

**OECD Consumer Policy Ministerial Meeting**  
***Business at OECD* and Consumers International VIP Stakeholder Lunch:**  
**“A Shared Roadmap for Safety and Sustainability”**

**Date:** 8<sup>th</sup> October 2024

**Time:** 12:30-14:00

**Duration:** 90 minutes

**Location:** OECD Chateau, Room C

### **SESSION OUTLINE AND AUDIENCE**

Within the official programme of the OECD Ministerial Meeting, Consumers International and *Business at OECD* (BIAC) are hosting a lunch session for the heads of delegations, closed to invitees registered to the Meeting. This session will bring together global leaders from businesses, consumer advocacy groups and governments to discuss: "A Shared Roadmap for Safety and Sustainability". This unique discussion – bringing business and consumer advocates from around the world - will explore how to ensure product safety and sustainability now and in the future.

### **FORMAT AND ROOM SET UP**

The luncheon will feature an interactive session format, held under the Chatham House Rule. Speakers will be seated at their respective tables, creating an engaging atmosphere. The moderator will move throughout the room with a microphone, facilitating discussions by engaging with each speaker on their respective table directly. There will be no stage or podium. This approach encourages active participation from the audience and fosters a more dynamic experience.

The room will be arranged to support an interactive and engaging environment. Tables will be spaced to ensure clear sightlines and smooth movement for the moderator. This setup is designed to facilitate direct interaction between speakers and participants. Following the speakers' contributions, attendees will be invited by the moderator to intervene from their tables, should they wish.

### **SESSION DESCRIPTION**

The lunch session, "A Shared Roadmap for Safety and Sustainability," will focus on the urgent need to evolve consumer product safety standards to address the triple planetary crisis and resource scarcity. With over 30% of consumers shopping online and nearly 80% expressing concerns about the climate crisis, ensuring product safety has become more complex and critical than ever. This session will bring together governments, businesses, and consumer advocates from around the world to explore how we can build a safer marketplace and future for everyone.

To meet these challenges, stakeholders must adopt new practices—extending product lifespans, empowering consumers to repair, reuse, and resell, and eliminating harmful chemicals and features from products. By doing so, we can create a fair and safe marketplace that prioritizes the protection of all consumers, recognizing that certain groups, based on gender and other factors, may face discrimination and heightened risks from unsafe products.

Leaders will discuss key topics such as promoting the reuse and repair of digital and physical products, maintaining high safety standards, and harmonizing cross-border consumer protections. The session will also touch on how these innovations can empower all consumers to make informed, sustainable choices, ensuring that safety standards work inclusively across vulnerable groups.

This interactive working lunch will provide a platform for collaboration, ensuring that safety and sustainability are integrated into global markets—protecting consumers and supporting fair competition worldwide.

## EXPECTED OUTCOMES

- Raise awareness of the urgent need to address product safety comprehensively, emphasizing its critical interplay with the digital and green transitions and its role in promoting fairer marketplaces.
- Gain a better understanding of how different stakeholders can collaborate to create and sustain a safer, more sustainable global marketplace, ensuring that product safety and sustainability are seamlessly integrated.

- Provide an opportunity for governments, businesses, and consumer advocates to establish a united front, thereby fostering ongoing dialogue and collaboration, and identifying actionable steps for joint initiatives.

## **SPEAKERS AND PROGRAMME**

Moderator:

- Helena Leurent, Director General, Consumers International

Speakers:

- Mr. Jerry Sheehan, Director of the Directorate for Science, Technology and Innovation, OECD
- Ms. Hanni Rosenbaum, Executive Director Business at OECD
- Ms. Catriona Lowe, Deputy Chair of the Australian Competition and Consumer Commission, OECD Ministerial Bureau
- Mr. Rohan Oommen, Vice President of Worldwide Trustworthy Shopping, Amazon
- Ms. Michelle Gervais, Vice President, Global Head of Data Policy & Governance, Visa
- Mr. Kieren Meyers, Vice President of Environment, Social, and Governance, Sony
- Ms. Marta Tellado, President and CEO, Consumer Reports, United States of America
- Ms. Gilly Wong, Chief Executive, Hong Kong Consumer Council, Hong Kong (China)
- Ms. Sandra Molenaar, CEO, Consumentenbond, The Netherlands

15 min	Attendants' arrival at the room and table assignment	Ground Staff
8 min	Opening Remarks	Jerry Sheehan, OECD and Hanni Rosenbaum, Business at OECD
28 min	Panel Discussion	Speakers
15 min	HoD and audience Interventions from their tables led by moderator	Audience
14 min	Speakers' React to interventions	Speakers

2 min	Closing remarks	Moderator