



CANADIAN STANDARDS
ASSOCIATION

New Standards Initiatives from ISO/COPOLCO : Guidance on Recalls

Jeanne Bank, Canadian Standards Assoc.
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COPOLCO WG on Global Marketplace

- **WG formed in 1998, to address consumer issues associated with increasing global trade of consumer products and services**
- **Chaired by Australia, policy recommendations have led to ISO standards work on:**
 - Complaints handling (ISO 10002 – published)
 - External Dispute Resolution (ISO 10003 – DIS)
 - Codes of Conduct (ISO 10001 – DIS)
 - Social Responsibility (ISO 26000)
 - Network Services Billing Practices
- **Other areas of policy research include: electronic commerce, compliance management**



Initiative on Product Recall

- Resolution adopted at COPOLCO 2005 Plenary to develop a justification study and to consult with ICPHSO as part of research
- Research included :
 - Survey of COPOLCO members
 - Survey of ICPHSO members
 - Survey of attendees at ICPHSO European Seminar in Arnhem
 - Literature review





Results of ICPHSO Survey

- **78% felt that international product recall standards or guidelines were desirable:**
 - Help to establish good practices & consistency worldwide
 - Save business time & money - easier to manage a global recall
 - Benefit countries who do not have regs or guidelines
 - Facilitate flow of information across jurisdictions
 - Promote uniformity in consumer protection and safety
- **Some concerns expressed:**
 - May lead to lowest common denominator & reduce protection
 - Too difficult to reach international consensus
 - Guidance is not enough – need international agreement on enforcement and compliance and information sharing between regulators
 - No need to standardize – guidance already available



Survey comments

- “ it would be good if I could provide recall information to one agency in my country and they could share with other regulators ”*
- “ It would be helpful to provide information about how to avoid recalls – guidelines on how to review products, do risk assessments and best practices ”*
- “ Mandatory 3rd party testing would be more effective than recalls ”*
- “ The way to organize a recall differs between countries, particularly in the timing and communication ”*
- “ in addition to good practice guidance on recalls, manufacturers need harmonized product standards ”*



COPOLCO Justification for International Guidance on Recalls

- **Inconsistent approach to consumer product recall worldwide**
- **Ineffective recalls result in injuries and deaths**
- **Challenges in managing a global recall**
- **Would help organizations plan and execute a timely and cost effective recall and to minimize legal risks**
- **A well – executed recall helps to build customer satisfaction and loyalty**
- **Provide internationally accepted practices for use by both private and public sector organizations**



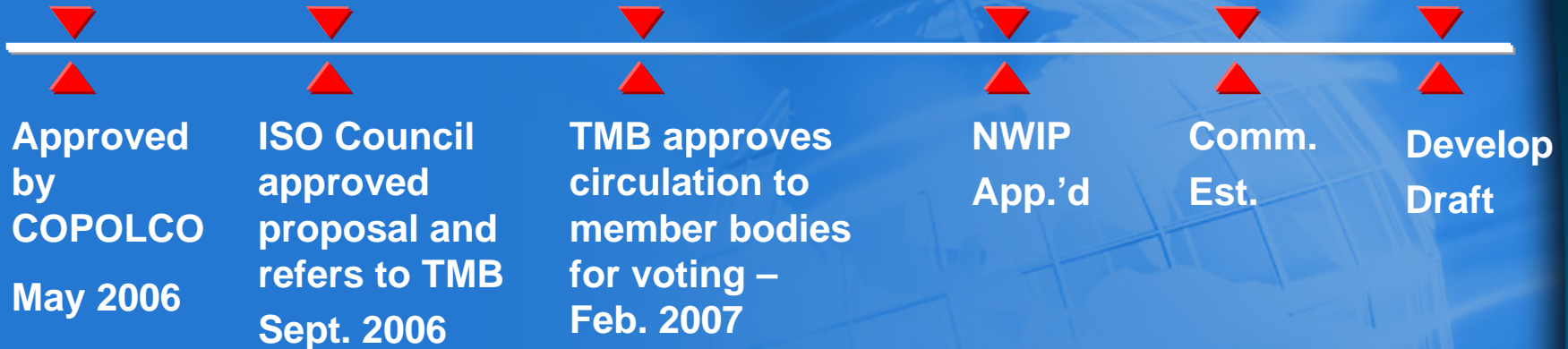
Status of Proposal

- **ISO Council and Technical Management Board have approved in principle at policy level, but it will now require a vote of the member bodies to proceed**





Timeline and Key Milestones



- Need support from member bodies
- Need experts to participate in work
- IEC will participate in work
- Approx time to complete – 3 years



Current Guidance available

- **Recall Handbook, US CPSC**
- **Product Safety in Europe: Guide to Corrective Action, including recalls**
- **Recalling Consumer Products, A Guide for Industry, Health Canada**
- **Managing a Product Recall, Standards Australia**
- **Product Recall Guidelines, British Retail Consortium**
- **Product Recall Planning Guide, ASQ**
- **Country-specific regulations and guidelines: i.e. Japan, Korea, New Zealand**
- **Trade association guidance: i.e. Malaysia**



Scope of proposed document

- **Model code of good practice for consumer product recalls with corrective actions**
- **Would provide principles and practical guidance in establishing, implementing and managing an effective, flexible and responsive consumer product corrective action/recall program**
- **Will also include guidance about what triggers a recall**
- **Intended for consumer products – would not cover food, drugs, medical devices or automobiles**



Thank You
Any Questions ?

Jeanne Bank, Canadian Standards Assoc

Jeanne.bank@csa.ca