around the world are experiencing as a result of new digital products and services.
- entered a partnership with FAO (Food and Agriculture Organisation) through which we've connected members and partners to better access and share expertise and resources.

FOR WORLD CONSUMER
RIGHTS DAY 2018

134

MEMBER ORGANISATIONS IN
92 COUNTRIES TOOK PART

FROM OUR DIRECTOR GENERAL,
AMANDA LONG
CONTINUED



Our members in over 100 countries represent some of the most powerful drivers of change in the world, along with our best hopes for a fair, safe and sustainable future for consumers everywhere.

Sparking member connection and collaboration

We undertake our influencing work on behalf of our members and consumers globally. I'm particularly proud of the work we do to connect our members around the globe and the support we give via our project activities which together encompass every region in the world. This year we also re-branded and launched a new website to increase our impact. The brand strapline - 'Coming together for change' - is particularly fitting for our global context.



A strategy to put consumers at the heart of the development of digital economy and society

It's vital that we continue to support our members relevance and add value on a global scale. To ensure everyone can reap the benefits, opportunities and economic advancements of the digital economy and society we urgently need new approaches to consumer protection and empowerment that can keep pace. So this year we have worked closely with our Board and taken advice from our Council to realign our strategy to do just that. We'll be working with our members and partners throughout 2018 to make this a reality.

Our members are at the heart of what we do and our driving force. I'd like to thank our members and partners for all that they do. Together, we'll make a difference for consumers around the globe.

Amanda Long
Date: 12 July 2018

**WE BELIEVE IN A WORLD WHERE
EVERYONE HAS ACCESS TO**

SAFE AND
SUSTAINABLE
PRODUCTS AND SERVICES

Consumers International is
the membership organisation for
consumer groups around the world.

We believe in a world where everyone
has access to safe and sustainable
products and services.



ABOUT CONSUMERS INTERNATIONAL CONTINUED



We are resolutely independent, unconstrained by businesses or political parties. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

We bring together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly.

We are resolutely independent, unconstrained by businesses or political parties. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

Our Strategy

We want to ensure consumers have a powerful voice in the global marketplace.

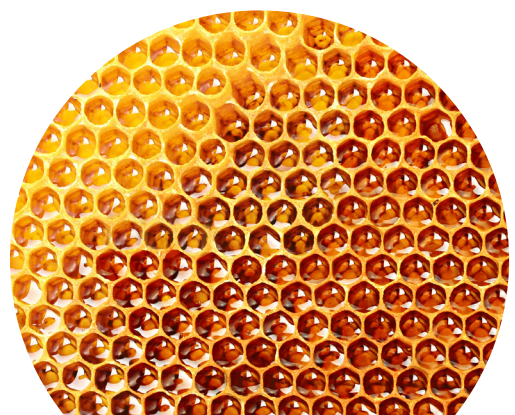
We're seeking to increase the collective power and influence of Consumers International, our member organisations and consumers and expand our focus on partnership. Together we'll solve the big problems consumers experience in the global marketplace.

We achieve global impact though:

- Building a digital world consumers can trust
- Ensuring excellence in global consumer protection through specific projects

Our flexible regional presence in Asia-Pacific, Latin America and the Caribbean, Africa, Middle East and North America and Europe gives us an agile well-connected global network that can play a vital role in member engagement and networking across the globe.

**WE BRING TOGETHER
MORE THAN
200
MEMBER ORGANISATIONS
IN MORE THAN 100
COUNTRIES**



ACHIEVEMENTS AND PERFORMANCE

We work with our members and partners on issues where we can achieve global impact for consumers. We work on issues that affect consumers in multiple countries and across national borders.

Together, we drive change in the global marketplace on a scale that cannot be achieved at a national level alone, to ensure consumers are treated safely, fairly and honestly

**1. INTERNATIONAL
ADVOCACY AND
CAMPAIGNING**

**2. BUILDING A
DIGITAL WORLD
CONSUMERS
CAN TRUST**

**3. ADVANCING
EXCELLENCE
IN GLOBAL
CONSUMER
PROTECTION**

A POWERFUL

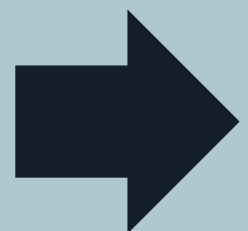
INFLUENCING VOICE

We represent our membership in several international and regional organisations including the United Nations, the International Standard's Organization, the Organisation for Economic Co-operation and Development, the International Consumer Protection Enforcement Network and other networks that play an important role in supporting the development of national laws, regulations and practices that influence marketplaces around the world.

ENSURING CONSUMERS CAN

REAP THE BENEFITS

Consumers around the world are experiencing rapid and transformative change as marketplaces become increasingly digital and globalised. These possibilities have transformed people's lives as consumers. To ensure everyone can reap the benefits, opportunities and economic advancements of the digital economy and society, digital developments need to, not just be available to more people, but be trusted enough to be integrated in people's everyday lives.



BUILDING A DIGITAL WORLD CONSUMERS CAN TRUST

CONTINUED

Consumers International is working to create a digital world that consumers can trust - where access, opportunity, participation and innovation in digital technology flourish for everyone.

