

# CONSUMER POLICY AT OECD



# OVER 50 YEARS OF CONSUMER POLICY

THE OECD COMMITTEE ON CONSUMER POLICY WAS CREATED IN 1969 AND AIMS, TOGETHER WITH OTHER PARTNERS, TO STRENGTHEN INTERNATIONAL COOPERATION ON CONSUMER POLICY.

## INTRODUCTION



### WE CREATE BETTER POLICIES FOR INFORMED AND EMPOWERED CONSUMERS.

For over 50 years, the OECD Committee on Consumer Policy has played a leading role in the development of key international standards, policy research and awareness raising initiatives to protect consumers across the globe. This unique forum facilitates an international dialogue on consumer empowerment in the digital and green transitions. By enabling policy makers and enforcers to identify new and evolving risks and prioritise their

actions, the Committee helps prevent consumers from falling victim to increasingly complex misleading and unfair commercial practices that know no borders online. It does so in close collaboration with bodies such as the International Consumer Protection and Enforcement Network, the Association of Southeast Asian Nations, and the United Nations Conference on Trade and Development.



# OUR PRIORITIES

The Committee deals with various topics, drawing on industry and civil society input, with the goal of empowering consumers to make well-informed decisions and protecting them from misleading, fraudulent and unfair commercial practices and unsafe products.

## Enhancing the evidence base

Enhancing the evidence base for consumer policy is a key priority. Past studies focused on consumer trust in sharing economy platforms and the effectiveness of online disclosures about personalised pricing. More recently, an online consumer survey implemented in 13 countries showed that 50% of e-consumers encountered a problem, often resulting in significant financial harm.

## Exposing dark patterns online

The spread of dark patterns - online interface designs to often pressure consumers to make choices against their interest - has raised concerns. To guide effective action in this area, the Committee is examining the available evidence on prevalence and harms, and considering what governments can do to address them.

## Strengthening cross-border co-operation

In 2021, the Committee released a Toolkit setting out a range of legislative actions countries can take to improve enforcement co-operation. The toolkit offers both practical guidance and real-world examples to enhance international efforts.



## Nudging consumers towards greener choices

Better understanding of what helps or hinders consumers from making greener choices is essential. The Committee is looking at such issues as right to repair, environmental claims, and the effect of e-commerce business models on sustainable consumption.

## Promoting product safety and informing consumers

With the globalisation of supply chains, access to information about product recalls in other countries is key to help prevent consumer deaths and injuries. Launched in 2012, the OECD GlobalRecalls Portal allows consumer product safety authorities around the world to share information about product recalls with each other as well as with consumers and businesses.

## Co-ordinating international market surveillance

In 2021, an international sweep of ecommerce websites across 21 jurisdictions examined more than 4,000 product listings, discovering that the number of banned and recalled products available for sale online has significantly increased. The OECD encourages collaboration on voluntary commitments by marketplaces to enhance product safety on their platform.

## OUR PROJECTS

The Committee publishes empirical studies, analysis of markets and technology, and policy recommendations to strengthen consumer policy. It also works with partners to raise awareness of key issues, such as product recalls, and in 2021 organised a [virtual public conference on The Consumer Marketplace of the Future](#), with 1,000 participants from 100 jurisdictions.



## COMMUNIQUÉ ON PRODUCT SAFETY PLEDGES

Working Party on  
Consumer Product Safety

### COMMUNIQUÉ ON PRODUCT SAFETY PLEDGES

In recent years, a number of consumer product safety authorities, have established product safety pledges with a number of online marketplaces to better protect consumers from the risk of unsafe products on those marketplaces.

The OECD Working Party on Consumer Product Safety (WPCPS) under the OECD Committee on Consumer Policy has developed this Communiqué to encourage the development of further such pledges at domestic and regional levels, and to identify the key commitments for inclusion in any such pledges.

<https://oe.cd/pledge>



### CONSUMER PROTECTION IN E-COMMERCE

The e-commerce marketplace has evolved dramatically in recent years and consumer trust has become crucial. The revised OECD recommendations now include the use of consumer data, consumer ratings and reviews, digital content and digital competence.

<https://oe.cd/il/ecr>

## PROTECTING CONSUMERS IN PEER PLATFORM MARKETS EXPLORING THE ISSUES

2016 MINISTERIAL  
MEETING ON THE  
DIGITAL ECONOMY  
BACKGROUND REPORT



## PROTECTING CONSUMERS IN PEER PLATFORM MARKETS

Today's online platforms enable P2P transactions on a much greater scale than ever before. What is the best approach to provide effective consumer protection while encouraging innovation? This report provides context for considering this and related questions.

<https://oe.cd/il/p2p-protection>

Date	Picture	Product name	Jurisdiction
2022-03-03		Plastic doll ; Unknown : Bella City Chic	Poland
210		Soft toy ; MY TEDDY ; Smeda Ijama	Croatia
4991		Soft toy ; NIRD ; RAG DOLL	Croatia
7195			
271			
225			



### OECD RECOMMENDATION ON CONSUMER PRODUCT SAFETY

The Recommendation on Consumer Product Safety, adopted by the OECD Council in July 2020, outlines the key elements that should be at the core of consumer product safety frameworks at domestic and international levels.

<https://oe.cd/rec-cps>

## GLOBAL PORTAL ON PRODUCT RECALLS

The GlobalRecalls portal brings together information on product recalls being issued around the world, on a regular basis, together in one place - on an OECD platform.

<https://globalrecalls.oecd.org/>



A large, semi-transparent blue diagonal band runs across the background image, which shows a close-up profile of a woman's face. She has blonde hair and is smiling broadly, showing her teeth. Her eyes are looking upwards and to the right. She is wearing a white garment with thin red and blue horizontal stripes along the bottom edge.

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