

Draft Agenda

The Consumer Marketplace of the Future

CELEBRATING
YEARS
50

of consumer policy at the OECD

Virtual
International
Conference

15-17 June 2021



■ About the Conference

With rising awareness of the need for consumer protection in OECD countries, the Committee on Consumer Policy (CCP) held its first meeting in 1970. Today, in the midst of ongoing digital transformation, increasing globalisation and a growing need for more sustainable consumption, it is time to consider whether consumer policy is ready for the consumer marketplace of the future. Business-to-consumer e-commerce continues to grow, with 60% of consumers in OECD countries making online purchases in 2019 (up from around 35% in 2009).¹ At the same time, e-commerce is evolving in ways that enable consumers to make purchases within and across countries, in multiple channels, and in contexts that range from social media marketplaces to voice-activated and virtual reality transactions. Consumer data is also fuelling new consumer products, and digital and mobile payment mechanisms are providing wider access to e-commerce.

Given these developments, how can policy makers and enforcement authorities adapt to ensure effective consumer protection and empowerment? And how can businesses and other stakeholders help to enhance consumer trust? The COVID-19 crisis has accelerated consumers' movement online, forcing governments, businesses and other stakeholders to deal with these questions in a new context.²

The OECD will hold a virtual international conference, "*The Consumer Marketplace of the Future*," on 15-17 June 2021 to consider these issues, bringing together experts from government, business and civil society to celebrate 50 years of consumer policy at the OECD and the CCP. This public event³ will provide OECD Members and others with ideas for unlocking the full potential of the consumer marketplace of the future and thereby direction for the future programme of work. Participants are invited to help shape a vision for the future of consumer policy via a series of moderated panel discussions focusing on:

- the rise of mobile and hyper-connected consumers,
- the role of online marketplaces in protecting and empowering digital consumers,
- the changing consumer product safety landscape,
- consumers in the green economy,
- ensuring effective online disclosures and addressing manipulative dark commercial patterns,
- improving the evidence base for consumer policy decision-making, and
- advances in cross-border enforcement co-operation.

■ Further information and contact

For updates and further information, please visit <https://oecd-events.org/consumer-marketplace-of-the-future>.

For any questions, please contact the OECD Secretariat: consumer@oecd.org.

 **Join the conversation on Twitter:** Follow us at [@OECDInnovation](https://twitter.com/OECDInnovation) | [#OECDconsumer](https://twitter.com/OECDconsumer)

¹ OECD calculations based on OECD (2020), "ICT Access and Usage by Households and Individuals", OECD Telecommunications and Internet Statistics (database), <https://doi.org/10.1787/b9823565-en> (accessed on 06 October 2020).

² See OECD (2020), *Protecting consumers during the COVID-19 crisis*, https://read.oecd-ilibrary.org/view/?ref=130_130819-ay45n5rn74&title=Protecting-online-consumers-during-the-COVID-19-crisis.

³ Throughout the event, technology will be used to enable external participation and interaction with the panellists and the audience.

DAY ONE – TUESDAY 15 JUNE 2021 (12:30 – 15:45 CEST)

12:30-12:50 SESSION 1. WELCOME TO THE CONSUMER MARKETPLACE OF THE FUTURE

This session will offer a forward-looking vision of consumer policy in OECD countries and non-member economies through a series of keynotes from high-level speakers. It will highlight the growing importance of consumer policy globally, as well as the need to strengthen the evidence base for consumer policymaking through robust empirical research, and to build on insights from behavioural economics. It will also explore what the future consumer marketplace may look like and how new technologies, business models, and consumption patterns will change the consumer experience during the COVID-19 crisis, and beyond.

The session will also feature a short video that will look back at 50 years of consumer policy at the OECD, and will look forward to the consumer marketplace of the future.

