

TERMS OF REFERENCE

CONSULTANCY AGREEMENT: AI Governance Consultant: Building Consumer Agency into Agentic AI

ABOUT CONSUMERS INTERNATIONAL

Consumers International is the world's leading network of consumer organisations, uniting over 200 Members in more than 100 countries. Together, we work to protect and empower consumers everywhere, championing their rights and ensuring their voices shape products, policy and practice.

We collaborate with our Members and partners to tackle critical, systemic issues that affect people as consumers. As the only independent global advocate for consumers, we represent their interests in international policy forums and the global marketplace – helping to shape systems that are fair, safe and sustainable by design.

Joining Consumers International means contributing to bold, cross-border solutions at the forefront of consumer rights. Explore a selection of our recent achievements [here](#).

ABOUT THE PROJECT

AI agents are beginning to act for consumers in retail, shopping, payments and beyond. As these systems move from providing information to making decisions and taking actions, they raise questions about agency, transparency, accountability and redress that are core to consumer rights. The infrastructure that will govern these systems, including agent identity, verification, naming and registry protocols, is being designed now: at the Linux Foundation, IETF, W3C, OECD and ISO/IEC JTC 1/SC 42, and through national policy and standards processes in Singapore, India, the Netherlands, Australia and elsewhere. Consumer rights and needs are not yet consistently represented in those processes.

With support from the Patrick J. McGovern Foundation, Consumers International is delivering **Building Consumer Agency into Agentic AI**. The project will develop consumer agency core principles through consultation with our Members and Change Network, bring a consumer position into the global bodies shaping agentic AI governance, and support 2–3 Members already engaging their national policymakers and standards bodies. It builds on Consumers International's research into how consumer advocates view AI agents acting on consumers' behalf.

Consumers International is seeking a senior AI Governance Consultant for a 10-month assignment to act as its senior technical and policy adviser on agentic AI governance. The Consultant will lead the development of a Framework that consumer advocates

everywhere can use to enable consumer protection in the building of agentic AI governance, and to support Consumers International's technical and policy engagement at global and national levels. The Consultant should be able to speak "technology", "policy" and consumer rights.

SCOPE OF WORK

The Consultant shall:

- Map the international processes shaping agentic AI governance, including agent identity, verification and naming efforts (e.g. the Agent Name Service (ANS) and IETF WIMSE), and work at the Linux Foundation, W3C, OECD and ISO/IEC JTC 1/SC 42. Recommend the priority bodies where decisions are actively being made and where Consumers International has a route to participation.
- Design and support structured consultations with Consumers International Members and the Change Network to test consumer risks, needs and expectations for AI agents against each infrastructure layer: identity, authorisation, transparency, control and redress. The consultations should be anchored in the UN Guidelines for Consumer Protection (UNGCP).
- Draft and develop the Framework of consumer agency core principles for agentic AI and its infrastructure, drawing on the consultations, Consumers International's agentic AI research and input from the AI Advisory Council.
 - The Framework should translate consumer priorities into practical, testable technical and policy requirements that consumer advocates, standards bodies, policymakers and industry can use. While evidence and consultation should inform the Framework, the primary output should be the Framework itself rather than a compilation of findings or normative recommendations.
- Develop accompanying practical tools, such as minimum expectations, checklists and model positions, that Members can adapt for their own markets.
- Support Consumers International's engagement in priority international technical and policy forums, including preparing written comments, consumer positions and proposed text, and representing Consumers International in working-group meetings where agreed.
- Provide tailored technical and policy support to 2–3 target-country Members (initial candidates include India, Singapore, Australia, Chile and the Netherlands) to co-develop national tools with market-specific recommendations based on the

Framework. This may include briefings, consultation responses and preparation for meetings with regulators and national standards bodies.

- Work with the Lead, Strategic Communications, Artificial Intelligence to translate technical content into accessible material for non-specialist audiences.
- Revise and finalise the Framework and tools based on consolidated feedback from Consumers International, Members and the AI Advisory Council.
- Provide wider senior technical and policy advice on AI governance as requested by the Director of Digital Programmes. This may include:
 - Responding to emerging agentic AI and wider AI governance issues, consultations and policy windows as they arise;
 - Contributing technical content to fundraising proposals, funder engagement and grant reporting, including for renewal of the McGovern partnership;
 - Briefing Consumers International leadership, the AI Advisory Council and Members;
 - Contributing to Member capacity building, such as training sessions, webinars and peer learning; and
 - Speaking at or contributing to events, including World Consumer Rights Day and other the Consumers International and Change Network related events.