G20 summit, recommendations and declaration

We held the first ever G20 Consumer Summit on 15 March, as part of our World Consumer Rights Day 2017 activities. The summit, which was on the theme of 'Building a Digital World Consumers can Trust' was co-hosted by Consumers International, the German Ministry of Justice and Consumer Protection and the Federation of German Consumer Organisations and provided an opportunity for Consumers International to present a set of recommendations to the G20 on behalf of the international consumer movement that called for the G20 to take action in a number of areas important to consumer trust.

The great success of the summit contributed to many of the issues raised in our recommendations being included in the G20 Digital Ministers statement. In addition the G20 Leaders' declaration recognised that "Trust in digital technologies requires effective consumer protection, intellectual property rights, transparency, and security in the use of ICT". The declaration also includes statements on privacy and data protection, security, access and inclusion and e-commerce. This means the issue is now on the agenda of the G20 and that countries can be held accountable for their action in this area.

Internet of Things

The Internet of Things (IoT) is everywhere and we are more connected and plugged in than ever before. As this connected world grows around us, consumer organisations are becoming increasingly concerned that IoT products are being developed without due consideration of the safety, privacy and needs of consumers.

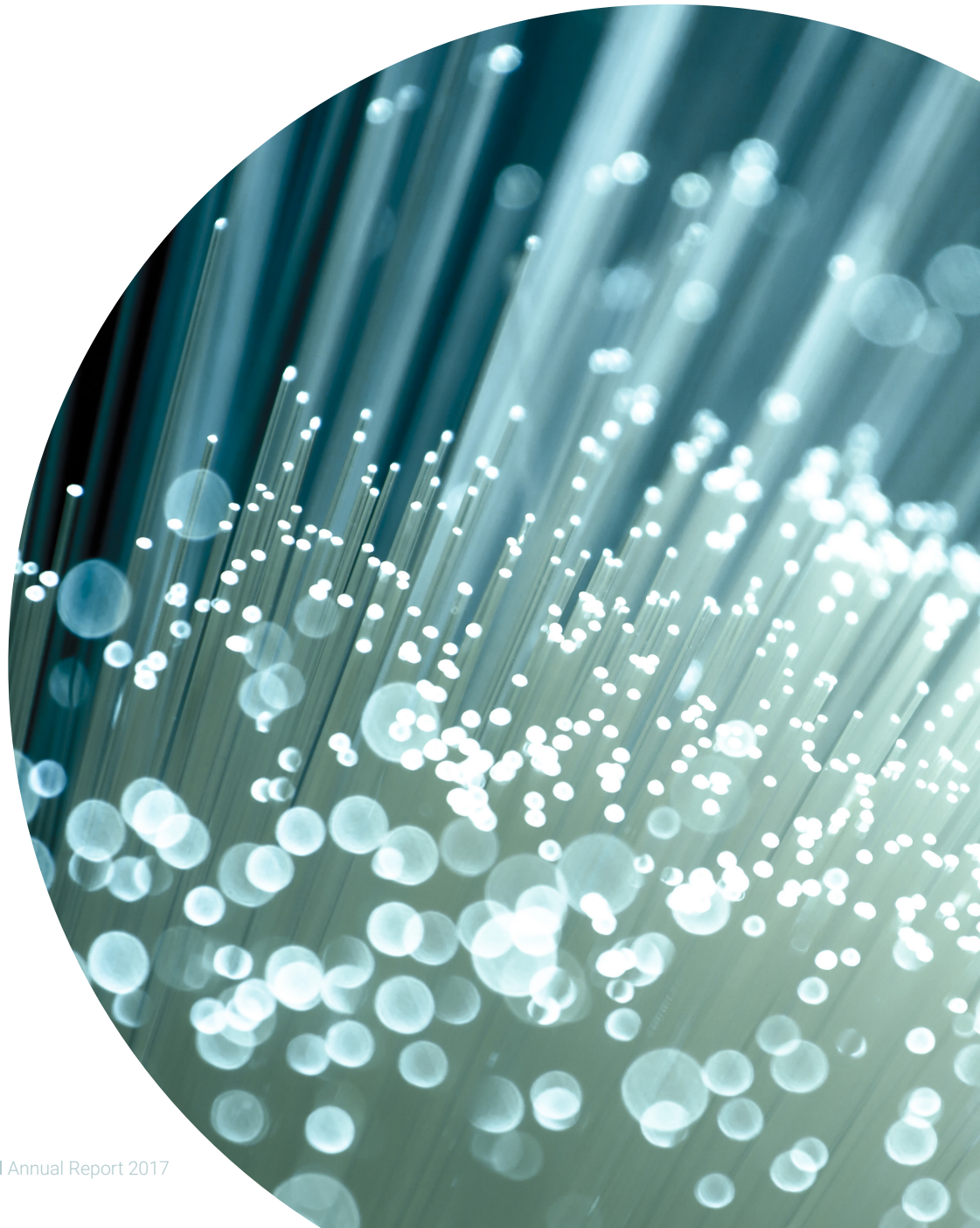
To address this, Consumers International, alongside our sister organisations BEUC, ANEC, and ICRT, has developed and agreed a set of principles to put consumer rights, privacy and security at the heart of the Internet of Things. The principles can be used as a guide in the development of products, either by manufacturers or by policy makers. To accompany the principles, we released *Testing Our Trust: Consumers and the Internet of Things*. The update follows up on our international report from 2016 that included examples from Kenya, the Philippines and Nigeria and looks at whether trends in IoT are playing out as predicted, how consumers are experiencing this new technology, and how policy makers, industry and advocates are responding to some of the challenges.

