



# Standards matter to consumers

How standards benefit us all, every day

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# Standards matter

Standards are everywhere and affect people every day. Our mobile phones, our washing machines, the cars we drive and the toys our children or grandchildren play with are all made to specific 'standards' that help to ensure that they are easy to use, work properly and are as safe as possible.



Standards don't just deal with products. Services such as healthcare, tourism, energy providers, banking and insurance are also covered by standards that deal with issues such as staff training and qualifications, information provision, customer service, complaints handling and billing. There are also standards to tackle key issues such as social responsibility, the management of sustainable events (see Olympic case study on p. 11) and the accessibility of public buildings.

Standards matter to everyone. They protect us and give us the information that we need to make informed choices. Standards help to make products and services:

- **Safer** – reducing accidents and saving lives. For example, by setting minimum standards for products such as toys, fire safety and electrical appliances.
- **Better quality** – improving levels of customer service. For example, by giving guidance to companies about how to produce clearer bills or handle complaints effectively.
- **Easier to use** – by ensuring that products and services are accessible to all consumers, including older and disabled people

## What are standards?

A standard is a document that sets guidelines and good practice for organizations to follow. It is not compulsory for organizations to use (sign up to) a standard, although if a standard supports legislation (for example, in the case of toys or domestic appliances) a manufacturer or supplier may demonstrate their compliance with the requirements of the law by using the standard.

As standards are voluntary, consumers can feel confident that organizations choosing to use them take issues such as safety, accessibility and customer service seriously. Organizations might show evidence of compliance with specific standards by advertising the name and number of the standard or by displaying a certification mark such as the BSI Kitemark™.

**"Trading Standards officers rely on standards when enforcing consumer protection laws. We assess the safety of consumer products against a hierarchy of standards. It is very important that the Trading Standards Institute is involved in the standard making process."**

**Christine Heemskerk, Lead Officer - Consumer and Product Safety, Trading Standards Institute**

### How are standards developed?

Standards are written by committees of people with the relevant knowledge of a topic who agree on the content – the work is based on the principle of consensus. A committee might include industry experts, academics, manufacturers, retailers and consumers.

BSI is the national standards body in the UK and publishes documents that carry the status of 'BS' (British Standard). Some standards are developed solely for use by UK organizations but BSI also adopts, and contributes to the development of many European and international standards, which are designed to support trade and consumer confidence globally. BSI is a founding member of CEN and CENELEC, which publish European standards, and also ISO and IEC, which publish international standards.

### Consumer involvement in standards

For standards to have a real and positive impact it's vital that the people who use products and services – consumers – are involved in creating them. The BSI Consumer & Public Involvement Network (CPIN) speaks up for consumers in the standards making process. It does its best to make sure that new standards address key consumer issues and tackle problems faced by ordinary people.

The CPIN is made up of individual staff from organizations such as Citizens Advice, Trading Standards and Which?, and a large team of

volunteers with relevant experience and knowledge, who are trained as CPI Representatives. For more details about how to get involved, see About Us on page 16.

### Priority areas

The CPIN simply couldn't get involved in every single standard that's developed – BSI publishes around 2,000 standards a year – so efforts are focused on key areas:

- **Services** – good quality customer service and complaints handling
- **Wellbeing** – safety of products and services and those related to health
- **Inclusivity** – the accessibility of products and services, and fair treatment of all consumers, regardless of age, disability or personal circumstances
- **Sustainability** – making sure that products and services minimize their impact on the environment and the world around them
- **Security, privacy and identity** – the protection of personal information and financial details in public places and online

In the pages that follow we highlight some of the standards that have the biggest impact on consumers' lives.

**For a full list of the 35,000 standards published by BSI visit: [shop.bsigroup.com](https://shop.bsigroup.com)**





## Services

Service standards are increasingly important to consumers as we use a wide range of services organizations – in important areas such as finance, energy and health – on a daily basis. Consumers have played a lead role in the development of service standards by demanding higher levels of quality, safety and information provision.