Moderator: Mr. Hugh Stevenson, Chair of the OECD Committee on Consumer Policy

KEYNOTE ADDRESSES

- OECD Secretary General, or Deputy Secretary General [TBC]
- Mr. Didier Reynders, Commissioner for Justice and Consumers, European Commission
- Ms. Rebecca Slaughter, Acting Chairwoman, United States Federal Trade Commission

12:50–14.05 SESSION 2. SETTING THE SCENE

KEYNOTE ADDRESSES

- Prof. Dr Christian Kastrop, State Secretary at the German Federal Ministry of Justice and Consumer Protection
- Mr. John Frank, Vice President and Head of UN Affairs, Microsoft

SESSION 2A: THE MOBILE AND HYPER-CONNECTED CONSUMER

The first part of the session will set the scene for consumers in e-commerce and the digital transformation. It will focus on key emerging trends and business models. The session will explore how new technologies, such as artificial intelligence (AI), the Internet of Things (IoT), virtual and augmented reality, and increased personalisation affect consumer behaviour and experiences, including raising new product safety considerations. The session will also consider whether the digital transformation is leaving vulnerable consumers behind and whether specific policy responses are needed.

Moderator: Ms. Stacy Feuer, Assistant Director for International Consumer Protection, US Federal Trade Commission

Panellists:

- Ms. Kate Reader, Joint General Manager of the Digital Platforms Branch, Australian Competition and Consumer Commission
- Ms. Min Young Huh, Research fellow, Policy Development Team, Department of Consumer Policy Research, Korea Consumer Agency
- Mr. Pedro Pavón, Director of Public Policy, Facebook
- Prof. Dr. Christiane Wendehorst, Professor of Civil Law, University of Vienna
- Ms. Helena Leurent, Director General, Consumers International

14:05-14:20 BREAK

14:20–15.45 SESSION 2. CONT.

KEYNOTE ADDRESS

- Ms. Akiko Ito, Commissioner, Consumer Affairs Agency of Japan (by video)

SESSION 2B: THE ROLE OF ONLINE MARKETPLACES IN PROTECTING AND EMPOWERING DIGITAL CONSUMERS

This second part of the discussion will focus on consumer transactions via online marketplaces (including social media and peer platforms), which are understood as platforms facilitating transactions between consumers and third party sellers.⁴ It will explore the benefits that online marketplaces bring to consumers, as well as their role in protecting consumers from issues such as unsafe products, scams and unfair and misleading conduct, drawing on a recent OECD policy note on the topic.⁵ Panellists will consider the challenges online marketplaces face in detecting and deterring such conduct, as well as initiatives from online marketplaces themselves to enhance protections for their customers.

Moderator: Mr. Andrew Hadley, Assistant Director, Policy, Advocacy and International, Office of the General Counsel, United Kingdom Competition and Markets Authority

Panellists:

- Dr. Christine Riefa, Brunel University London
- Mr. Nils Behrndt, Director, Directorate General for Justice and Consumers, European Commission
- Ms. Carletta Ooton, Vice President for Health, Safety, Sustainability, Security & Compliance, Amazon
- Mr. Christian Printzell Halvorsen, Executive Vice President of Nordic Marketplaces, Schibsted
- Mr. James Kirkham, Legal Counsel, Catch.com.au
- Ms. Monique Goyens, Director General, European Consumer Organisation (BEUC)

DAY TWO – WEDNESDAY 16 JUNE 2021 (12:30 – 15:45 CEST)

12:30–12:35 KEYNOTE ADDRESS

- Mr. Satvinder Singh, Deputy Secretary-General, Association of Southeast Asian Nations

12:35-13:45 SESSION 3. THE CHANGING CONSUMER PRODUCT SAFETY LANDSCAPE

KEYNOTE ADDRESS

- Mr. Robert S. Adler, Acting Chairman, United States Consumer Product Safety Commission

This session will showcase the importance of convergence in product safety regulation in an increasingly online and globalised world. It will start with a presentation of the new [OECD Recommendation on Consumer Product Safety](#), highlighting its key objectives, including the role that stronger product safety frameworks worldwide can play in minimising the economic and social costs of product safety fragmentation.