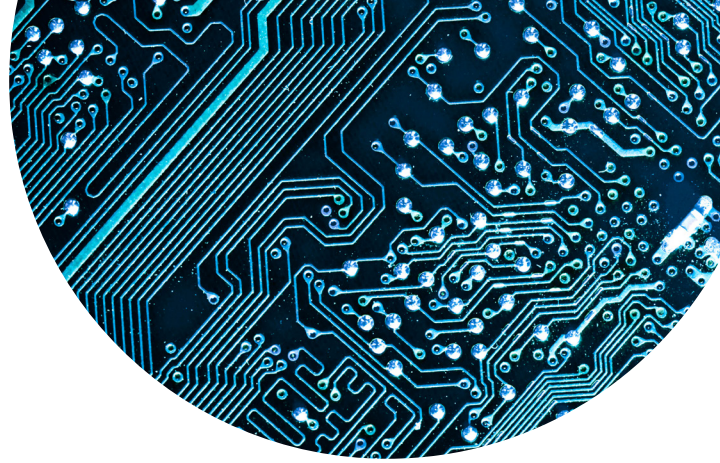


**BUILDING A DIGITAL WORLD
CONSUMERS CAN TRUST**
CONTINUED

“Trust in digital technologies requires effective consumer protection, intellectual property rights, transparency, and security in the use of ICT.”

G20 Leaders' declaration





Connecting Voices

We undertook a significant piece of research into how consumer rights can play a major role in developing digital society. Commissioned by the Ford Foundation, we interviewed consumer groups, international agencies and digital rights organisations to explore how consumer digital issues are presenting themselves in selected Latin American, African and Asian countries. We found the main digital consumer challenges for all countries in the study are access, affordability, inclusion, establishing appropriate legal frameworks and a free and open internet. Digital rights organisations and consumer organisations often work in parallel on similar topics such as privacy, security and access. Articulating how consumer rights can effectively promote economic and digital rights and sharing resources and different approaches to advocacy and campaigns strategies will enable effective collaboration.

UNCTAD e-commerce week

Our Director General joined a high-level panel with Dr Mukhisa Kituyi, Secretary-General of UNCTAD and Jack Ma, founder and chairman of Alibaba Group at UNCTAD E-commerce Week on 'Digital Transformation for all' where she called on the audience of industry leaders and decision makers to change the assumption that consumer protection stifles innovation. Understanding what trust and confidence online look like to consumers, producers, employees, prosumers and business owners will help design in trust from the start and enable more effective digital transformation and growth. She particularly focused on the challenges for less digitally developed countries.

FinTech

We launched a new report *Banking on the future: an exploration of FinTech and the consumer interest*, which explores how and why FinTech is transforming financial services markets for consumers, and what the opportunities and challenges are, as FinTech services and products become more widely used. It also offers insight on how those working in the consumer interest might address some of the emerging consumer protection issues. Many of our findings were shared at the annual meeting of FinCoNet the International Network for Financial Consumer Protection in Dublin, Ireland.

Digital Identity

Taking a new approach to partnerships, we worked with digital ID start-up 'Yoti' to co-host the first convening event of our revised strategy. The event brought together innovators, disruptors and influencers from business, civil society and the consumer movement to discuss how digital ID can make peer-to-peer interactions safer for consumers. A key insight was the need for better articulation of consumer priorities to regulators; re-affirming our belief that there needs to be much greater joining up of stakeholders.

Read the report [Securing consumer trust in the internet of things: Principles and Recommendations 2017](#). **Find it in news and resources at** consumersinternational.org