Given the evolving nature of agentic AI governance, the scope of work is expected to adapt as priorities, policy windows and opportunities change. Any changes will be agreed in writing between the Consultant and Consumers International within the agreed number of days.

Consumers International will provide the Consultant with the project concept note, the agentic AI research and discussion paper, relevant Member and partner contacts, and other background materials. The final content of the Framework should be guided by the consultation and evidence rather than being predetermined.

Responsibilities

The Consultant shall:

- Dedicate adequate time, effort and resources to complete the assignment within the agreed timeframe.
- Maintain confidentiality of data, Member information and other materials shared by Consumers International.

- Apply appropriate technical and analytical rigour, and ensure that the Framework and positions are supported by evidence and consultation.
- Represent Consumers International in external forums only as agreed, and in line with its agreed positions.
- Declare any actual or potential conflicts of interest, including current or recent work for industry actors involved in agentic AI standards or governance.
- Work closely with the Consumers International team, provide regular progress updates and incorporate agreed feedback.

DELIVERABLES

The Consultant shall deliver the following core deliverables:

1. **Landscape mapping and engagement plan**, covering priority global processes and target-country policy windows, for agreement with Consumers International.
2. **Consultation design, implementation and and synthesis** of consumer risks, needs and expectations for AI agents, anchored in the UNGCP.
3. **First full draft of the Framework** of consumer agency core principles for agentic AI governance.
4. **Final Framework and accompanying tools**, incorporating consolidated feedback. The final output is expected to be a concise, publication-ready document of approximately 20 pages, subject to the agreed structure.
5. **National tools for 2–3 target countries**, with market-specific recommendations co-developed with Members.
6. **Written inputs to international forums** (e.g. comments, consumer positions or proposed text), number to be agreed, and short progress notes to support grant reporting.
7. **PowerPoint presentation summarising the Framework** to support launch and dissemination.
8. **Senior advisory support** under the wider scope above, agreed through the workplan and documented in monthly progress updates.

Additional outputs may be agreed in writing during the assignment, within the overall number of days. Consumers International will retain responsibility for final policy positioning and recommendations, informed by the Consultant's analysis and expertise.

PROJECT MANAGEMENT, TIMELINE & REQUIRED EXPERIENCE

The Consultant will report to the Director of Digital Programmes and work closely with the AI & Consumer Rights Specialist and the AI Strategic Communications Lead, with short regular weekly check-ins to review progress and drafts. An inception meeting will be held at the start of the assignment to agree a workplan setting out priorities, timelines, deliverables and the anticipated balance of effort between core deliverables and advisory support. The workplan will be reviewed quarterly and may be adjusted by mutual agreement. The Consultant will submit a brief monthly progress update and record of days worked.

This is a 10-month assignment from November 2026 to August 2027, with the final Framework targeted for completion by July 30th, 2027. Subject to funding availability and organisational needs, there may be scope to extend the assignment beyond this period. The assignment is expected to require up to 200 days, to be agreed with the selected Consultant. Indicatively, around 70% of time will be allocated to the core deliverables and 30% to senior advisory support, with flexibility to shift time between them as agreed in the workplan. The work is remote; any travel required for international or national engagement activities must be agreed in advance and will be reimbursed in line with Consumers International's Travel Policy.

The Consultant should be a senior professional with:

- a minimum of 5-7+ years' proven experience at the intersection of technology and policy (for example AI governance, digital identity, internet or web standards, or data protection)
- a strong technical understanding of AI systems and, ideally, agentic AI, including agent identity, authentication, protocols and registries
- direct experience of standards development or technical specification processes (e.g. IETF, W3C, ISO/IEC, Linux Foundation projects or national standards bodies)
- experience of policy advocacy with regulators or intergovernmental bodies
- excellent analytical and policy-writing skills
- the credibility to represent Consumers International with senior policymakers, standards experts, funders and other stakeholders; and
- desirable: knowledge of consumer rights and the United Nations Guidelines for Consumer Protection (UNGCP)

EXPRESSION OF INTEREST

Please reach out to Consumers International via recruitment@consint.org by 23rd October 2026 with your proposal, which should include your approach to the deliverables, a cover letter, your CV and your daily rate/fees.

Please add to the subject line 'AI Agentic Governance Consultant: [Your Name]'. We will be reviewing applications as they come in.

We look forward to hearing from you and thank you in advance for your time and interest.