

# VISION 2030:

CONSUMERS INTERNATIONAL COUNCIL'S  
INSPIRATIONS TOWARDS 2030 - SUMMARY



**CONSUMERS  
INTERNATIONAL**



# VISION 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 Consumers International's 60th anniversary in November 2020 we asked our global Council and other select members 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, we highlight the responses from consumer advocacy leaders across the main themes and quotes for inspiration.

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

Our collective statement to the G20 from March 2020 can be found [here](#). It highlighted what is needed to help people around the world during the Covid-19 pandemic and to build back better.

# EXECUTIVE SUMMARY: A COMMON INSPIRATION

- Consumer protection has come a long way over 60 years. But in 2020, the world is in crisis, against a backdrop of profound economic, social and environmental change.
- We hope this can be a moment to **build better for all** and set a new standard for **leadership**.
- **Digital technologies** are changing the lives of consumers and are a priority issue for consumer protection..
- **Sustainable consumption** and achieving the SDG's 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 effort across sectors and using different mechanisms for change. Innovation, technology and sustainable consumption are inextricably linked.
- **Basic access and the UN 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.
- Consumer advocacy is also active on a range of critical issues including the future of **food, e-commerce, financial services, energy and product safety** among others.
- In 2020, 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.
- Consumer advocates must, and will, **innovate** meaningfully for people and planet and with good strategy and leadership practice.
- By 2030, consumer advocacy will be a **stronger voice** with a coherent **vision** for fair, safe and sustainable markets, a rebalanced **relationship** with governments and business, able to prioritise consumer needs and rights and constantly improving the marketplace.

# LEADERSHIP THROUGH CRISIS

Consumer protection has come a long way over 60 years

But in 2020, the world is currently in crisis...

...against a backdrop of profound economic, social and environmental change

We hope this can be a moment to build better for all, and set a new standard for leadership

"... the 60th Anniversary offers an opportunity to take stock on how many countries worldwide actually have consumer protection in place and the wide areas of protection that are now key areas for consumers ..." - Zimbabwe

"... Consumer organisations everywhere in the world have made significant progress in promoting food safety, personal information protection and consumer financial services, sharing a global perspective and responsibility ..." - China

"... As Consumers International - like my organisation - celebrates its 60th anniversary, we are in the midst of another huge, world-changing event. Some markets have completely shut down, while others have expanded. Many people have lost their jobs. Many governments are struggling to balance health and economic concerns. However long this pandemic lasts, our economies won't be the same in the future. ..." - Australia

"... The world has become more unpredictable than ever. Therefore, whenever possible, we must anticipate the needs and problems of consumers in a world with an uncertain climate. ..." - Peru

"... The Pandemic will accelerate structural change in consumption and the digitalization of the marketplace ..." - Republic of Korea

"... as disposable income in Asia, which has more than half of the world's population continues to increase and the middle-class continues to expand, consumers in Asia will become an important force in consumption and consumer rights protection. ..." - China

"... The existing legal and governmental frameworks that differentiate between goods, services, and sales channels will become obsolete and unsuitable ..." - Republic of Korea

"... This decade is the determinant in our sustainability challenge - it is a decade of many transitions, many opportunities and many threats - and a celebration of community ..." - Sudan

"... Consumers are demanding a serious response from market players and governments. They demand the same of consumer organisations. ..." - Belgium

"... I hope that we seize this opportunity to build better national economies and a better global system. Just as Consumers International emerged from a hope for a better world, in which consumers enjoyed better rights, I hope that we can emerge from these current times with a world that places a higher value on fairness and justice for everyone. ..." - Australia

"... Out of this profoundly difficult period, there is an opportunity to reset the rules of the marketplace to centre on the needs of all consumers. ..." - USA

"... Through joining efforts of national consumer organisations, consumer organisations worldwide can play a more active role in promoting the building of our shared future, and at the same time become more recognised and respected by society. ..." - China



# DIGITAL CONSUMER PROTECTION & EMPOWERMENT

Digital technologies are changing the lives of consumers, and a priority issue for consumer protection...

...but also an opportunity to drive meaningful innovation and change for all

Change must be founded on digital rights and inclusion

"... The need for consumers to connect to the internet for their daily consumption will lead to consumer issues of digital privacy in utterly new ways. In the future the personal information of consumers will flow in unprecedented ways. Therefore, the major consumer protection issues arising will be of privacy, data security, and personal identity. In future there will be high demand for these data as this information can be used to influence the choice of the consumers and their consumption pattern. This will violate the basic rights of the consumer ..." – Fiji

"... The pandemic ... accelerated the adoption of digital technologies in the global consumer market. Digital technologies have become a critical enabler of connectivity between people. We can also see apparent changes in consumer behaviour – a shift towards a higher propensity for digital adoption. To safeguard consumer interests in this fast-changing development, it is crucial for the Consumers International and its Member organisations to take the lead to address such changes and monitor consumer issues which may arise in the globe. ..." Hong Kong

