



annual report
2014

WE ARE



**FIGHTING
FOR GLOBAL**

CONSUMER

RIGHTS

TOGETHER!



Consumers International
annual report
2014

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We must develop **forward-looking strategies** so that CI can be ever **more powerful** and successful in the years ahead.”

From our President, Jim Guest

Looking back on the past year Consumers International's (CI) Members and Supporters have made a tremendous difference for consumers around the world. There have been many successes in our work as the global voice for consumers.

In May 2014, CI issued a call for action at the World Health Assembly for a Global Convention to Protect and Promote Healthy Diets. CI Members, independent health experts, influential UN figures and others all came out in support of a global framework, similar to that to curtail smoking. It will have a major impact on the lives of billions of people who face ill-health as a result of consuming too much food high in fat, sugar and salt.

We've also seen significant progress in CI's efforts to update and secure a strong set of UN Guidelines for Consumer Protection (UNGCP). Changes are needed to reflect the real challenges consumers face in the 21st Century. There is a need not to just strengthen the Guidelines but to actively get them implemented. CI has commitments to include a permanent UN task group to promote and monitor government implementations of the Guidelines.

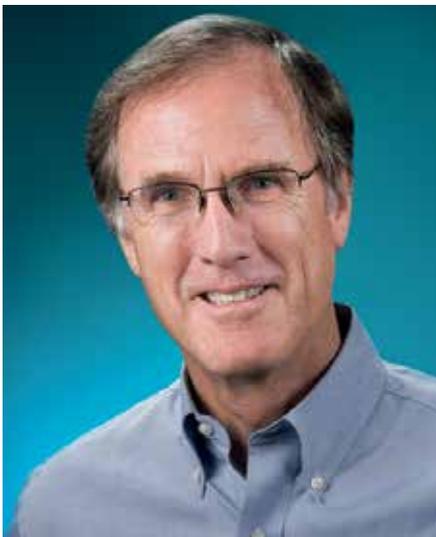
On World Consumer Rights Day (WCRD) 2014, over 90 CI Member organisations all over the world took part in CI's call on cell phone providers to 'Fix our Phone Rights!' and provide consumers with a fair deal.

Going forward, CI needs to address fundamental strategic questions on how, in a rapidly changing, increasingly globalised world can we best make the consumer movement relevant and immediate in people's daily lives. This means embracing huge new opportunities in the digital age, with the explosive growth of collaborative technologies, social media, crowd-sourcing and other changes in the environment in which CI operates. We must develop forward-looking strategies so that CI can be ever more powerful and successful in the years ahead.

My thanks to all CI Members for your good work and strong support over the past year. I'm looking forward to a great year ahead.



James Guest



From our Director General, Amanda Long

In 2014 we developed and defined our new strategy – the result of lots of hard work over the year, following surveys and interaction with Council, Members, staff and external stakeholders around the globe. This process helped to highlight the areas we need to develop. The work underlined popular demand for CI to increase its impact and relevance to Members, and to channel more power to consumers in global marketplaces.

2015 will be about implementing that new strategy. The strategy will increase the collective strength and influence of CI and its Members internationally to achieve major results for consumers across the globe. Our thinking starts with consumers and what the need is. We live in a rapidly changing world where globalisation and digitalisation are on the increase.

This presents all sorts of common multi-national issues for consumers wherever they are in the world – issues that can be solved with concerted international action. Ultimately, working more closely together, CI and its Members can drive crucial change for consumers and help solve some of the big problems they face as they go about their everyday lives in an increasingly globalised world.

This will add more value for our Members and achieve greater choice and power for consumers.

Going forward we envisage a new, closer relationship between CI and its Members and consumers around the globe.

As consumer advocates, the results of our work should be at the heart of decisions made by individuals the world over. Every day. The challenge in achieving this is one of collaboration; a challenge that needs both national and international engagement. Through our new strategy CI is creating the tools and space to facilitate this.

TOGETHER
WE ARE
STRONGER



Amanda Long





“

Together, we can
make consumer
rights the most
**powerful agent for
change** on earth!”