The ways that people interact with service providers (either face-to-face, via the phone or internet) are constantly evolving and organizations have to keep up if they want to attract new customers, and hold on to the ones they've got. Standards can help improve the quality of services by offering guidance to organizations about processes such as staff training, billing, complaint handling and customer service. These are all important to consumers and help them make informed decisions about which organizations to use.

### Key standards include:

- Adventurous activities outside the UK for young people (BS 8848)
- Customer service – Codes of Conduct (BS ISO 10001), Complaints handling (BS ISO 10002), External Dispute Resolution (BS ISO 10003)
- Customer Service (BS 8477)
- Furniture Removal (BS EN 125221 and BS EN 125222)
- Network Services Billing (BS ISO 14452)
- Personal Financial Planners (BS ISO 22222)
- Framework for the provision of financial advice and planning services (BS 8577)
- Vehicle repairs (PAS 125)

## Complaints Handling (BS ISO 10002)

### Matters to consumers because...



...it gives clear guidance to organizations on how to deal with customer complaints quickly and efficiently, and how to resolve problems satisfactorily.

BS ISO 10002 covers everything from training staff, setting up complaint handling systems and creating a customer-focused environment that encourages feedback, to dealing with enquiries promptly and keeping customers informed. It can be used by all types of organizations worldwide, such as banks, energy suppliers, high street shops, government agencies and public bodies – whether you are dealing with them via the internet, phone or face-to-face.

## Network Services Billing (BS ISO 14452)

### Matters to consumers because...

...it gives guidance to mobile phone, energy and telecoms providers on how to produce bills that give clear, accurate information to consumers. In the past there have been numerous complaints about utility bills being confusing. The standard will make it easier for consumers to understand what they have been billed for and how much various services are costing them. The standard also asks that bills give clear information to consumers about how to make a complaint, how to switch suppliers and what to do in the event of a problem or emergency.

## Vehicle damage repair (PAS 125)

### Matters to consumers because...



...it raises levels of quality for repairing cars that have been involved in accidents. According to a 2012 BSI survey of 1,200 UK vehicle owners, 33 per cent worry about the safety of their vehicle when it is returned after body shop repair work. The findings also revealed that over a third of drivers are unaware they have the right to choose the body shop used by their insurance company following an accident.

Recent crash test research proved that passengers are considerably less safe in poorly repaired vehicles than in those that are repaired properly. By using a body shop that complies with PAS 125 you can be confident that the repairs have been carried out to a high standard by a reputable supplier.

Look out for garages displaying the British Kitemark™ for Vehicle Damage Repair as only those that meet the technical specifications laid out in PAS 125 can display it.

**“Which? has a long history of support for the use of standards. They have a fantastic track record of success in bringing consumer protection and confidence into a wide variety of areas... increasingly, we can see their benefit in various service areas.”**

**Pula Houghton, Director of Public Policy and Consumer Markets, Which?**



# Wellbeing

Consumer safety and health are of paramount importance and the CPIN has always put safety at the top of the agenda, particularly with regard to children, people with disabilities and older people. Safety standards can save lives, so consumers have always been involved in these right across the board, from powered lawnmowers to safety glass, and from the burning behaviour of bedding to child resistant packaging and many more.

Key standards include:

- Child pushchairs – safety and requirements (BS EN 1888)
- Fire safety (BS 9999)
- Food safety/ hygiene/ contamination (ISO 22000)
- Mobile phones – measurement of specific absorption rate related to human exposure to electromagnetic fields (BS EN 50360)
- Playground equipment (BS EN 1176 series)
- Safety of domestic appliances (BS EN 60335 series)
- Safety of toys (BS EN 71 series)
- Textiles. Burning behaviour of children's nightwear. Specification (BS EN 14878)

**“Standards have been instrumental in making big strides in safety. Now, with more consumer influence in standards development standards are stronger and offer more consumer protection.”**

**Former Head of Consumer Safety, Which?**

**Child pushchairs (BS EN 1888)**

**Matters to consumers because...**

...it gives guidance to manufacturers on how to make pushchairs that are safe and comfortable. A pushchair needs to be stable, durable, with good brakes and secure harnesses. It also needs to minimize risk of injury when folding. BS EN 1888 covers all of these aspects and shows manufacturers how to meet minimum levels of safety. All pushchairs sold in the UK must comply with this standard.