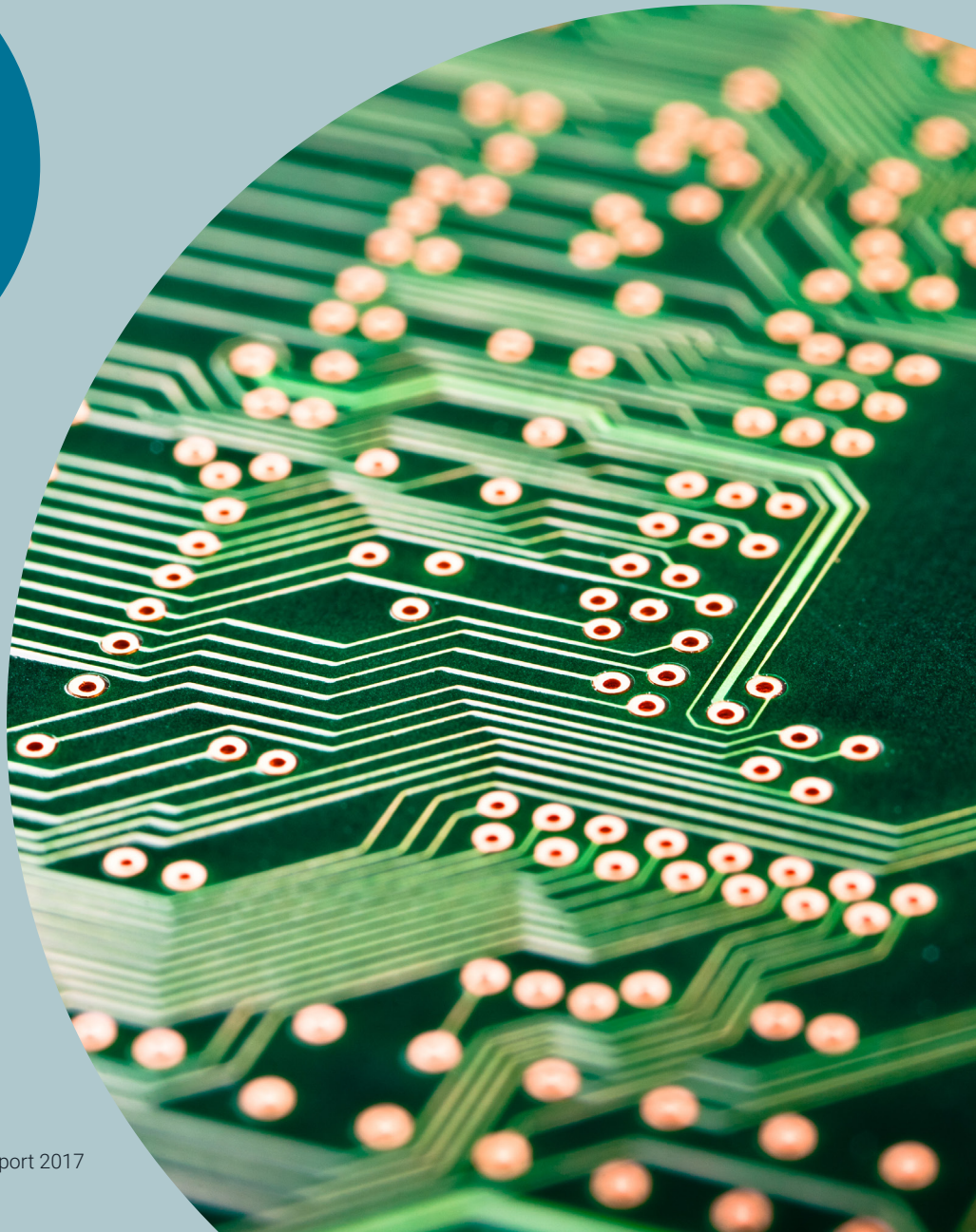
**BUILDING A DIGITAL WORLD
CONSUMERS CAN TRUST**
CONTINUED



Articulating how consumer rights can effectively promote economic and digital rights and sharing resources and different approaches to advocacy and campaigns strategies will enable effective collaboration.

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**CONSUMER AND
DIGITAL RIGHTS
EXPERTS CONTRIBUTED
TO OUR CONNECTING
VOICES REPORT**



USING OUR
**COLLECTIVE
MIGHT**

**TO CALL FOR
CONSUMERS
JUSTICE AND
PROTECTION**

It's now more than 50 years since President John F Kennedy articulated the concept of consumer rights in his historic message to the US congress. Yet in many countries the goal of realising these rights is still a long way off. That's why we are working so hard to make sure that consumer protection measures are in place around the world.



ADVANCING EXCELLENCE IN GLOBAL CONSUMER PROTECTION CONTINUED

By using our collective might to call for consumer justice and protection, we can ensure that the interests of consumers all over the world are represented and safeguarded for years to come.

Working for United Nations recognition of World Consumer Rights Day

As an active member of the UNCTAD Intergovernmental Group of Experts on Consumer Protection (IGE), we have continued to campaign for official UN recognition of World Consumer Rights Day as an important step in raising awareness of consumer protection amongst governments, companies and consumers. World Consumer Rights Day is regularly celebrated in more than 90 countries around the world, with many consumer organisations, government agencies and other groups organising their activities around a theme recommended by Consumers International and our membership.

In April 2017, the IGE voted in favour of official recognition of World Consumer Protection Week. Although we continued to call for official recognition of World Consumer Rights Day, based on a detailed consultation with our members and discussions with national delegations we recognised that the IGE proposal was a compromise that meets many of our objectives and allows the proposal to move forward. It would also allow Consumers International and our members to continue to mark World Consumer Rights Day as it falls within the dates of the proposed World Consumer Protection Week. The proposal is now being considered within UNCTAD and we will continue to push for it to be brought to the UN General Assembly in 2018.

Standards

We continue to take an active role at the International Organisation of Standardization's Consumer Policy Committee (ISO COPOLCO) and are a member of the Chair's Advisory Committee. Working with experts in the consumer movement we ensure representation on a number of working groups that are developing standards that help to shape practices and markets around the world.

Emerging digital products and services are a major priority in standardisation and we are engaged with a number of working groups focused on these issues. In particular, we have been chairing a new working group that is developing recommendations on the sharing economy – grappling with the shifting definitions of consumer and provider and what this means for consumer protection.