About Consumers International

Consumers International is the world federation of consumer rights groups that serves as the independent & authoritative...



global **voice**
for consumers

With more than

240 MEMBER
ORGANISATIONS IN
120 COUNTRIES



CI FIGHTS FOR A **FAIR, SAFE**
AND **SUSTAINABLE** FUTURE
FOR ALL CONSUMERS

Our Global Office in London and four offices around the world (Kuala Lumpur, Muscat, Pretoria and Santiago)...

...support our **priority programme work** and serve our Member and Supporter organisations, helping them to be more effective and **connect with the rest of the global movement.**



CI staff work with and for the membership, share and promote our common values and lead and coordinate agreed programmes of work to deliver CI's vision and mission.

Our vision

A world where people have access to safe and sustainable goods and services, exercising their individual rights as consumers, and using the force of their collective power for the good of consumers everywhere.

Our mission

To build a powerful movement to champion consumer rights and to help protect and empower consumers everywhere.

Our strategic objectives 2012 - 2014

Our current strategic objectives are designed to deliver our mission. They inform all the work we do and are applied across our priority programmes, through our organisational empowerment initiatives and in our efforts to build a stronger organisation for the benefit of consumers everywhere.

Objective 1

Draw upon our collective strength and expertise to lead our movement's international fight for a fairer, safer and more sustainable future for all consumers.

Objective 2

To support the development of the consumer movement to articulate, serve and defend consumer rights across the globe.

Objective 3

To develop an innovative, efficient and sustainable membership organisation to support a 21st Century consumer rights movement.

All our charitable activities focus on our objectives above and are undertaken to further our charitable purposes for the public benefit.

CI's strategic development 2015 and beyond

Our new strategy for 2015 onwards will aim to unlock consumer power on a global scale. We will:

Align and leverage the collective power of CI's Member organisations and consumers generally to deliver:

- ▶ International advocacy that influences the highest levels of decision-making (e.g United Nations, G20, multi-lateral trade talks and other policy-making forums).

Partner with CI's Member organisations to deliver:

- ▶ Multinational and co-branded campaigns that are coordinated by CI.
- ▶ Sharing relevant knowledge and best practices by and among CI's Member organisations, as well as donors and supporters where appropriate.
- ▶ New ways to deliver consumer action and empowerment.

Gain widespread global recognition for CI and the consumer rights movement as an ever-growing, widely respected, powerful voice in international debates affecting consumers.



Global Consumer Protection Survey

In 2014, Consumers International again set out to assess the state of consumer protection around the world through its global survey of Members.



Key findings based on the responses of 80 CI Members from around the globe included:

- ▶ New legislation is the factor most commonly thought to have delivered consumer protection advances in the last three years. Over a quarter of Members (26%), pointed to new or revised legislation as being the single most useful action that could be taken to improve consumer protection in their country.
- ▶ Despite this, a clear majority of Members viewed existing legislation as ineffective in addressing the key causes of consumer detriment they had identified.
- ▶ As the digital economy grows and evolves, it poses a number of challenges for those working in the consumer interest. Echoing the findings of CI's 2013 survey, consumer protection mechanisms are being outmoded and outpaced by the speed of change in digital technologies.

For further insight, please read the full report here: www.consumersinternational.org/news-and-media/resource-zone/consumer-protection-survey-201415



Key advances in consumer protection since 2012

Members felt the top three advances they had witnessed since 2012⁵ arose from:

40%



New legislation

18%



Consumer representation

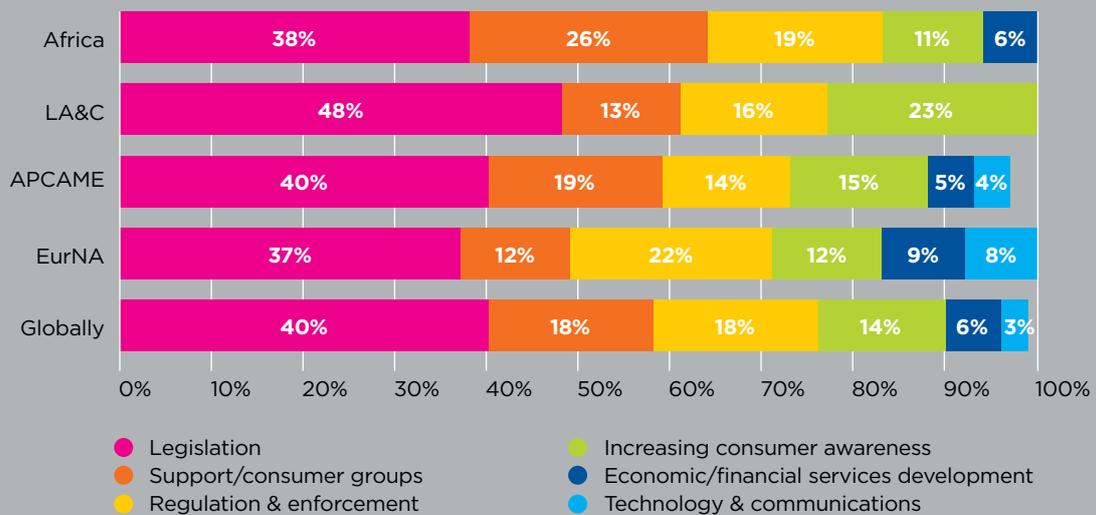
18%



Regulation & enforcement

Increasing consumers' awareness of their rights was also an important factor.

Key advances in consumer protection since 2012 by region



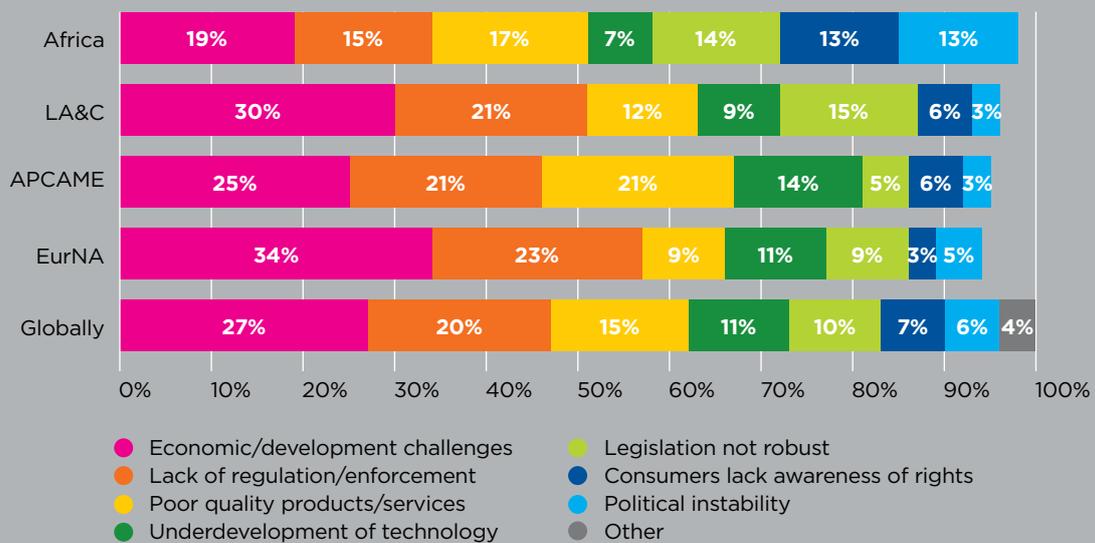
Issues contributing to consumer detriment

Members felt the three main factors that contribute to consumer detriment are:



Again, notable regional variations existed, with political instability and low awareness of rights having a markedly greater bearing on consumer detriment in Africa. Poor quality products and services were much more of an issue for APCAME Members (21 per cent) and much less of an issue for EurNA Members (9 per cent).

Issues contributing to consumer detriment by region



Our Priority Programmes

A hand holding a blue and white megaphone against a blurred background of people. The megaphone is the central focus, with its handle in the foreground and its horn extending towards the left. The background shows a crowd of people in various colors, suggesting a public event or protest.

Consumers International's priority programmes combine our work on international advocacy and organisational empowerment around four key consumer issues.

Each issue is chosen according to the impact that it has on consumers around the world, its relevance to our membership and the opportunity for CI to make a real difference. The programmes are reviewed every year by CI's executive and developed in consultation with experts from our membership.

Safe and Fair Financial Services

Financial services help consumers to make payments, save, borrow and invest, but recent scandals and crises have made clear the urgent need to improve protection for consumers.