**Fire safety (BS 9999)**

**Matters to consumers because...**

...it helps to protect consumers from fires in public buildings by giving recommendations and guidance on how to improve fire safety. BS 9999 shows organizations how to:

- Prevent fires occurring
- Keep fire safety measures in working order
- Ensure that the means of escape are always available (including to those who may be particularly at risk, such as older or disabled people or those with young children)
- Train staff and organize an evacuation plan to ensure that occupants leave quickly if a fire occurs
- Take command in the event of a fire until the fire and rescue service arrives

The complementary standard BS 9991 deals with fire safety in residential buildings so that one covers ordinary homes.



### Safety of domestic appliances (BS EN 60335 series)

#### Matters to consumers because...

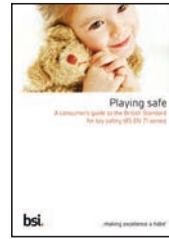
...it makes sure that appliances we use in the home every day meet high safety standards. Standards have helped to address many key safety issues with domestic appliances. For example, child-proof door locks on washing machines, shorter cords on kettles, cool walls on toasters, thickened glass and restricted temperatures on oven doors – all of which have helped to prevent accidents in the home, particularly involving children.

“Standards in this area have helped to improve safety and quality of products for consumers. The BS EN 60335 suite of standards provides a transparent route for producers to demonstrate conformity with these requirements and also an objective measure of safety for market surveillance authorities. Without these standards the market would be significantly more difficult to regulate and consumer safety would suffer.”

Senior Trading Standards Officer

### Safety of toys (BS EN 71 series)

#### Matters to consumers because...



...unsafe toys could put millions of UK children at risk of accident, injury or even death, so it's vital that toys meet the very highest safety standards. The 14-part BS EN 71 series covers every possible aspect of toy safety, from flammability to toxicity of materials to their potential to trap clothing or injure a child's body. This set of standards underpins the new EU Directive on Toy Safety (which came into force in 2011) and, in most instances, toys that fail to meet its requirements may not be placed on the market.

“The importance of keeping children safe from accidents cannot be overstated. The BS-EN 71 series provides the detail which underpins the European Toy Safety Directive and as such makes a valuable contribution to ensuring that children playing with toys have fewer injuries”.

Mike Hayes – Child Accident Prevention Trust (CAPT)

#### Case study:

##### Standards to tackle choking hazards

Sometimes the smallest changes can make a big difference. The British Standard on pen caps (BS 7272) was originally published in 1990 to try to reduce the number of deaths (mainly of children) caused by inadvertently inhaling, then choking on pen tops.

It specifies that pen tops should have a hole in the top (or some other way to maintain airflow) to reduce the risk of choking. This standard is used by all major international manufacturers of pens that children are likely to come into contact with and has reduced the number of deaths to virtually zero. Following several incidents, similar work has recently started on USB memory sticks.





## Inclusivity

All consumers have an equal right to access products and services, but everyone has different needs and abilities. It is essential that these are recognized and addressed throughout the standards-making process.

CPI Reps are continuously striving for inclusivity issues to be included in all relevant standards – from the safety of domestic appliances to accessibility of buildings and website design. This work supports standards that promote the availability of products and services to all consumers, regardless of where they live, their sensory, cognitive or physical abilities and other social, cultural and economic considerations.

### Key standards include:

- Accessible buildings (BS 8300)
- Ease of opening of packaging (CEN TS 15945)
- Inclusive service provision (BS 18477)
- Preparation of instructions for use (BS EN 82079)
- Web accessibility (BS 8878)

### Accessible buildings and their approaches (BS 8300)

#### Matters to consumers because...

...it makes public buildings, such as banks, libraries, shops, hospitals and schools, more accessible. BS 8300 gives guidance and recommendations on how buildings can be designed or modified to overcome restrictions that, in the past, caused problems for people with disabilities. Compliance with this standard can help organizations fulfil their obligations under the Equality Act.