In 2018, ISO COPOLCO will hold their plenary meeting in Indonesia where Consumers International will be working with our members to help shape a standards agenda that meets the new challenges facing consumers internationally.



ADVANCING EXCELLENCE IN GLOBAL CONSUMER PROTECTION CONTINUED



Food

In March 2017, we signed a new Memorandum of Understanding with the Food and Agricultural Organisation (FAO) that recognises the important links between the work of the two organisations and creates a framework to share information and opportunities. An early example of our joint work was a Regional Symposium on Sustainable Food Systems for Healthy Eating that was held in September in El Salvador. Representatives from 13 consumer organisations from Latin America attended the symposium, joining more than 150 private sector, government and civil society organisations from the region. The discussion highlighted the barriers in the supply chain to promoting healthy food, with a strong focus on the importance of consumer awareness and bridging the gap between production and consumption.

We are looking at how to develop our working relationship with FAO in 2018 to create global initiatives as well as new regional opportunities in Africa, Asia and the Middle East.

We also continue to engage with Codex food standards committees on issues that are important to our members. In 2017, Consumers International representatives participated in the activities of the Codex Task Force on Antimicrobial Resistance, the Codex Commission and the Codex Committee on Food Labelling.

We have also continued to see progress from food retailers following our campaign to reduce the use of antibiotics in the food chain, an issue that the Transatlantic Consumer Dialogue (TACD) has continued to highlight in its work. In August, McDonald's announced it would prohibit antibiotics, classed by the World Health Organization as Highest Priority Critically Important (HPCIs) to human medicine, in the production of chicken sold at its restaurants worldwide. On World Consumer Rights Day 2016 Consumers International and its members called on the world's largest fast food companies to make global timebound commitments to stop serving meat from all animals routinely given antibiotics used in human medicine.

We can ensure that the interests of consumers all over the world are represented and safeguarded for years to come.



Trade

2017 proved to be a difficult year for international trade negotiations with changes to the global political landscape and the impact on negotiations requiring all organisations working on trade to change their plans to reflect the new context. At the start of the year we looked at the growth in bilateral and regional trade agreements and its potential impact on consumers, presenting some initial conclusions at the Trans Atlantic Consumer Dialogue (TACD) Annual Forum which took place in Washington DC and featured senior US and EU speakers. The meeting also saw the launch of the TACD vision for a positive consumer agenda that set out how regulatory cooperation measures outside of trade agreements can improve transatlantic markets for consumers and how, any resumption of trade negotiations should only be pursued if supported by, and of benefit to, the public.

However, as many trade negotiations stalled we switched attention to the potential for a new World Trade Organisation (WTO) agreement on e-commerce. The growth of e-commerce has improved choice and convenience for many consumers, however the WTO discussion exposed very different views on the benefits or otherwise of new rules on trade liberalisation and intellectual property and their impact in emerging economies.

To support the ongoing debate we organised a working session on cross border e-commerce at the WTO Public Forum in Geneva. However, as it became clear that progress was unlikely we took the opportunity of participating in the WTO Ministerial Conference in Buenos Aires in December to highlight the fact that work will continue in other international organisations and there is still much to be gained by supporting these efforts.

Product Safety

Product Safety has always been a central issue for consumer organisations and is as important today as it has ever been. With support from UL, the international standards company, we undertook a global survey to get an up-to-date picture of countries' consumer protection frameworks for product safety and how they are enforced.

We had a tremendous response to the survey, which was shared with Consumers International members as well as many consumer protection agencies and standards bodies, and received more than 130 responses from 100 countries. Early in 2018, we will be analysing these responses and presenting the results to our members as well as international and regional organisations that have expressed an interest in the survey. In addition, some aspects of the survey will feed into UL's safety index.

In September, we were pleased to co-host a workshop in Argentina on product safety with the Consumer Safety and Health Network of the Organisation of Latin American States. The workshop, which aimed to develop proposals for how government agencies and consumer organisations could improve their joint work on product safety, was very well attended and included many of our members from across the Americas.





Sustainable consumption

Together with the German and Indonesian environment agencies, Consumers International is co-lead of the United Nations' 10-year framework programme on consumer information for sustainable consumption.

In 2017, the project produced two new reports. The Long View: Exploring Product Lifetime Extension, examined evidence for planned or premature obsolescence including the durability of seven consumer products, from smartphones to fridges, and made recommendations for public policies and company and consumer action to extend product lifetimes. The second, Guidelines for Providing Product Sustainability Information, provides principles and examples for companies to make trustworthy, effective claims to consumers on product-related sustainability information.

In addition, we continue to work with the Swedish Society for Nature Conservation to support campaigns by our members to mark Green Action Week on the theme of 'safe and sustainable food'. In 2017, we supported 25 campaigns in 21 countries across five continents on

issues ranging from the impact of pesticides on domestic rice production to finding space for organic farming in urban areas. We also ran two online webinars aimed at developing members' communications including an interactive workshop where participants shared best practices.