The development of mobile payments is transforming financial services in many countries and regions. The new technology has brought consumers many benefits however consumer protection has often struggled to keep up. To support better standards, CI has contributed to the development of a new ISO international standard ensuring that basic consumer protections including clear information, data protection and limited liability were included. The draft standard will go to a vote in 2015.

CI also launched a major report concerning mis-selling of financial services linked to banks' sales incentive schemes. The report that included examples from around the world was presented, and very well received, at the International Network for Financial Consumer Protection (FinCoNet), the European Banking Authority (EBA) and the International Association of Insurance Supervisors.

Finally, CI welcomed the development of new effective approaches for countries to implement the G20 principles on financial consumer protection, a key outcome of CI's campaigning on financial services.



Consumer Justice and Protection

02

CI leads the international struggle for the recognition of consumer rights and improved legal protection for consumers.

The United Nations Guidelines for Consumer Protection (UNGCP) serve as the blueprint from consumer protection around the world. However, first adopted in 1985, they are in urgent need of revision. The world's consumers need laws fit for today, not the 1980s.

CI plays a central role in the UN process to strengthen and update the Guidelines, bringing expertise and experience as well as the views of independent consumer organisations around the world. Key issues include financial services, e-commerce, privacy and access to knowledge and support for implementation.

Although they are often shrouded in secrecy, trade agreements are also a key area where international and regional processes effect consumers. To support a stronger consumer voice in the negotiations, CI supports consumer organisations to engage in negotiations for a new EU/US trade and investment agreement through the Trans-Atlantic Consumer Dialogue. We also attend international events such as the World Trade Organisation Public Forum. This is sure to be a growing issue for CI in the future.



The Rights of Consumers in the Digital Age

03

Changing patterns of consumption in the digital age are creating profound new challenges for consumer protection.

Digital devices and services are playing an increasingly important role in consumers' lives. CI's choice of 'Fix our Phone Rights!' highlighted the importance of mobile services to consumers, and our work on mobile payments addresses issues connected to the use of technology in financial services.

In addition CI has been active in the areas of e-commerce and data protection. CI contributed to the updating of the influential OECD guidelines on e-commerce. And with project funding from The German Society for International Cooperation (GIZ) CI is conducting analysing developments in German, Brazilian and Chinese data protection policies and practices with a view to developing an online course for regulators and advocates.



CI believe that every consumer has the right not just to food, but to safe and nutritious food.

In May 2014 Consumers International, working with the World Obesity Federation, launched a new set of recommendations for a Global Convention to Protect and Promote Healthy Diets. A Global Convention would represent a bold initiative to fight diet-related disease which is claiming more than 11 million lives a year, which is more than die from smoking related illnesses. With the support of the UN Special Rapporteur for Food, the launch received excellent international media coverage on BBC World, Al Jazeera and the Washington Post amongst others.

CI is calling for a Global Convention on diet that uses a similar mechanism to the Framework Convention for Tobacco Control and seeks to promote government policies that will support consumers to choose healthier diets through the reduction of fat, sugar and salt in everyday foods, better nutrition labelling and restrictions on the marketing of food to children.

CI continued its campaign for action at the International Conference on Nutrition, a ministerial conference in October with an open letter of support addressed to the heads of WHO and FAO, and signed by more than 300 experts and organisations.

In recognition of growing alarm about the growth of antibiotic resistance, CI published a policy position on the use of antibiotics in farming which recommended reducing the routine use of antibiotics in farming for purposes such as growth promotion and disease prevention.



World Consumer Rights Day – ‘Fix our Phone Rights!’

World Consumer Rights Day (WCRD) is a truly international celebration of consumer rights. Held on 15 March every year, consumer organisations around the world unite to campaign on a common consumer issue chosen by CI. This year our theme was ‘Fix our Phone Rights!’

More than 120 organisations marked the day with activities ranging from online surveys, stakeholder roundtables and media releases. Meanwhile CI highlighted national issues and actions through social media, online blogs and an interactive online map.

The theme addressed growing consumer concerns with mobile services that are undermining and frustrating the success of this new technology. Issues raised by our Members included the need for a reliable service, the security of their data and fair contracts and billing.