"... Through harnessing the power of Artificial Intelligence technologies for better consumer experiences, we can embark on a decade of traceability, accountability and responsible governance. This is not only crucial in the political sphere, but also in markets as we ensure consumers are well-informed of market forces that impact their daily lives and the choices that they have at hand. ..." – Sudan

"... Digitalisation driven by data, AI and the IoT can provide tools to help to make this a clean, green and just transition. Consumers recognize this potential. Companies developing consumer-facing AI services for the green transition have an excellent opportunity now to help people realize their sustainability goals and demonstrate they can deliver trust at the same time ..." Belgium

"... The digital revolution accelerated by the pandemic forces companies and governments to update the services they provide, putting consumers at the center, who will play a more active role in determining its quality. For example, in Peru, online school clearly showed the deficiencies of the education service. ..." – Peru

"... Consumers are able to confidently engage in digital markets, as well as more traditional markets, assured that their interests are protected - whether against misleading marketing, pricing, privacy, safety or discrimination. ..." United Kingdom

"... Living in the digital era and talking about digital rights, it is a matter of great concern that several millions still live without access to internet, let alone quality, affordable, reliable connections. Consumer advocacy over the next 10 years will ensure digital inclusion at the local level so that everyone across the globe has access to affordable, quality, secured internet ..." – India

"... The new digital world 2030 is for everyone, not excluding anyone. High standards and rules for accessibility, security and privacy and effective enforcement have given consumers a better daily life, with full transparency and control over their personal data. Consumers are the true winners of innovation, beside consumer-oriented, sustainable companies and entrepreneurs ..." - Sweden



# 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

"... Our dependence on each other in creating a better future for more people and for future generations is also visualized in the interlinked global sustainable development goals. In achieving these goals, the role and importance of consumers is impossible to ignore. ..." – Denmark

"... We must focus on creating a sustainable consumer culture at the global level, that promotes economical, green and low-carbon, respectful and healthy consumption ..." China

"... 2030 is significant as it falls in line with the United Nations timeline for achieving the sustainable development goals. Thus, the next 10 years are crucial as we need to work extensively on data supported advocacy to make informed progress towards accomplishing the goals ..." India

"... Consumer advocacy should be extended to stakeholder engagement and collective actions by regulators, suppliers of products and services and consumers to improve the level of sustainable consumption ..." – Nigeria

"... By 2030 Consumers International will have contributed significantly to set up regulations in the goods and services market so the healthiest and most sustainable options are the most affordable, incorporating in goods and services, pollution, the depletion of nature, climate change, damage the health of the population and the costs of the externalities they cause. The above is the basis of a fair and sustainable market. ..." Mexico

"... Since the pandemic, our focus has been on sustainable, economic growth. Lower environmental impact choices have become more readily available and increasingly the default choice. Business practice has been driven by a combination of regulatory and economic incentives as well as consumer expectations. ..." United Kingdom

"... Pivotal to this conversation is the nutrition transition and energy transition. Will our food choices support both planetary and human health as well as the livelihoods of smallholder farmers? As cities from Khartoum to London face scorching Summers, will our city designs allow for more sustainable cooling and efficient energy production and consumption? ..." - Sudan



# ACCESS, INCLUSION AND A NEW SOCIAL CONTRACT

Basic access and the UN Guidelines 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

"... By 2030 the global consumer movement has secured fundamental rights for everyone, regarding all principles in United Nations guidelines for consumer protection regarding access to goods and services, protection, information, education, access to justice, privacy ..." – Sweden

"... By 2030 we will have satisfied people's socioeconomic basic needs focusing on consumers groups more in need such as children, women, people with disability, poor.....This will be come from enhanced multi-stakeholder partnerships and joint efforts at international, regional and national levels. ..."  
– Rwanda

"... By 2030 consumers in all countries have equal access to essential products and services, like healthy food, healthcare and medication. The same goes for essential financial services (checking accounts, mortgage) and digital services. ..." - Netherlands

".... Due to increasing poverty and inequality, many consumer organisations will still be struggling with basic consumer issues. ..." - Malaysia

".... The search for responsible and supportive consumers should also be on the agenda because, even in some European countries, there is still a pending task in this regard. Proof of this is that this week, in the capitals of Spain and Belgium, protests were held against appropriate measures adopted by their respective governments, such as the mandatory use of masks, because they consider to be an attack against the "freedom" of citizens ..." – Peru

".... As we face these challenges for sustainable societies, and the inevitable transition to more virtual spaces, we need to ensure that everyone can participate in these conversations. Consumer advocacy will strive to improve human lives, by embracing the spirit of community and providing safe spaces for all voices to be heard and acted on. ..." - Sudan



# WORKING TOGETHER FOR CHANGE

In 2020, consumer advocates are still working in silos.

Better collaboration is needed with each other to face global issues and actors...

...and with those outside the consumer movement...