In January this year, we began a pioneering partnership with the IKEA Foundation that aims to address two core consumer issues, product safety and sustainability in low-income communities. The project has involved surveying the target communities to understand their patterns of consumption and understanding of sustainability, and developing a scalable model for behaviour change. Launched under the IKEA Foundation's 'Innovations for Healthy Homes' programme, the project will particularly benefit women and children, who are often the victims of household accidents. The first year of the project is based in India but it has the potential to be rolled out in other countries.

Read the report [The Long View: Exploring Product Lifetime Extension](#). Find it in news and resources at consumersinternational.org



**WORLD CONSUMER RIGHTS DAY:
BUILDING A DIGITAL WORLD CONSUMERS CAN TRUST**

**THIS WORLD CONSUMERS
RIGHTS DAY WAS OUR**

**BEST
EVER**

**IN TERMS
OF MEMBER
ENGAGEMENT**

WORLD CONSUMER RIGHTS DAY: BUILDING A DIGITAL WORLD CONSUMERS CAN TRUST

CONTINUED

World Consumer Rights Day 2017 centred on the theme 'building a digital world consumers can trust'. It raised awareness around some of the most pressing consumer concerns arising from the rapid growth of the digital economy in recent years. In particular, it addressed the issues of access and choice, online redress, clear and informed choices and online security in the digital world.



2017 was our best ever year in terms of member engagement with 134 member organisations in 92 countries participating.

The theme generated significant coverage on social and traditional media platforms, with the #BetterDigitalWorld reaching 9.2 million people and being reported on by international news around the globe.

From data protection and online safety to affordable internet access, our members carried out campaigns on the issues most relevant to their own national markets under a common theme.

G20 Consumer Summit

World Consumer Rights Day 2017 was also marked by the G20 Consumer Summit in Berlin, Germany, which Consumers International co-hosted with the German Federal Ministry of Justice and Consumer Protection (BMJV) and German member the Federation of German Consumer Organisations (vzbv). The event brought together consumer organisations, governments, businesses and other key stakeholders to set the agenda for Building a Digital World Consumers Can Trust. A number of recommendations developed by Consumers International and our members were supported in the G20 leaders' declaration issued in July 2017.

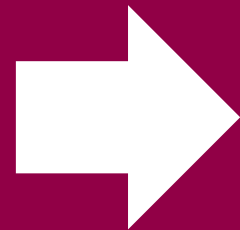


OUR NEW BRAND UPDATE IS

STRONG AND CONTEMPORARY

REFLECTING CONSUMERS INTERNATIONAL
AS IT IS NOW

In 2017, we launched our updated brand, giving us a stronger visual identity and contemporary look. The brand built on our history while better reflecting Consumers International as it is now.



MEMBER CONNECTION, COMMUNICATIONS AND BRAND DEVELOPMENT

CONTINUED

Communications and brand development

The updated brand has already helped us communicate more powerfully with our audiences and has received excellent member and stakeholder feedback.

We also launched a new website to enable members and stakeholders to more easily access up-to-date, relevant information and have increased the amount of time people spend on the site. Building on the initial success of our global newsletter which shares information on our activity and that of our members around the globe, we increased the number of people engaging with and reading our content as our monthly subscription rate increased by more than 100%, open rates by 25% and click through rates by more than 30%.

Our Regional Networkers in Asia Pacific, Middle East, Latin America and the Caribbean and Africa continued to engage with and connect our members around the world.

Member connection and global reach

Following trials and feedback from members we adapted the direction of our campaigns activity from leading co-ordinated campaigns to sharing and enabling members to connect on, adopt and adapt each other's campaigns. This way member connections and successes were achieved on a range of issues including compensation for flight delays and cancellations, ticket resale and connected smart toys and gadgets. In addition, we connected members and partners to better access and share expertise and resources, for example on food issues through our partnership with FAO (Food and Agriculture Organisation).

Our regional networkers continued to support our reach and engagement around the world as well as contributing to important regional events and initiatives.

In 2017, seven Consumers International members from developing countries received grants of up to €10,000 to carry out innovative projects aimed at improving consumers' day-to-day lives, covering issues ranging from nutritional labelling to digital literacy. This was made possible through the Anne Fransen Fund, which was set up by a former director of our Dutch member, Consumentenbond, in 1988.

We were delighted to receive a grant this year from GIZ ASEAN to enable the production of a handbook on consumer protection in the ASEAN region. We have also supported a World Bank and Russian Ministry of Finance project on consumer protection in financial services through contributing expert input and international examples for two reports.

With the generous support of the Public Authority for Consumer Protection in the Sultanate of Oman, our regional hub supports the development of consumer protection in the Middle East and North Africa. In 2017, highlights included a workshop in Oman on digital rights that involved many of the region's members as well as a range of local stakeholders. In addition, we were delighted to attend the regional Consumer Protection and Standardisation meeting in Sudan to emphasise the important role that consumer organisations can play in supporting consumer protection.



MEMBER CONNECTION, COMMUNICATIONS AND BRAND DEVELOPMENT CONTINUED



Our strategy

Working with our Board over the course of the year, and taking advice from our Council, we continued to develop and where appropriate, realign our strategy. Our revised strategy was agreed at our Board meeting in December 2017.

Since we began in 1960, Consumers International has supported and worked with our members in pursuit of a world where everyone has access to safe and sustainable products and services. Today, we must deliver this vision in a digital, interconnected world which moves at an increasingly rapid pace. This means we urgently need new approaches to consumer protection and empowerment to keep up.

