Dear [name of minister OR head of national consumer protection agency]

This is a draft letter that you can adapt and send to your government minister responsible for consumer protection, or the head of your national consumer protection agency, to ask them to support Consumers International’s call for UN recognition of World Consumer Rights Day. The highlighted sections below indicate where information needs to be specified by you.

**Meeting of the UNCTAD Intergovernmental Group of Experts on Consumer Protection Law and Policy, July 2017.**

**Please support our campaign for the United Nations to recognise World Consumer Rights Day as an official United Nations (UN) Observance.**

On behalf of [name of your organisation] I am writing to ask if you will support the Consumers International campaign for the United Nations to recognise World Consumer Rights Day as an official UN Observance. As you will be aware, similar international days are held on issues such as women’s rights, child rights, the environment and a number of health issues.

UN recognition of World Consumer Rights Day is an important step in supporting the implementation of the newly revised UN Guidelines for Consumer Protection. It will help to raise awareness of consumer protection amongst governments, business and consumers and strengthen consumers’ rights in countries where it is currently weak.

I hope you will be able to support this initiative by:

* Supporting the proposal at the meeting of the UNCTAD Intergovernmental Group of Experts on Consumer Protection Law and Policy in Geneva on 3 and 4 July 2017.
* Sending a letter to the foreign ministry and our country mission in Geneva to confirm your support for the proposal.

The proposal for the UN to officially recognise World Consumer Rights Day received excellent support from around the world at the first Intergovernmental Group of Experts meeting in Geneva in October 2016 and it was agreed that further consultation would take place.

On the basis of this consultation Consumers International’s preference is still to call for the United Nations to officially observe World Consumer Rights Day on 15 March each year, however in order to reach a consensus we would accept the UN observance to:

* Change the name to World Consumer Protection Day.
* Observe a week rather than a single day to give countries some flexibility around national or religious days.

[Name of your organisation] is supporting this campaign as a member of Consumers International, which is the international federation of consumer organisations with more than 200 Member organisations around the world.

World Consumer Rights Day has been held on March 15 every year for the last 33 years. In recent years the day has been marked in more than 90 countries, with a wide variety of consumer organisations, national consumer agencies, international organisations and individuals from around the world taking part in a range of activities.

**A global challenge**

Consumer protection can make a major contribution to sustainable development in all countries. It supports strong and equitable economies as well as the reduction of poverty and improved health and safety. However there is still a lot to be done to raise awareness of consumer rights amongst consumers, governments and business. Despite great advances in many countries, some consumers still face real challenges in their everyday lives including a lack of access to basic goods and services, poor quality goods and services and unfair practices.

Given the historic adoption of the revised UN Guidelines for Consumer Protection that was achieved at the end of 2015, there is now an urgent need to raise awareness of these protections for consumers around the globe.  UN recognition of World Consumer Rights Day can play a crucial part in this.

Formally recognising World Consumer Rights Day as a UN Observance, could help this important annual moment play an even more powerful role in raising awareness of consumer rights and highlighting inadequate consumer protection. Official UN recognition can help to put consumer rights on the map of even more organisations, governments, companies and media outlets. It can help to raise awareness by engaging more people, in more activities, in more countries.

I would be grateful if you can confirm if you will support this initiative by taking the action highlighted at the start of this letter.

Thank you in anticipation of your support,

Yours sincerely

[your name, title and organisation]