⁴ OECD (2019), *An Introduction to Online Platforms and Their Role in the Digital Transformation*, OECD Publishing, Paris, <https://doi.org/10.1787/53e5f593-en>.

⁵ OECD (2021), 'The Role of Online Marketplaces in Enhancing Consumer Protection', *Going Digital Toolkit Note*, No. 7, https://goingdigital.oecd.org/data/notes/No7_ToolkitNote_ConsumerProtection.pdf

A discussion will follow on emerging consumer product safety issues, such as hazardisation in IoT and AI-embedded consumer products (which occurs when a connected product changes and becomes unsafe after purchase due to, for example, hacking, manufacturer updates or defective software); online product safety, including the role of online platforms; and possible new ways to improve product tracking and traceability. Given the blurring lines between traditional definitions of goods and services, and growing policy overlap between product safety, security and privacy, the session will conclude with a discussion on a potential shift in the scope of product safety policy. The policy may in the future to cover not only the safety of products but also the safety of consumers more broadly. The session will also consider the impact of COVID-19 and how governments have adapted regulatory approaches in the context of a widespread health and economic crisis and whether these changes are temporary or permanent. Finally, a short statement encouraging further co-operation between consumer product safety authorities and online marketplaces through the development of product safety pledges at domestic level will be released.

Moderator: Mr. Neville Matthew, Chair of OECD Working Party on Consumer Product Safety

Panellists:

- Ms. María Carolina Corcione, Deputy Superintendent for Consumer Protection of the Superintendence of Industry and Commerce of Colombia
- Mr. Alessandro Liotta, Senior Product Counsel, Google
- Ms. Yvonne Stein, Deputy Director, Consumer Policy Division, Ministry of Finance, Sweden
- Ms. Delphine Dauba-Pantanacce, Director and Legal Counsel, eBay
- Mr. Federico Deyá, Dispute Resolution Director, Mercado Libre

13:45-14:00 BREAK

14:00–15.45 SESSION 4: CONSUMERS IN THE GREEN ECONOMY

KEYNOTE ADDRESSES

- Ms. Isabelle Durant, Acting Secretary-General, United Nations Conference for Trade and Development
- Mr. Ulrik Vestergaard Knudsen, Deputy Secretary-General, Organisation for Economic Co-operation and Development
- Ms. Cateautje Hijmans van den Bergh, Board member of the Netherlands Authority for Consumers & Markets

This session will examine how stakeholders (consumers, businesses, consumer protection agencies etc.) can move toward the green and circular economy and to achieve the United Nations Sustainable Development Goals. This session will focus on consumers' attitudes about sustainable consumption. The session will also cover truth-in-advertising for environmental marketing claims, warranties and consumer rights to repair, issues around planned obsolescence and business models based on strategies to foster reuse, redistribution, local distribution, and short-term "rentals" or products (e.g. in many peer platform marketplaces). Business representatives will be invited to share their initiatives addressing the green economy and emerging consumer preferences, and consumer authorities will discuss related policy initiatives and enforcement actions.

Moderator: Ms. Delia Rickard, Deputy Chair, Australian Competition and Consumer Commission

Panellists:

- Prof. Dr. Lucia Reisch, Copenhagen Business School
- Mr. Olivier Fournier, Executive Vice President, Corporate Development and Social affairs, Hermès International
- Mr. Ken Boyce, Engineering Director, UL
- Dr. Daniela Bankier, Head of Consumer Policy Unit, Directorate-General for Justice and Consumers, European Commission

- Mr. Guillaume Daieff, Deputy Director, French Authority for Competition, Consumer Protection and Fraud Prevention
- Ms. Lena Pripp-Kovac, Chief Sustainability Officer, Inter IKEA Group

DAY THREE – THURSDAY 17 JUNE 2021 (12:30 – 16:00 CEST)

12:30-14:25 SESSION 5. UNDERSTANDING CONSUMER BEHAVIOUR AND DETRIMENT

12:30-13:30 SESSION 5A: EFFECTIVE DISCLOSURES AND DARK COMMERCIAL PATTERNS ONLINE

The first part of this session will consider consumer reactions to online disclosures, acknowledging the role of information overload and other behavioural biases. The session will also highlight possible ways to make online disclosures more effective, drawing upon recent empirical evidence. It will cover a number of different disclosure applications, such as advertising, personalised pricing, terms and conditions, product recalls or class action notices. The session will also explore how some online choice architectures may lead consumers to make decisions that may not be in their best interests (also known as dark commercial patterns) and discuss possible policy responses.