## Inclusive Service (BS 18477)

### Matters to consumers because...



...when dealing with service providers, it offers protection to consumers when vulnerable, due to a physical disability, mental health issues, illness, loss of a job, bereavement or a relationship breakdown. Any of these could put you at a disadvantage

when buying goods or services. For example, you might misunderstand a contract, temporarily be unable to pay bills or deal with customer service staff or even lose money by being persuaded to buy something that you wouldn't normally. The Inclusive Service standard helps organizations to identify consumers in vulnerable circumstances and to provide fair and flexible services that can be used by all consumers equally, regardless of their health, age or personal circumstances.

### Case study: Adopting BS 18477

The Financial Ombudsman Service is the largest ombudsman scheme in the world and was one of the first organizations to adopt BS 18477. Caroline Wells, Head of Outreach, says that BS 18477 has helped the ombudsman to enhance the support provided to staff and improved their well-being and confidence in talking to customers. Customer satisfaction has increased and support for staff and number of repeat calls have been reduced. She says: "to treat people fairly you sometimes have to treat people differently." BS 18477 helps organizations, in any sector, to achieve this.



### Consumer vulnerability – the facts

- 12 million at state pension age in the UK
- 10-11 million disabled people in the UK
- 48% of households have negligible savings
- 1 in 6 adults experience mental health issues during their lifetime

Survey data BS 18477:2010

### Case study: Making standards more inclusive

There used to be loopholes in standards that covered the safety of common household appliances, such as ovens, washing machines and tumble driers. This took the form of an 'exclusion clause', which meant that manufacturers did not have to take into consideration that the appliance may be used by children, older people or those with disabilities. Of course these people do use electrical appliances (or come into contact with them) and, because their needs were not taken into account by manufacturers, accidents occurred.

UK consumer representatives identified this as an issue and raised it to ANEC (the European consumer voice in standardization), which mounted a hugely successful campaign to change the standards. As a result, standards are being revised to make domestic electrical products safer for everyone. For example:

- Appliances will be constructed so that children cannot get fingers into gaps to access thermal, electrical or mechanical hazards.
- Surface temperatures will be significantly lowered (particularly important for older people as they have thinner skin and slower reactions so are more vulnerable to being burned).
- Safety instructions will be printed in a bigger typeface and always placed at the front of the instructions

Ultimately, this campaign will result in around one billion products, sold worldwide each year, being safer than they would otherwise have been.

# Sustainability

Cost, quality and customer service will always be important to consumers when it comes to choosing a product or service. But increasing numbers of consumers are now interested in a company's ethics and principles too. Since 1999, UK spending on ethical goods and services – such as fair-trade food, energy efficient household goods and ethical financial services – has trebled.

This increasing awareness of environmental and ethical issues has put pressure on all types of organizations to modify their behaviour to minimize their impact on our planet and the people in it. The way organizations conduct themselves is important to consumers, but can also benefit the organization itself in the long run.

Environmental and ethical standards play an important role in raising the expectations of consumers and creating a demand for sustainable business practices from those who provide products and services.

## Key standards include:

- Demonstration of carbon neutrality (PAS 2060)
- Environmental labelling (BS EN ISO 14021)
- How to certify the energy efficiency of existing buildings (PAS 2031)
- Improving the energy efficiency of existing buildings (PAS 2030)
- Social responsibility (ISO 26000)
- Sustainable events (BS ISO 20121)

## Social responsibility (ISO 26000)

### Matters to consumers because...



...it shows organizations how to behave ethically and reduce their impact on our planet and the people on it. ISO 26000 gives practical advice to organizations to be more socially responsible in all levels of their business by: protecting

human rights; treating workers fairly; avoiding discrimination; respecting the environment; protecting consumers and by helping to improve the local communities in which they work.





### Case study:

#### Standards at the heart of London 2012

London 2012 showcased not only amazing talent, skill and perseverance but also major feats of organization and planning. Standards played an integral part in this, helping the London 2012 Games achieve two main objectives:

- 1 To construct venues that met the highest standards of safety for workers, competitors and visitors – the responsibility of the Olympic Delivery Authority (ODA)
- 2 To deliver an event that was as sustainable as possible – the responsibility of the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

#### Safety standards

British Standards provided the foundation for London 2012: everything from handrails to seating; lifts to lighting; and signage to toilet facilities had to comply with the relevant standards. Fire safety (BS 9999) and accessibility (BS 8300) were of paramount importance.