In preparation for the day, CI Members collaborated in the development of ‘The Consumer Agenda for Fair Mobile Services’. The document, which sets out consumers’ demands for fairer mobile services, was submitted to the World Telecommunications Development Conference held at the end of March.



E-learning



In 2014, CI organised two e-learning courses, both featuring online seminars and offline activities for CI Members, Supporters and external stakeholders. Both courses involved presentations from international experts and real-life case study examples.

Basic Financial Services e-learning course

This five-week course was run in partnership with the SMART Campaign, with the overall aim of improving consumer advocates' knowledge of consumer protection within financial services.

Over 75 staff from our Member and Supporter organisations took part in 22 countries. The course proved to be a great success.

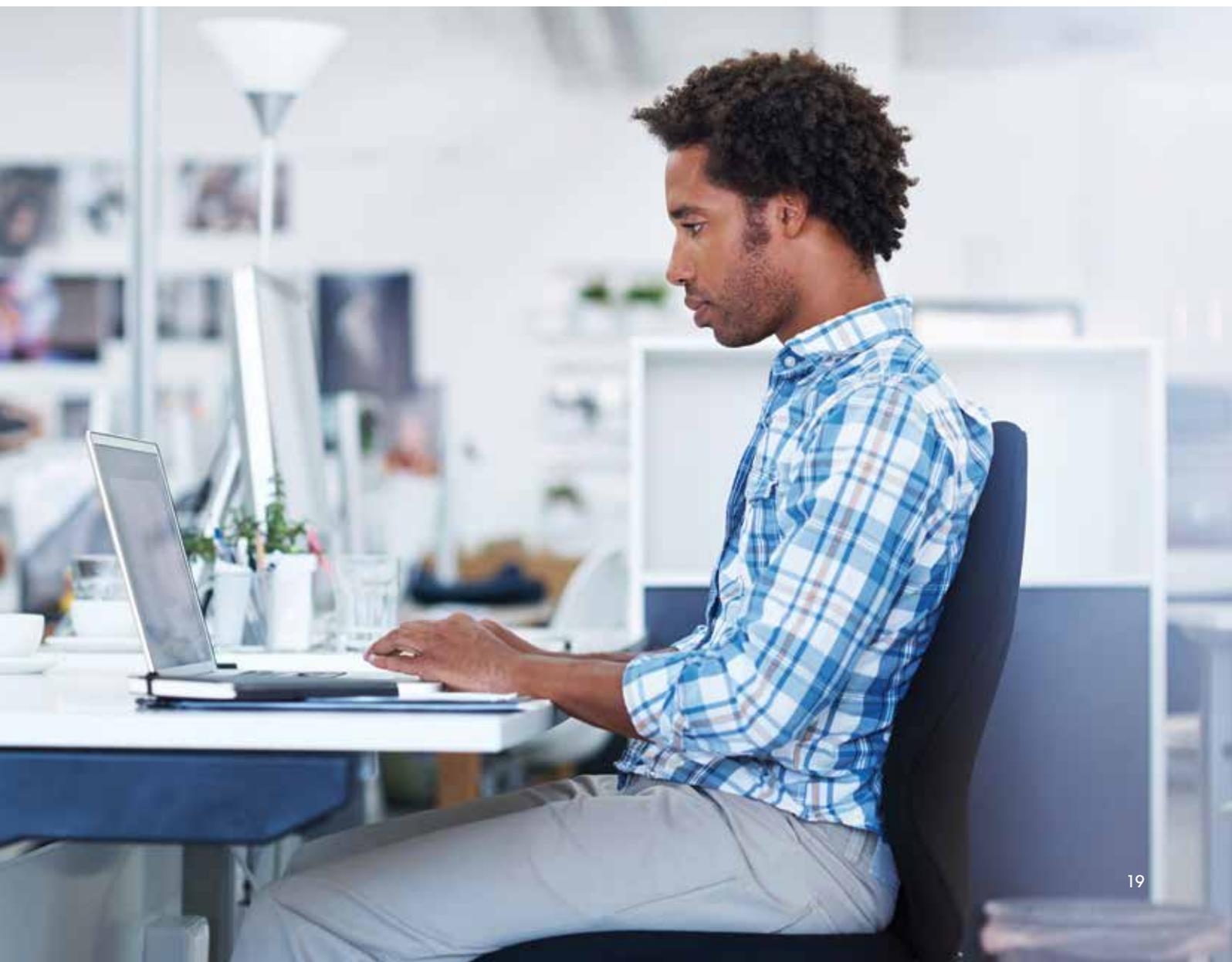
- ▶ 92% of participants said the course will be useful in their work
- ▶ 96% of participants would recommend CI e-learning to a colleague or acquaintance.