Moderator: Ms. Stacy Feuer, Assistant Director for International Consumer Protection, US Federal Trade Commission

Panellists:

- Ms. Elisabeth Costa, Senior Director of Policy and Partnerships, Behavioural Insights Team
- Prof. Amelia Fletcher, Professor of Competition Policy, University of East Anglia
- Dr. Dalia Shilian, Chief Economist, Israel Consumer Protection & Fair Trade Authority
- Mr. Alex Cone, Vice President, Privacy & Data Protection, IAB Technology Laboratory

13:30-14:25 SESSION 5B: IMPROVING THE EVIDENCE BASE FOR CONSUMER POLICY DECISION MAKING

The second part of the session will explore how to improve the evidence base for consumer policy decision-making and discuss recent approaches, from academia, civil society and government. In particular, it will examine ways to better assess the level of consumer satisfaction, consumer trust or consumer detriment and the impact of consumer agency activities. The objective will be to help the OECD develop a coherent research agenda and engage relevant stakeholders to support consumer policy work in this area.

Moderator: Mr. Andrew Hadley, Assistant Director, Policy and International, Office of the General Counsel, United Kingdom Competition and Markets Authority

Panellists:

- Mr. Dan Dionisie, Head of Economic Analysis and Evaluation Unit, Directorate-General for Justice and Consumers, European Commission
- Dr. Sujin Oh, Head Researcher, Consumer Market Research Team, Department of Consumer Policy Research, Korea Consumer Agency
- Prof. Dr. Justus Haucap, Director of Düsseldorf Institute for Competition Economics
- Mr. Matthew Jones, Project Specialist, Consumers International

14:25–14.40 BREAK

KEYNOTE ADDRESS

- Ms. Josephine A. L. Palumbo, 2020-21 President of the International Consumer Protection and Enforcement Network (ICPEN) and Deputy Commissioner of Competition, Competition Bureau Canada

This session will launch a new *OECD Implementation Toolkit on Legislative Actions for Consumer Protection Enforcement Co-operation*. Discussion will focus on the legislative tools that could assist jurisdictions to overcome obstacles to cross-border enforcement co-operation. Representatives from the International Consumer Protection and Enforcement Network (ICPEN), the United Nations Conference on Trade and Development (UNCTAD), the Ibero-American Forum of Government Consumer Protection Agencies (FIAGC), and the African Consumer Protection Dialogue will share experiences in this area. The session will also look into how jurisdictions may co-operate to address new digital transformation issues.

Moderator: Ms. Nuala Dormer, Senior Consumer Protection Manager, Irish Competition and Consumer Protection Commission

Panellists:

- Ms. Juliana Oliveira Domingues, National Secretary for Consumer Affairs Brazil
- Ms. Ana Catarina Fonseca, Director-General of the Consumer Directorate-General of Portugal, and President of FIAGC
- Ms. Maria Teresa Da Piedade Moreira, Head of Competition and Consumer Policies Branch, UNCTAD
- Ms. Eunice Hamavhwa, Chief Investigator, Competition and Consumer Protection Commission, Zambia

- Mr. Hugh Stevenson, Chair of OECD Committee on Consumer Policy
- Mr. Andrew Wyckoff, Director for Science Technology and Innovation, OECD

Closing remarks will be provided to recap on the issues discussed during the conference and key take-away messages. The discussion will be informed by the results from participants' interactions and input across the three days of the conference.

www.oecd.org/digital/consumer

