



CONSUMERS INTERNATIONAL STRATEGY

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**CONSUMERS
INTERNATIONAL**

COMING TOGETHER
FOR CHANGE

CONTENTS

About us

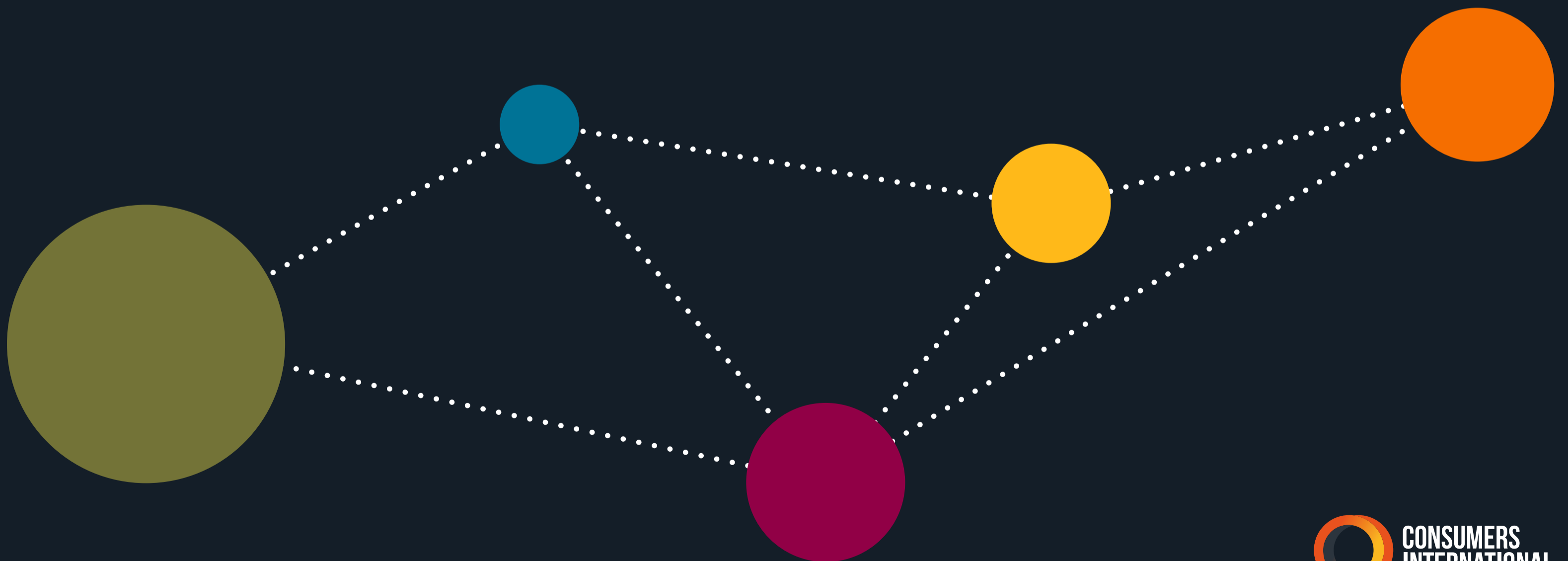
- Our vision
- A rich history of delivering impact
- Our members
- The current context

Making change happen

- Our critical role
- Theory of change
- Our strategic priorities
- Our digital change agenda
- Other key areas

The power of partnerships

- Our global network
- Together for change
- Funding our ambition
- Thank you





ABOUT US

Consumers International is the membership organisation for consumer groups around the world.



OUR VISION

WE BELIEVE IN A WORLD WHERE EVERYONE HAS ACCESS TO 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.



A RICH HISTORY OF DELIVERING IMPACT

- We partnered with the government of Germany to host the first G20 consumer summit, putting digital consumer rights on the world agenda.
- We led on the adoption of official guidelines on consumer protection by the United Nations, and then on their update in 2015, the international benchmark for good practice in consumer protection.
- We worked on and initiated international standards on a number of key consumer issues bringing best practice to countries around the world.

