



**CONSUMERS  
INTERNATIONAL**

COMING TOGETHER  
FOR CHANGE

# **WORLD CONSUMER RIGHTS DAY 2018**

## **CAMPAIGN OUTLINE**

MAKING DIGITAL MARKETPLACES  
FAIRER



E-commerce, buying products or services online, has transformed the marketplace. Now consumers with a connected device and a payment method can buy anything from music to take-away; book transport and accommodation; or buy tickets to events.

This new way to trade has opened up a vast array of choice for consumers and expanded convenience on a scale never seen before. However, as these transactions often happen across borders, involve online companies without physical shops and almost anyone can create a website and set up a store online, there are issues and challenges for consumers that they simply wouldn't face when shopping traditionally.

Because of this, the consumer movement must work to ensure that digital marketplaces are fair and secure. That if things go wrong there is redress and compensation available. That the ever-present danger of online fraud and scams is minimised and dealt with.

That is why this World Consumer Right Day we want to make digital marketplaces fairer for all consumers with our #BetterDigitalWorld campaign. This Campaign Outline will talk you through the ways you can highlight the issues of e-commerce in your country.

## WHO ARE WE

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

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.

*Consumers International. Coming together for change.*



## CONTENTS

- 02 INTRODUCTION
- 03 WHAT YOU CAN DO
- 03 CALL TO ACTION
- 04 KEEP IN TOUCH

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

# INTRODUCTION

## PURPOSE OF WORLD CONSUMER RIGHTS DAY

15 March is World Consumer Rights Day, an annual occasion for celebration, impact and global solidarity within the international consumer movement.

Each year consumer organisations mark the day by joining together to highlight and raise awareness of an issue that is important to consumers around the world. World Consumer Rights Day is our chance to make the biggest impact possible. Working together, our voices calling for change are far more powerful than they would be alone.

## HOW DO MEMBERS GET INVOLVED?

Consumers International provides a theme, concept and opportunities for coordinated action each year. Members work within the theme, adapting it to suit their national context and link their activity back to the global day of action.

## WHAT IS WORLD CONSUMER RIGHTS DAY 2017'S THEME?

### ***Making digital marketplaces fairer***

Digital technology is having a dramatic impact on consumers around the world, creating many new benefits including better communication, access to information and greater choice and convenience.

The percentage of the world's population with access to the internet has grown from 1% in 1995, to almost 50% in 2017. During the same time frame, e-commerce has grown at a fast pace. In 2016, an estimated 1.61 billion people worldwide purchased goods online. In 2016, global e-commerce sales amounted to 1.9 trillion U.S. dollars and projections show a growth of up to 4.06 trillion U.S. dollars by 2020.

E-commerce is an important issue for consumer protection organisations, as despite the benefits of e-commerce to consumers there are still a range of issues including lack of access, scams and online protection.

You can find out more about the issue of e-commerce by reading our overview briefing.

Action in these three areas would bring enormous benefits for consumers. For World Consumers Rights Day 2018, we are asking members to take action on the areas most relevant to their consumers.

- Access
- Scams
- Online protection

## WHAT YOU CAN DO

- Choose a topic that is relevant to your country.
- Plan activity which works best in your country's context.
- Help build the international picture by sharing your activity on social media using the hashtag #betterdigitalworld and sharing information with Consumers International so we can add it to our website.

You'll understand which activities will best suit you. In the past members have held events, engaged with their local media, produced reports, advocated to national governments, targeted companies and held conversations with consumers.

### WHAT IS CONSUMERS INTERNATIONAL'S ROLE IN WORLD CONSUMER RIGHTS DAY?

Consumers International will provide a central theme, issue briefings, campaign resources and branding that members can use to support their work. Consumers International will bring together activities from around the world on our website, showing our collective voice.

### HOW WILL MY ACTIVITY LINK WITH OTHER MEMBERS' CAMPAIGNS?

To enable us to demonstrate global concern and support for this issue both on World Consumer Rights Day itself and beyond in our ongoing advocacy and communications activity, please:

- Link your work into the key messaging for the day by using the hashtag #BetterDigitalWorld, as well as the phrase 'making digital marketplaces fairer'.
- Participate in the common international advocacy and communications activity in the issue briefings.
- Tell us about your activities through your regional networker or by email on [wcrd@consint.org](mailto:wcrd@consint.org).

## CALL TO ACTION

Members can campaign on the one (or more) of the three e-commerce areas that is most relevant to your consumers and your work. The three areas we have identified are:

- Access
- Scams
- Online protection

### KEY MESSAGES

Our activities are part of Consumers International's World Consumer Rights Day campaign to 'make digital marketplaces fairer'.

### ADVOCACY CALL TO ACTION

You will know what advocacy, either towards national governments or companies, will work best in your country. However, we have some suggestions and ideas in the individual briefings.



## CO-ORDINATED ACTIVITIES YOU CAN UNDERTAKE

Please do let us know what you are doing for the campaign by emailing [wcrd@consint.org](mailto:wcrd@consint.org) or speaking to your regional networker.

We will have a range of social media activities you can take part in for the day. We will provide e-commerce themed social media images. We will be tweeting and posting on Facebook under the hashtag #betterdigitalworld. We will host an online map of member activity on the Consumers International website and show where people are tweeting using the hashtag #betterdigitalworld across the world in real-time.

We will also provide a template press release you can use with your local media and on your website.

## KEY DATES

<b>November</b>	Members receive the World Consumer Rights Day 2018 Campaign Outline and Briefings
<b>December/ January</b>	All Members receive World Consumer Rights Day 2018 Resource Pack, including: <ul style="list-style-type: none"> <li>• Social media resources</li> <li>• Template press release</li> <li>• World Consumer Rights Day branding and logo</li> </ul> World Consumer Rights Day 2018 webinar
<b>February</b>	Launch campaign in members' publications and on social media
<b>15 March</b>	WORLD CONSUMER RIGHTS DAY

## KEEP IN TOUCH

Please share updates on your plans, pictures of your actions and any media coverage you generate through

Regional Contact Points:

Latin America	Tamara Meza	<a href="mailto:tmeza@consint.org">tmeza@consint.org</a>
Asia Pacific	Indrani Thuraisingham	<a href="mailto:indrani@ciraop.org">indrani@ciraop.org</a>
Middle East	Aziza Mourassilo	<a href="mailto:amourassilo@consint.org">amourassilo@consint.org</a>
Africa	Xaverine Ndikumagenge	<a href="mailto:xndikumagenge@consint.org">xndikumagenge@consint.org</a>
North America and Europe	Suzi Price	<a href="mailto:wcrd@consint.org">wcrd@consint.org</a>

## ISSUE BRIEFINGS

You can find briefings on the topics of access, scams, consumer protection as well as an overview of the issue of e-commerce at <http://www.consumersinternational.org/members/wcrd2018resources-eng>.