



**CONSUMERS
INTERNATIONAL**

COMING TOGETHER
FOR CHANGE

WORLD CONSUMER RIGHTS DAY 2019

CAMPAIGN OUTLINE

TRUSTED SMART PRODUCTS



In this campaign outline we will take you through the ways you can bring the campaign theme for World Consumers Right Day to life. The campaign will address opportunities and challenges in smart products. Smart technology is a growing global phenomenon which will fundamentally change the nature of many consumer products and services. Understanding these kind of emerging digital issues means anticipate challenges and advocate for consumers wherever we are. World Consumers Rights Day is our opportunity to highlight what consumers want and need from a connected world and put them at the heart of the development of these digital products and services.

WHO ARE WE

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.

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.



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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 2019'S THEME?

Trusted smart products

Smart products are connected to the internet and receive, collect and send data. Globally, there are currently 23.1 billion smart products in the world, outnumbering people three to one. From smart phones to wearable fitness trackers, to voice-activated assistants and smart TVs, many of the products we use are increasingly becoming connected by default. Networks of smart products can also be known as the Internet of Things (IoT).

As more people come online across the world and our connection to the internet becomes better and faster, smart products will become more of a day-to-day reality for consumers everywhere, marking a major change in the way many consumers interact with products and services.

The emergence of smart technology brings many opportunities for consumers; access to new services, more responsive products, greater convenience and choice. There are, however, some significant causes for concern: lack of security, privacy and meaningful choice over how we use them, as well as a lack of clarity about who is responsible when things go wrong. [You can read more about smart products here.](#)

WHAT DO WE WANT TO ACHIEVE?

Following on from previous years, we will continue to emphasise the importance of consumers having access to digital products and services that they can trust.

As with any emerging digital trend, different countries will be at different stages of smart product adoption. For countries where these devices are still in the earliest stages of adoption, this will be a great opportunity to stay ahead of the issue and establish the standards and practices for a connected environment where consumers can realise the benefits of new technology without having to compromise on their consumer rights.

As smart products become an increasingly common part of daily life, we want to shine a light on the ways in which security and privacy can be built into the development process, and current protections made more robust. We want to increase access to these devices through fair data pricing, a better internet infrastructure as well as securing protections for consumers using second-hand devices.

WHAT YOU CAN DO

- Choose an issue regarding smart products 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 interactive map of the day and our live blog.

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. We also have a suggested joint action – which we can support you to undertake.

We will have a range of social media activities you can take part in for the day. We will provide 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, as well as a live blog 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.

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.

JOINT ACTION

You can also take part in our joint action. Consumers International is calling on industry and governments to improve the security, data, consumer protection and accessibility of smart products. Depending on what works in your local context you could contact your government or manufacturers and retailers. Some examples of what you could ask for include:

1. Consumers should have access to an affordable, high-quality, high-speed internet connection to enable them to take up the opportunities brought about by Internet of Things technology.
2. Consumer's connected products should be sold with basic security as standard and updates should be provided for a reasonable period after sale so that hackers can't access consumers' data or alter the functionality of the product.
3. Consumers' privacy and data protection rights must be properly protected and upheld to address potential harms such as discriminatory practices, invasive marketing, loss of privacy and security breaches.
4. Connected products should abide by interoperable and compatible device and software standards to avoid lock-in effects and enhance consumers' ability to easily compare and switch providers.

If you would like to have a more in-depth conversation with your government or with local retailers you could use our ['Recommendations and Principles for Securing Consumer Trust in the Internet of Things'](#), that we developed with BEUC, ICRT and ANEC as a basis for the conversation.

If you are meeting retailers, you could also speak to them about our retailer checklist which outlines the steps retailers can take to ensure the smart products they are selling meet a good standard for consumers. Get in touch with Lailah Nesbitt-Ahmed on lnesbitt-ahmed@consint.org to discuss.

KEY MESSAGES

Our activities are part of Consumers International's World Consumer Rights Day campaign to call for trusted smart products.



KEY DATES

November	Members receive the World Consumer Rights Day 2019 Campaign Outline and Briefings 13 November World Consumers Rights Day webinar
December	All Members receive World Consumer Rights Day 2019 Resource Pack, including: <ul style="list-style-type: none"> • Social media resources • Template press release • World Consumer Rights Day branding and logo 5. Second World Consumer Rights Day 2019 webinar 6. Pro forma letter that you can adapt and send to governments or retailers/ manufacturers asking for a meeting to discuss how they are ensuring people have access to trusted smart products
February	Launch campaign in members' publications and on social media
15 March	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:

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FURTHER READING

Read the topic briefings:

Report: [Testing our trust: Consumers and the Internet of Things \(2017 Review\)](#)

Report: [Principles and recommendations for securing consumer trust in the Internet of Things](#)

Report: [The Internet of Things and challenges for consumer protection](#)

Blog: [Securing children's safety online – we must all play our part](#)