In May 2012 the ODA received an award from the Royal Society for the Prevention of Accidents (RoSPA) for its impressive health and safety record. The Big Build – from demolition to completion – involved more than 46,000 workers who carried out in excess of 80 million hours of work. The construction was completed without a single accident-related fatality and the accident frequency rate - of 0.17 per 100,000 hours – was less than half the construction industry average.

#### A sustainable event

To achieve its aim of delivering Games that were as sustainable as possible LOCOG recognized that it needed an effective management framework in place. Inspired by this commitment, BSI worked with stakeholders from all aspects of the UK events industry, to develop a standard for sustainable events. The standard was first published as a British Standard (BS 8901) in 2007 and as an international standard (ISO 20121) in 2012. LOCOG was the first of its type to achieve certification.

#### Key achievements:

- More than 220 buildings demolished – with 98 per cent of the materials by weight diverted from landfill and reused or recycled in the creation of the Olympic Park
- Nearly two million tonnes of contaminated soil was cleaned for reuse on the Olympic Park in the UK's largest ever soil-washing operation
- Around 65 per cent of materials delivered to Olympic Park site by weight by rail or water transport – beating target of 50 per cent
- 100 per cent of spectators were able to get to the Games by public transport, walking or cycling

**“Standards provided an essential starting point, by defining what matters and giving the detail that was needed to ensure that every aspect of London 2012 was built to the highest possible levels of safety.”**

**Lawrence Waterman, Head of Health & Safety at the ODA.**



## Security, privacy and identity

Security, privacy and identity are growing concerns for consumers in the modern world. As more and more people use the internet for banking, shopping and social networking these issues are increasingly important. Online fraud is rising exponentially, according to a Police Commissioner at the National Fraud Intelligence Bureau, and half of all fraud in Britain is now conducted online, costing the country £70 billion a year.

Privacy is your right to control who knows what about you and who can observe your private activities, whether that personal data is processed by organizations or by individuals themselves, for example on Facebook. There are a number of privacy standards in development, for example, in response to the increased use of mobile phones for personal banking, a standard for this is being developed, which will help to keep consumers' personal details and finances safe when using these services. CPI Reps are involved in its development.

But standards don't just focus on the newer problems of online security. They also address the fundamental challenges of managing personal information, personal physical security and the security of belongings.

### Key standards include:

- Airport and aviation security (BS EN 16082)
- Data protection (BS 10012)

### Standards in development - Look out for:

- E-commerce
- Beauty care services
- Tanning salon services
- Osteopaths
- Safety of children's clothing – cords and drawstrings
- The internet of things
- Smart meters
- Smart cities
- Carbon footprinting of a city

### To find out more:

[standardsdevelopment.bsigroup.com](http://standardsdevelopment.bsigroup.com)

## Data protection (BS 10012)

### Matters to consumers because...



...it gives organizations step-by-step guidance on how to manage customer information safely and securely. Every time we use our supermarket reward cards, contact our banks, use NHS services or buy something online, organizations

collect and store information about us – this might be our name, address, date of birth, medical history, credit card number or even our shopping habits.

Used correctly, this information can make life easier. But if it is used wrongly, or falls into the wrong hands, we could become victims of identity theft or fraud, which could cost us dearly and take a lot of time and effort to sort out.

The Data Protection Act 1998 (DPA) requires organizations to collect only information that is relevant and accurate, plus store, use, share and destroy it correctly. BS 10012 gives organizations detailed help on how to manage customer information that will help them meet their obligations under the DPA.