Project delivery e-learning course

As part of the Green Action Fund 2014, CI hosted three webinar sessions covering the following key areas to help consumer advocates gain expert knowledge and practical skills, to better develop project planning and campaign delivery in their own organisations:

- ▶ Financial Reporting
- ▶ Campaign Project Management Training
- ▶ Social Media Campaigning

The course was made possible with support from the Swedish Society for Nature Conservation (SSNC).



Developing Advocacy Skills

CI continued to strengthen our work to support organisations in low and middle-income countries to design and implement evidence-based advocacy campaigns.



Through our involvement with the Bloomberg Advocacy Incubator (BAI) we supported organisations to campaign on a range of issues, providing them with guidance, training and practical support. The BAI is a three-year initiative aimed at strengthening campaigns focused on public health policies, funded by Bloomberg Philanthropies.

The campaigns ensured new legislation made significant progress through Parliamentary processes, and civil society advocacy organisations in Cambodia, Kenya and Vietnam were strengthened and gained enhanced:

- ▶ Capacity to act strategically;
- ▶ Experience and understanding of working collaboratively;
- ▶ Experience of undertaking evidence-based policy advocacy;
- ▶ Legitimacy and voice in policy-making processes.

In the next few years the BAI is likely to support advocacy addressing a range of public health issues for example: health, food safety and obesity prevention.

Member organisations have been provided with guidance and support on specific advocacy campaigns and on developing funding submissions. We expect the work of the BAI to continue to make a significant contribution to CI by enhancing influential, evidence-based advocacy and impactful, targeted, multi-national campaigns that solve problems consumers experience in a global marketplace.

CI Trustees

^President

James Guest

(Formerly) Consumer Reports (USA)

^Vice President

Kim Jai Ok

Consumers Korea (formerly CACPK)

^Treasurer

Bart Combée

Consumentenbond, The Netherlands (appointed January 2014)

^Hon. Secretary

Beatriz Garcia Buitrago

Consumidores Argentina

^Samuel Ochieng

Consumer Information Network, Kenya

^Gilly Wong

Hong Kong Consumer Council (HKCC)

Klaus Müller

VZBV: Federation of German Consumer Organisations (appointed July 2014)

^Benoît Jean Marie Plaitin

Association des Consommateurs (Test-Achats), Belgium

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Which? UK

Marilena Lazzarini

Instituto Brasileiro de Defesa do Consumidor (IDEC)

Marimuthu Nadason

Federation of Malaysian Consumer Association (FOMCA)

Alan Kirkland

CHOICE (the Australian Consumers' Association), Australia

^Ricardo Castro

Consumer Reports (USA) (appointed November 2014)

Shirish Deshpande

Mumbai Grahak Panchayat (MGP) – Bombay Consumer Forum

Saree Aongsomwang

Foundation for Consumers, Thailand

Fundraising Partners



A key priority for CI is to develop strong fundraising partnerships with a wide range of international donors that will work with us to support our mission. We work closely with funders to develop projects that will empower consumers worldwide. Below is a snapshot of some of the exciting projects we have been developing with our partners:

CI secured a partnership with the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), to co-lead a UN programme on sustainable consumption. The programme works with business, governments, NGOs and CI Members around the world to improve the availability and quality of consumer information to enhance sustainable consumption.

CI continued to build its relationships with the European Commission and the Open Society Foundations to support the work of our Transatlantic Consumer Dialogue (TACD). Calls by TACD for transparency in the EU-US trade negotiations were influential in the European Commission establishing an expert advisory group on the Transatlantic Trade and Investment Partnership (TTIP), on which TACD holds a seat.

The Swedish Society for Nature Conservation (SSNC) supports our Green Action Fund (GAF) which aims to promote sustainable development. In 2014, 14 CI Members were awarded the GAF to support their campaign and advocacy skills.