We want to ensure that we create the conditions to accelerate positive consumer outcomes through enabling our members and a wider forum of stakeholders to be informed, networked and inspired to engage, cooperate and act.

Digital is one of the biggest issues facing consumers today, so this will be our initial strategic focus. We want to ensure consumers everywhere can reap the benefits, opportunities and economic advancements of the digital economy and society. We need to empower consumers by putting their voice at the heart of digital developments, enabling business, governments and civil society to be more responsive to emerging consumer challenges and opportunities. We want to see consumers get the best out of the digital economy and society without having to compromise on quality, care and fair treatment.

We will also maintain our influence, support our members, and develop our expertise in other areas of consumer protection.

We will deliver our strategy through:

Connecting and sharing between members: We will support our members to connect with each other and draw on the collective experience of our network to share insight and information and cooperate on a wide range of consumer issues.

Building a broader network:

We will build a broader network of members and global stakeholders to catalyse positive change, on the basis that in our interconnected, digital world no single organisation can meet the challenge alone. Our network will include governments, civil society, business and funders.

Convening and influencing:

We will bring together our network to tackle specific consumer challenges and opportunities to increase insight and enable the development of better solutions, faster. These solutions can go global more quickly, supported by our dissemination, thought leadership and direct influencing.

Further projects and innovation:

We will continue to run externally funded projects across a range of consumer topics, building on and enhancing our influence and expertise. These topics will include food, sustainable consumption, and product safety in addition to digital. We will seek new business opportunities to accelerate positive consumer outcomes and generate new income where opportunities arise through the course of our work.

Our revised strategy will ensure we are a catalyst for positive consumer outcomes around the interconnected, digital world. Through creating a sustainable financial pathway for the organisation we'll also help ensure we can deliver for consumers and our members for years to come.

FUNDRAISING PARTNERSHIPS

In 2017, Consumers International responded to a difficult funding environment by forming strategic partnerships with a number of influential organisations in the public, private and non-profit sector. By working with a broader community of actors, from a small digital start-up to large international foundations, we have been able to develop innovative projects that deliver positive outcomes for consumers from all backgrounds.

We are grateful for the generous contributions of all of our partners, who have shown continued commitment to empowering consumers around the world.

IKEA Foundation: Giving Poorer Consumers in South and South East Asia Greater Voice

German Environment Ministry (BMUB): 10YFP Consumer Information Programme for Sustainable Consumption and Production

German Ministry for Justice and Consumer Protection (BMJV): G20 Consumer Summit and Digital Index

Ford Foundation: Connecting Voices

Yoti: Digital ID in peer-to-peer markets convening event

Public Authority for Consumer Protection in Oman (PACP): Middle East regional hub

European Commission and Open Society Foundation: Transatlantic Consumer Dialogue

Swedish Society for Nature Conservation: Green Action Fund

Consumentenbond: Anne Fransen Fund

Underwriters Laboratories (UL): Product safety survey

GIZ ASEAN: Consumer protection handbook for ASEAN region

World Bank: Improving consumer protection in financial services in Russia.

Partnership development

We have an ambitious strategy that we cannot deliver alone. Our outlook on getting our new approach off the ground is one of strategic partnership. We want to work with the partners who help us move towards impact rapidly, effectively and with integrity. In the initial stages of development, we are seeking influential strategic partners. If you would like to find out more about partnering with us please contact Paulo Gomes, our Head of Fundraising and Partnerships on pgomes@consint.org or 0044 (0)207 6663.



Bundesministerium
der Justiz und
für Verbraucherschutz



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GOVERNANCE

Our global staff are led by our Director General, who is guided by and accountable to Consumers International's Board of Trustees.

The Board of Trustees meets regularly (three to four times a year) and includes the President, Vice President, Honorary Secretary and Treasurer. It is ultimately responsible in law for the charity, its assets and activities. The Board delegates to the Director General to deliver the management and day-to-day running of the organisation.

The Treasurer's Group is a committee of the Board of Trustees appointed to assist the Board in fulfilling its responsibilities in all aspects of financial management and control of the organisation. Together with the Treasurer, two other representatives of Consumer International's member organisations are appointed from the Board to form this group. The Treasury Committee also has oversight of the arrangements for the external audit.

Our Council is a larger, advisory body to the Board of Trustees and meets annually. A key function of the Council is to appoint the Board of Trustees and to offer strategic advice on key issues to that Board of Trustees.

Our Board and Council are made up of Chief Executives from our member organisations.

The General Assembly consists of the voting delegates of the full members of Consumers International and generally takes place every four years when Consumers International holds its World Congress. A key function of the General Assembly is to elect the President and the Council. The President is a non-executive position and acts as chair of the General Assembly, the Council and the Board.