**“BS 10012 provides a useful template for organizations looking to improve their governance arrangements.”**

**The Information Commissioner’s Office (ICO)**

## How standards play their part in our lives

Standards affect our daily lives, in a variety of activities, both inside our homes and out and about:



### Shopping online

- Codes of Conduct (BS ISO 10001)
- Complaints handling (BS ISO 10002)
- Customer Service (BS 8477)
- Data protection (BS 10012)
- External Dispute Resolution (BS ISO 10003)
- Web Accessibility (BS 8878)



### Business lunch with work colleagues

- Customer Service (BS 8477)
- Fire safety (BS 9999)
- Food safety/hygiene (ISO 22000)



### Meeting with financial adviser at the bank

- Accessible buildings (BS 8300)
- Complaints handling (BS ISO 10002)
- External Dispute Resolution (BS ISO 10003)
- Inclusive service (BS 18477)
- Personal Financial Planners (ISO 22222)
- Framework for the provision of financial advice and planning services (BS 8577)



### A trip to the swings then playing at home

- Child pushchairs – safety and requirements (BS EN 1888)
- Flammability of upholstered furniture (BS EN 10211 and 2)
- Playground equipment (BS EN1176 series)
- Playpens (BS EN 12227)
- Safety of domestic appliances (BS EN 60335 series)
- Safety of toys (BS EN 71 parts 1 – 14)



### Using a smartphone to make calls, pay bills and surf the internet.

- Codes of Conduct (BS ISO 10001)
- Complaints handling (BS ISO 10002)
- Customer Service (BS 8477)
- External Dispute Resolution (BS ISO 10003)
- Mobile phones (BS EN 50360)
- Network Services Billing (BS ISO 14452)
- Data protection (BS 10012)

# Working for consumers

## Tackling consumer detriment

Standards can play a part in tackling consumer detriment by focusing new work in areas where complaints, accidents or risks are particularly high. Accident and injury statistics are indicators of consumer detriment, but complaints data gives an insight into other forms of detriment experienced by consumers such as financial loss, deprivation of important services, disappointment, loss of confidence in suppliers and inconvenience, stress or anxiety.

By targeting standards in areas with the highest consumer detriment we can improve the safety and quality of products and services, increase choice, reduce prices and improve how businesses deal with complaints. Standards that directly impact on safety, or frontline services to consumers, are those that will have the most impact on consumers' lives.

## Campaigning for change

Consumer and public interest organizations often campaign for changes to legislation to right consumer wrongs. Standardization is another approach that is flexible, can be quicker to accomplish and (because of the rules that govern the way BSI operates) allows consumers to be fully involved in the process.

## Putting consumer interests first

The Consumer & Public Involvement Network (CPIN) does its best to ensure that new standards are as relevant as possible to consumers and tackle key issues and problems. It does this by:

- Sharing knowledge, experience and ideas – CPI Reps liaise with other consumer and public interest organizations, test houses and industry to find out about the key challenges faced by consumers and to gain support for key standards.
- Influencing standards-makers – by placing CPI representatives onto committees responsible for drafting specific standards to ensure that the consumer voice is heard in the development of standards themselves

## How to get involved

### If you work for a consumer and public interest organization...

You could help the CPIN in its mission to produce standards that really matter to consumers by:

- Commenting on draft standards where you have relevant knowledge and expertise. Keep an eye on standards development work at: [drafts.bsigroup.com](https://drafts.bsigroup.com)
- Asking to take part in a national committee – either as a consumer representative or a subject expert – that develops UK standards or feeds into European or international work
- Proposing ideas for new standards for consideration by the relevant Technical Committees
- Actively sponsoring the development of a standard or collaboratively producing a Publicly Available Specification (PAS), which can also have a Kitemark™ to support it
- Joining BSI's CPI Network to have a long term and active voice in the development of consumer standards

If you would like to find out more about working with the CPIN please contact the Consumer & Public Interest Unit at: [consumer@bsigroup.com](mailto:consumer@bsigroup.com)

**"I wanted to get involved in standardization because it is one of the ways in which ordinary consumers can influence suppliers of goods and services."**

**(CPI Rep, Financial Services)**

**"I realized how standards could make a positive contribution to the experiences of disabled consumers, if they were developed by people with a real understanding of the issues involved."**

**(CPI Co-ordinator, Design for All)**

## If you are a member of the public...

You could help the CPIN by:

- **Suggesting ideas** – BSI welcomes comments and suggestions from members of the public. Do you have any concerns about existing standards? How could new standards help improve safety and quality for consumers? Share your thoughts with BSI at: [standardsproposals.bsigroup.com](https://standardsproposals.bsigroup.com)
- **Commenting on draft standards** – members of the public can comment on draft standards before they are finally agreed and published, by going to the Draft Review page on the BSI website: [drafts.bsigroup.com](https://drafts.bsigroup.com)
- **Becoming a CPI Rep** – the BSI CPIU is always keen to hear from enthusiastic people with relevant experience and expertise

If you are interested in becoming a CPI Rep email us at: [consumer@bsigroup.com](mailto:consumer@bsigroup.com)

If you have any bright ideas about how standards could improve life for consumers, or would like to find out about other ways you can get involved with standards, go to the BSI website at: [bsigroup.com/getinvolved](https://bsigroup.com/getinvolved) or email: [getinvolved@bsigroup.com](mailto:getinvolved@bsigroup.com)

**“I enjoy being able to use my expertise on behalf of people who cannot represent themselves in standards development.”**

**(CPI Rep, Children's Interests)**

## Life as a CPI Rep

### Who can become a CPI Rep?

Anyone with an interest in consumer issues, the relevant skills and expertise can apply to become a Consumer & Public Interest Representative (CPI Rep). You might work for a charity or a consumer and public interest organization; be a retired business person; a part time or self-employed worker; or a stay-at-home parent. If you have a genuine commitment to improving life for consumers, and a little time to spare, then please get in touch to find out more.

### Being a CPI Rep – the facts

- Represent consumers in standards making
- Influence how standards are made and make sure they are relevant and beneficial for consumers
- Make useful contacts and gain valuable experience
- Travel occasionally within the UK, Europe or further afield
- Have all reasonable expenses paid when they attend meetings on our behalf, but the role is voluntary

### What does a CPI Rep do?

- A CPI Rep represents the consumer voice on committees that are developing national, European and international standards
- CPI Reps work with other consumer and public interest organizations around the world (such as ANEC in Europe and ISO COPOLCO internationally) to voice wider consumer concerns and help to develop European and international standards
- CPI Reps have the opportunity to liaise with a wide range of people – from manufacturers and regulators to charities and consumer organizations – which allows them to swap information and ideas, and gain support for key standards
- If Reps have any ideas about where new standards might benefit consumers their suggestions will be considered by the CPIN

**“It has been very rewarding to help create standards that ensure new technology meets the needs of real people in the safest, simplest way.”**

**(CPI Rep, Information Technology)**

# About us

## BSI

BSI was established in 1901 and has been developing standards for over 100 years. Standards set best practice and guidelines for organizations to follow and BSI's credo is "making excellence a habit". Standards make good business sense, and make products and services safer for consumers.

- The BSI Group has 2,500 employees globally and works in 150 countries
- It publishes around 2,000 standards a year
- In total there are around 35,000 published standards that help make our lives easier, safer, healthier and more sustainable

## The BSI Kitemark™

- BSI's Kitemark™ is one of the oldest, most recognized quality marks in the world. It has provided reassurance to consumers for over 100 years
- The Kitemark™ is recognized by almost three quarters of UK adults, who associate it with safety and reliability, according to a 2010 GfK NOP survey
- The Kitemark™ provides a visible confirmation of quality across a range of products and services such as: electrical contractors; double glazed windows and installation; fire extinguishers; glass; vehicle damage repairs; furniture removal services; and Energy Efficient Buildings (EBB)



[www.kitemark.com](http://www.kitemark.com)

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## CPIU

The Consumer & Public Interest Unit (CPIU) works within BSI to represent consumers in standards development and reflect the public interest in the decision-making process. It investigates areas where new standards might be beneficial to consumers, and ensures that new standards address key consumer issues, by working with relevant consumer organizations to feed their initiatives and concerns into the standards development process.

## CPIN

The Consumer & Public Involvement Network is supported by the CPIU, and is made up of individuals and representatives of consumer and public interest organizations who take an active part in standards-making committees. These people ensure that the interests of UK consumers are represented in UK, European and international standards.

## Contact CPIU

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Website: [bsigroup.com/Consumerstandards](http://bsigroup.com/Consumerstandards)