



**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.

WHAT IS WORLD CONSUMER RIGHTS DAY 2017'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 in your country or region Plan activity which works best in your country's context.
- Share your thoughts or highlight any work you are doing in this area – add your voice to the conversation on by posting on social media using #BetterDigitalWorld
- Promote the campaign on your website, blog or email networks
- Visit [our website and download free resources](#) to help you support the campaign, including social media graphics and a briefing on the 'Trusted Smart Products' theme
- Email wcrd@consint.org if you would like to plan any coordinated activity with Consumers International

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.

KEY MESSAGES

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

KEEP IN TOUCH

Please share updates on your plans, pictures of your actions and let us know if you have any questions about them. You can email our dedicated World Consumer Rights Day team at wcrd@consint.org.

You can also get timely updates about our plans for the day by [signing up to our email alerts](#).

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](#)