"... In order to fully realize our vision a lot of hard work is ahead of us. Currently a lot of organizations are operating in silos and Consumer International has always and will continue play a vital role in getting the organizations together in order to push for regulatory, enforcement and legislative changes. ..." - Fiji

"... The global technological connectivity of the world and the strengthening of international corporations require consumer organizations to coordinate their actions globally. ..." - Russia

"... Created enabling environment to work with policy makers, private sector and other civil societies to tackle critical issues affecting consumers in our digitalized and globalized world. ..." - Rwanda

"... Through joining efforts of national consumer organisations, consumer organisations worldwide can play a more active role in promoting the building of our shared future, and at the same time become more recognised and respected by society ..." - China

"... In the next ten years, the global consumer movement will face more globalized companies and will itself be more engaged in transnational campaigns and legal enforcement. ..." - Ecuador

"... Greater collaboration on global issues – especially the control and domination of a few companies on online trade and the digital communication and economy. ..." - Malaysia

"... It is crucial to build coalitions with organizations working in relevant areas, such as environment, climate change, data protection, fight against poverty, etc. if we want to address issues affecting the world's population as a whole (e.g. making sustainable consumption an easy option for all). ..." - Russia

"... Working together with all stakeholders, without compromising on our individuality and principles, will increase the potential to identify and catalyse solutions in the interest of consumers that will lead to a meaningful change. ..." - India

"... In 2030, there are independent consumer groups with sustainable financing in all countries, with high capacity to influence politics, inform and support consumers, not the least those who are vulnerable and disadvantaged. Organisations are networking with colleagues in other countries to exchange best practices, pushing for effective enforcement and to help to find regional or global solutions for regional or global problems. ..." - Sweden





# WITH INNOVATION

Consumer advocates must and will innovate ...

...meaningfully for people and planet...

...and with good strategy and leadership practice...

"... By 2030, for consumer advocacy, new strategies, approaches, innovation have necessarily been taken into account. We must use a new approach in any strategic planning process on what and how we should act to improve consumer rights protection and promotion in our respective countries and globally by 2030. ..." - Rwanda

"... the crisis of COVID-19 ... forces us to use a new approach in any strategic planning process on what and how we should act to improve consumer protection in our countries and globally by 2030. ..." - Peru

"... We expect the global consumer movement to change rapidly over the next decade. The major change will be brought about by internet connectivity. The dynamics of the marketplace is changing with technological advancement every day; hence, the consumer movement must not just keep pace with it but should be a step ahead. ..." - Fiji

"... The underlying motive of innovations is the realization of the essential needs of consumers and the protection of the environment, rather than business interest only. ..." - Netherlands

"... Innovation will be the key word and with progressive regulations, intergovernmental negotiations and consumer advocacy, businesses would have moved towards sustainable production practices which will result in less production (zero) and consumption of waste/plastics ..." - India

"... Promote institutional self-assessment and participatory reflection processes on capacity development of Consumers International organizations, promoting collaborative workspaces for planning ..." - Germany



# TO A FAIRER MARKETPLACE WITH EMPOWERED CONSUMERS

By 2030, consumer advocacy will be a stronger voice...

...with a coherent vision for fair, safe and sustainable markets...

...a rebalanced relationship with governments and business...

...able to prioritise consumer needs and rights...

...and constantly improving a continuously evolving marketplace.

"... Consumer organizations will represent a serious, worldwide countervailing power in order to cope with the ever increasing influence of multinationals, partly thanks to the proactive attitude of Consumers International. ..." – Netherlands

"... [By 2030,] the consumer movement will be stronger and better prepared to identify, monitor and denounce conflicts of interest affecting consumers all over the world. ..." - Brazil

"... The consumer movement in 2030 will have a more comprehensive vision incorporating the power of consumers' choices to have more sustainable, healthy and socially just markets. ..." – Mexico

"... Governments have actively participated in the consumer movement and have established a sound dialogue mechanism between consumer organisations and government departments for consumer organisations to express their views on global issues, and have effectively promoted the resolution of consumer issues. ..." - China

"... Companies will be obliged to take note that climate change, the value of biodiversity, and the new expectations of social participation have forever altered the definition of their sustainable projects in the medium and long term. In 2030, as never before, organized citizens can paralyze million-dollar projects and that capacity will increase in the years to come. ..." – Peru

"... our governments understand the risks of allowing large multinationals - especially technology giants - to hold excessive market power, and regulate effectively to stop this happening. ..." – Australia

"... [By 2030], global consumer advocacy will have held governments, regulators and businesses to account to ensure there are effective consumer and competition regimes in digital, as well as more traditional markets, that the impacts on different consumer groups are fully understood, consumer interests are prioritised in cross-border trade and that ambitious policies and practices support more sustainable choices. ..." - United Kingdom

Our consumer advocacy, collectively, through Consumers International can enable the establishment of a common set of standards, procedures, and rules for fair and easy-access to e-commerce that transcend physical as well as geographical boundaries – Republic of Korea



# OUR MARKETPLACE WILL KEEP EVOLVING

“... [By 2030] businesses around the world, especially in the emerging or greenfield markets, are fast to pick up new technologies and introduce innovations to the consumer market. ... these new business models may pose new challenges for consumer protection. ...”. - Hong Kong

## OUR WORK CONTINUES....



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