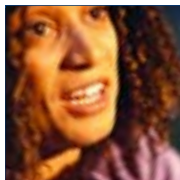


Now that I have bought
a new mobile phone,
what do I do with my
old phone charger?



Repairs are so expensive!
It is very hard to find
spare parts.
So, I have to get rid of my
car – what a waste!



Why can't I install my new
software properly?
I keep getting error
messages!



I can't find bags for my
vacuum cleaner any more:
what do I do?



Why are there so many
types of electrical plugs?



Why do I need so many
different remote
control devices?



Consumers

Consumers are crucial customers in standardization since they are frequently the end users of the goods and services for which standards are developed. In 2009, the ISO Committee on consumer policy (ISO/COPOLCO) undertook several actions – once more underlining that ISO has long demonstrated its determination to make the voice of the consumer heard in international standardization.

A user-friendly, interactive tutorial launched by ISO on its Web site explains what consumers can gain from International Standards and how standards benefit from consumer input. *Consumers and standards: partnership for a better world* is a convenient, stand-alone, distance learning tutorial which is useful for any person, especially for those relatively new to the world of standardization and consumer policy.

Also launched in 2009 was an online directory giving a cross-section of consumers' involvement in ISO's work. The directory provides enhanced, easily updatable information on the state of consumer participation in standards setting, particularly in the priority areas identified by ISO/COPOLCO.

A highlight of the year was the ISO/COPOLCO workshop on interoperability, "Does it fit, will it work and can standards help?" held in Delhi, India. About 100 participants from some 30 countries came together to discuss how consensus-based International Standards can help meet consumer needs for interoperability of goods and services.



Shrimati Pratibha Devisingh Patil,
(left) *the President of India.*

Public sector stakeholders

Many ISO standards provide governmental legislators, responsible employers, designers and with the basis for addressing environmental, and health and safety issues. More and more government ministers and authorities are realizing the need to become more deeply involved in and knowledgeable about international standardization to benefit their industries and national economies. An example of this was the attendance by the President of India at the 31st plenary meeting of ISO/COPOLCO in Delhi, India.

"Standards play a key role in consumer protection," declared the President of India, Shrimati Pratibha Devisingh Patil, in her opening message to the plenary.

"For building confidence, more meaningful participation by consumer organizations is required for developing standards both at the national and international levels. Moreover, there is also a need to encourage the implementation of standards concerning consumer safety both at the national and international levels."