In 2014, CI worked very closely with the German Society for International Cooperation (GIZ) to continue to expand our work on data protection in emerging economies. The project aims to create an international dialogue between Brazil, China, and Germany, on consumer data protection.

We would be delighted to talk about our programmes in more detail and discuss ways in which you could support and partner with Consumers International. Please contact Head of Fundraising and Development Partnerships, Paulo Gomes on: +44 (0)207 354 7059 or send an email to pgomes@consint.org

Anja Philip
Danish Consumer Council, Denmark

Director General (DG)
Amanda Long

Company Secretary
Sam Manoharan

^ = Executive



Financial Summary

Consolidated income and expenditure for the year ended 31 December 2014

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2014	Total Funds 2013
	£	£	£	£	£
Incoming resources					
Incoming resources from charitable activities					
Membership Fees	1,539,307			1,539,307	1,573,488
Project Income					
A Fairer Future for All Consumers			440,321	440,321	492,353
Developing Consumer Movement			698,472	698,472	383,214
Other Income	69,295			69,295	59,229
	1,608,602	-	1,138,793	2,747,395	2,508,284
Incoming resources from generated funds					
Bank Interest	639			639	373
Total Incoming resources	1,609,241	-	1,138,793	2,748,034	2,508,657
Resources expended					
Charity activities					
A fairer future for all consumers	(761,645)		(387,405)	(1,149,050)	(1,251,904)
Developing the consumer movement	(581,117)		(460,308)	(1,041,425)	(994,243)
	(1,342,762)	-	(847,713)	(2,190,475)	(2,246,147)
Cost of Generating Funds					
Fundraising costs for project funds	(145,077)			(145,077)	(84,502)
Governance costs	(113,514)	(25,000)		(138,514)	(63,849)
Total Resources Expended	(1,601,353)	(25,000)	(847,713)	(2,474,066)	(2,394,498)
Net incoming resources before transfers	7,888	(25,000)	291,080	273,968	114,159
Transfer between funds	(30,175)	-	30,175	-	
Net incoming resources after transfers being net income for the year	(22,287)	(25,000)	321,255	273,968	114,159
Funds brought forward 1 January 2014	349,405	25,000	107,297	481,702	372,922
Revaluation on exchange	4,859	-	(33,235)	(28,376)	(5,376)
Funds brought forward 1 January 2014	354,264	25,000	74,062	453,326	367,543
Funds carried forward 31 December 2014	331,977	-	395,317	727,294	481,702

The results are all attributable to continuing activities

Trustees Statement

The figures on these pages are extracted from the full trustees report and financial statements that have been audited by Baker Tilly UK Audit LLP, who gave an unqualified opinion. The full accounts were approved on 23 June 2015 and will be submitted to the Charity Commission and Registrar of Companies. This summarised financial information may not contain sufficient information to

gain complete understanding of the financial affairs of the charity. The full trustees report, audit report and financial statements may be obtained from the Consumers International's offices.

The auditor has issued unqualified reports on the full consolidated annual financial statements, and on the consistency of the trustees report with those financial statements.

Respective responsibilities of Trustees and auditors

The trustees are responsible for preparing the Trustees' report and the financial statements in accordance with the applicable law and United Kingdom accounting standards. The auditor's responsibility is to audit and express an opinion to the Members of

Consumers International on the financial statements in accordance with the applicable law and International standards on Auditing (UK and Ireland). They require them to comply with Auditing practices Board's (APB's) Ethical standards for Auditors.

Opinion of the auditors

The auditors have reported that in their opinion the full consolidated financial statements:

- ▶ give a true and fair view of the state of group's and parent charitable company's affairs as at 31 December 2014, and of the group's incoming resources and application of resources including its income and expenditure, for the year then ended
- ▶ have been prepared in accordance with the United Kingdom Generally Accepted Accounting Practice and

- ▶ have been prepared in accordance with the Companies Act 2006 and the Charities Act 2011
- ▶ the information given in the trustees report for the financial year is consistent with the financial statement.

Details of the auditors

Baker Tilly UK audit LLP. Statutory auditor

St Philips Point
Temple Row
Birmingham
B2 5AF



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