Board of Trustee members 2015-2019

| | | | |
|--|---|---|---|
| Alan Kirkland - CHOICE, Australia; Treasurer | Marta Tellado - Consumer Reports (CR), USA | Gilly Wong - Hong Kong Consumer Council (HKCC); Vice President | Ivo Mechels - Association des Consommateurs (Test Achats) Belgium |
| Bart Combée - Consumentenbond, Netherlands; President | Anja Philip - Danish Consumer Council | María José Troya - Tribuna Ecuatoriana De Consumidores Y Usuarios, Ecuador; Honorary Secretary | Rosemary Siyachitema - Consumer Council of Zimbabwe |
| | Marimuthu Nadason - Federation of Malaysian Consumer Associations (FOMCA) | | |

Council members 2015-2019

| | | | |
|--|--|---|---|
| Asociacion Peruana De Consumidores Y Usuarios (ASPEC), Peru - Crisólogo Cáceres Valle | CHOICE, Australia; Treasurer - Alan Kirkland | Consumer Unity and Trust Society (CUTS), India - George Cheriyian | Namibia Consumer Trust - Michael Gaweseb |
| Association des Consommateurs Du Mali (ASCOMA) - Salimata Diarra | Confederation of Consumer Societies (KONFOP), Russian Federation - Dmitriy Yanin | Consumers Korea – Miran Mun | Sudanese Consumers Protection Society (SCPS) - Yasir Suliman |
| Association des Consommateurs (Test Achats), Belgium – Ivo Mechels | Consumentenbond, The Netherlands; President - Bart Combée | Danish Consumer Council - Anja Philip | Tribuna Ecuatoriana De Consumidores Y Usuarios, Ecuador; Honorary Secretary - María José Troya |
| Centro Para La Defensa Del Consumidor (CDC), El Salvador - Danilo Manuel Pérez Montiel | Consumer Council of Fiji - Premila Kumar | Federation of Malaysian Consumer Associations (FOMCA) - Marimuthu Nadason | Verbraucherzentrale Bundesverband (VZBV), Germany - Klaus Müller |
| | Consumer Council of Zimbabwe - Rosemary Siyachitema | Hong Kong Consumer Council (HKCC); Vice President - Gilly Wong | |
| | Consumer Reports (CR), USA - Marta Tellado | Instituto Brasileiro Defesa Do Consumidor (IDEC) -Marcelo Gomes Sodré | |



FINANCIAL SUMMARY

Consolidated income and expenditure for the year ended 31 December 2017

| | Note | General Funds (£) | Unrestricted Designated Funds (£) | Restricted Funds (£) | Total Funds 2017 (£) | Total Funds 2016 (£) |
|---|------|-------------------|-----------------------------------|----------------------|----------------------|----------------------|
| Income from: | | | | | | |
| Charitable activities | | | | | | |
| | 1 | | | | | |
| Membership Fees | | 1,601,423 | - | - | 1,601,423 | 1,644,091 |
| International advocacy and campaigning | | 24,000 | - | 1,213,689 | 1,237,689 | 1,421,764 |
| | | 1,625,423 | - | 1,213,689 | 2,839,112 | 3,065,855 |
| Other trading activities | | | | | | |
| | 2 | 117,729 | - | - | 117,729 | 82,984 |
| Investment | | | | | | |
| | 3 | 201 | - | - | 201 | 516 |
| Total | | 1,743,353 | - | 1,213,689 | 2,957,042 | 3,149,355 |
| Expenditure on: | | | | | | |
| Raising Funds | | | | | | |
| | 4 | (122,891) | - | - | (122,891) | (133,295) |
| Charitable activities | | | | | | |
| | 4 | | | | | |
| International advocacy and campaigning | | (1,427,530) | - | (714,377) | (2,141,907) | (2,944,352) |
| | | (1,427,530) | - | (714,377) | (2,141,907) | (2,944,352) |
| Total | | (1,555,421) | - | (714,377) | (2,264,798) | (3,077,647) |
| Net income/(expenditure) | | | | | | |
| | | 192,932 | - | 499,312 | 692,244 | 71,708 |
| Transfer between funds | | (44,417) | 44,417 | - | - | - |
| Gain/ (Loss) on exchange | | 5,034 | - | (6,913) | (1,879) | 29,827 |
| Net movement in funds | | 153,549 | 44,417 | 492,399 | 690,365 | 101,535 |
| Reconciliation of funds: | | | | | | |
| Funds brought forward 1 January 2017 | | 196,714 | 43,583 | 100,848 | 341,145 | 239,610 |
| Funds carried forward 31 December 2017 | | 350,263 | 80,000 | 593,247 | 1,031,510 | 341,145 |

TRUSTEE STATEMENT



The figures on these pages are extracted from the full Trustees report and financial statements that have been audited by haysmacintyre, who gave an unqualified opinion.

The full accounts were approved on 28 June 2017 and will be submitted to the Charity Commission and Registrar of Companies. This summarised financial information may not contain sufficient information to gain complete understanding of the financial affairs of the charity.

The full Trustees report, audit report and financial statements may be obtained from the Consumers International website.

The auditor has issued unqualified reports on the full consolidated annual financial statements, and on the consistency of the trustees report with those financial statements.

Respective responsibilities of trustees and auditor

The Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. The auditor's responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Opinion of the auditors

The auditors have reported that in their opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2017 and of the group's and the parent charitable company's net movement in funds, including the group's and the parent income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Auditor

haysmacintyre
10 Queens Street Place, London, EC4R 1AG





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