OUR MEMBERS

Our members are independent not-for-profit consumer groups from around the world. Everyday they achieve life enhancing improvements for, and with consumers. Many have been the trusted, leading national voices for their consumers for decades and are responsible for dramatic improvements to people's lives.

Our greatest strength is the depth and breadth of our membership, who we work with to achieve impact for consumers globally.



OUR MEMBERS

The 'go-to' organisation for consumers in their country

They are independent organisations, free from commercial or political influence, so that they can represent consumers without conflict of interest

Many work to create market-based solutions

Most conduct research including testing and surveys

Their primary goal is to promote consumers' rights and needs, and empower them

They have strong and effective connections with relevant government agencies, regulators and national standards bodies and are extremely effective influencers

They combine a mixture of awareness raising activities, consumer education, campaigning and advocacy towards decision makers in government and business

They have in-depth and extensive understanding of consumer issues through the provision of services directly to consumers, including complaints handling, representing consumers in disputes and providing consumer education and awareness



CURRENT CONTEXT

Too often consumers are left at a disadvantage with the companies and governments they encounter, leaving them exposed to unsafe, unfair or unethical practice. We work on the topics that impact most on consumers, for example **food, sustainability, product safety** and **technology**.

A digital economy and society

Our world is becoming increasingly digitalised and technology is playing an expanding part in our lives. These possibilities, from mobile payments in Kenya to smart TVs in Korea, are transforming consumer's lives. Because of this, our strategy prioritises issues consumers face in this growing digital society and economy.


We want to see everyone reap the benefits, opportunities and economic advancements of the digital economy and society. For this to happen, digital developments need to not just be available to more people but be trusted enough to be integrated in people's everyday lives.

Building trust means involving people more. Consumers' traditional role as simply buyers of products and services has been expanded in the digital economy, as they share and create content, comment, rank, and exchange ideas.

However, despite this, the rapid pace of change in new technology and the concentration of services can leave consumers unclear about what is happening behind the scenes and unsure of their choices.

We want to see a digital world that consumers can trust - where access, opportunity, participation and innovation in digital technology flourish for everyone.





MAKING CHANGE HAPPEN

We believe that bringing the right people together, at the right time, on the right topic, is the best way to make change happen.

OUR CRITICAL ROLE

No single organisation in this global, connected environment, can achieve the level of change required to ensure that consumers are treated safely, fairly and honestly.

We will empower consumers by putting their voice at the heart of digital developments, enabling business, governments and civil society to be more responsive to emerging consumer challenges and opportunities.

Our strategy will increase our capacity to drive change quickly in the global marketplace and international policy-making forums for consumers around the world. It will also provide substantial opportunities to broaden our influence and build on our unique perspective on consumer issues globally.

OUR THEORY OF CHANGE

REPRESENTING AND INFLUENCING

We represent consumers and our members in the international marketplace and in global policy-making forums.

CONVENING A BROADER COMMUNITY

We bring together our members, consumer experts from around the world, as well as a global network of governments, civil society, business and funders to tackle consumer challenges or opportunities quickly.

CREATING CHANGE..

AN IMPROVED GLOBAL MARKETPLACE, RESULTING IN MEANINGFUL IMPACT FOR CONSUMERS GLOBALLY

TO DELIVER OUR AMBITION

A WORLD WHERE **EVERYONE** HAS ACCESS TO **SUSTAINABLE** PRODUCTS AND SERVICES, A WORLD WHERE CONSUMERS ARE TREATED **SAFELY, FAIRLY AND HONESTLY**

MEMBERS CONNECTING AND SHARING

We support our members to share insight, information and co-operate on a wide range of consumer issues.

IMPACTFUL PROJECTS

We run externally financed projects across a range of consumer topics.

