

Paris, November, 2009



Dear Readers,

As policy practitioners we are all aware of the growing challenges we face today in protecting consumers. With rapidly changing consumer markets that demand higher levels of knowledge and skill on the part of consumers and where public expectations of the protections available to consumers are growing, policy makers are increasingly expected to respond with greater speed and effectiveness.

It is with these challenges in mind that my colleagues on the Committee on Consumer Policy decided to develop this policy toolkit. By drawing on our collective experience in addressing the challenges of the new marketplace and by tapping into recent research in both conventional and behavioural economics and in policy making, we have developed a toolkit that we hope will assist, in a very practical way, policy makers to respond more effectively to the challenges facing consumers in today's marketplace.

The toolkit has been a collective effort on the part of many individuals from the Committee's national delegations who undertook to research and draft various parts of the toolkit and gave generously of their time to bring this project to a fruitful conclusion. They were ably assisted by staff of the Committee's Secretariat who helped keep the project on track, and made their own significant analytical and drafting contributions. I would also like to take this opportunity to express the Committee's gratitude to Ms. Louise Sylvan, a former member of the Australian delegation, who provided considerable leadership in the early stages of the project and helped shape its overall approach and direction.

As public policy professionals charged with responding to the needs of consumers in today's marketplace, we hope you will find what follows both thought-provoking and helpful.

Yours sincerely,

Dr. Michael Jenkin

Chair of the OECD Committee on Consumer Policy

<http://www.oecd.org/sti/consumer-policy/toolkit>