1. INVOLVE

We will build a broader, committed community

- Work dynamically and effectively with our 200 plus members across more than 100 countries to achieve better outcomes for consumers
- Create a broader global network bringing consumer organisations together with business, civil society and governments to effect change

2. INFLUENCE

We will bring together people to deliver influence, innovation and insight

- Create opportunities to bring the right people together to identify and address consumer challenges and opportunities

OUR FOUR STRATEGIC OBJECTIVES

These priorities provide the framework for our work over the course of this strategy and give the focus needed to help us achieve our ambition

4. INCOME

We will create a diversified and sustainable income model

- Grow and diversify our funding portfolio, in line with our ethical guardrails, with more income coming from foundations, business, government and new activities

3. INFRASTRUCTURE

We will build a stronger organisation

- Attract and retain the best staff to drive our strategy forward
- Support our governance to ensure it can help us achieve our ambition



**OUR DIGITAL
CHANGE
AGENDA**

WE WANT TO SEE **CONSUMERS
GET THE BEST** OUT OF THE
DIGITAL ECONOMY AND
SOCIETY WITHOUT HAVING TO
COMPROMISE ON **QUALITY, CARE
AND FAIR TREATMENT.**

DIGITAL IMPACT AREAS

ONLINE PARTICIPATION

Digital is fast becoming the default way of working and accessing essential services. Being offline or poorly connected has a major impact on participation.

CONNECTED CONSUMERS

As more types of smart-by-default devices and services become mainstream for consumers, security and privacy issues are multiplied.

THE DIGITAL MARKETPLACE

High use of online retail, sharing platforms and digital content subscription services have transformed the way consumers around the world purchase.

A SUSTAINABLE DIGITAL FOUNDATION FOR CONSUMERS

Achieving positive change in these impact areas will help to create a sustainable foundation to build a digital economy and society that works for consumers. This foundation is based on the consumer rights agreed by our members and the UN legitimate needs framework.

Connection to quality, affordable, inclusive internet services



Control over their data and understand how it is used



High levels of safety and security online



Dealt with fairly and can hold businesses to account





**ADVANCING
EXCELLENCE
IN GLOBAL
CONSUMER
PROTECTION**

IN ADDITION TO OUR FOCUS ON DIGITAL, WE WILL CONTINUE TO GROW OUR EXPERTISE IN OTHER AREAS OF CONSUMER PROTECTION, FOR EXAMPLE **FOOD, SUSTAINABILITY AND PRODUCT SAFETY**, THROUGH EXTERNALLY FINANCED PROJECTS.



THE POWER OF PARTNERSHIPS

We work with partners who want to help us deliver our ambition rapidly, effectively and with integrity.

OUR CHANGE NETWORK

Our Change Network is a global group of diverse organisations, from businesses, government and civil society, who we bring together with our members to tackle specific consumer challenges and opportunities faster.

RESULTS

...to create meaningful change and impact for consumers globally

CHANGE

...to improve the global marketplace...

RIGHT PEOPLE

We bring together the right people...

TO EMPOWER AND CHAMPION THE RIGHTS OF CONSUMERS, AND ENSURE THEY ARE TREATED SAFELY, FAIRLY AND HONESTLY

RIGHT CONDITIONS

...in an environment to inform, network and inspire...

ACTION

...enabling them to engage, cooperate, act and influence...

TOGETHER FOR CHANGE

Think together, act fast, create change

Associates of our Change Network benefit from the in-depth experience, knowledge and views of experts from member consumer organisations and our network of business, government and civil society in a constructive, results-focused environment. We bring together our members and network to develop foresight, influence and innovation. By doing this we all gain a unique level of insight that can help spark ideas and identify and catalyse unexpected solutions.





FUNDING OUR AMBITION

To achieve our vision we need to increase our overall income in a sustainable way and diversify our funding. Unrestricted income allows us to make strategic choices and focus our efforts where they will make the greatest impact and our restricted projects directly support our mission and strategic objectives.

In line with our ethical guardrails, our plan is to:

- Diversify and double our unrestricted income
- Retain restricted project income at a similar level

Our outlook on investment and delivering our strategy is one of strategic partnership. We will work with influential strategic partners who can support us with their resources, credibility and reach into other networks.

Contact us to find out more about working with Consumers International:

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THANK YOU

A huge thank you to our member organisations around the world who will do so much to help ensure this strategy's successful delivery and our change network, as we grow it, for their ongoing support and commitment.

Together we are creating a world where everyone has access to safe and sustainable products and services.





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