



Future Directions

OECD 2009 E-commerce conference and possible next steps

**OECD/ICPEN joint meeting
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POINTS TO BE COVERED

- Background: CCP's work on electronic commerce
- Current work: Review of 1999 OECD e-commerce guidelines
- Co-operation with ICPEN and other organisations

CCP'S WORK ON ELECTRONIC COMMERCE

- Goal: To strengthen framework for e-commerce
 - 1998 Ottawa Ministerial - Declaration on E-commerce
 - 1999 E-commerce Guidelines
 - 2003 Cross-border Fraud Guidelines
 - 2007 Recommendation on Consumer Dispute Resolution and Redress
 - 2008 Seoul Declaration for the Future of the Internet Economy and CCP policy guidance on online ID theft, mobile commerce and communication services
 - 2010 ... ?

REVIEW OF 1999 OECD E-COMMERCE GUIDELINES

- To be conducted in 2009-2010
- Purpose: to determine whether principles adequately address new or evolving consumer issues related to the Internet economy in both OECD and non-member economies
- Review will be based on:
 - Discussions at 2009 OECD/ICPEN meeting
 - Questionnaire
 - Background report
 - OECD Conference on Electronic Commerce

OECD CONFERENCE ON ELECTRONIC COMMERCE

- To be hosted by US FTC on 8-10 December 2009, in Washington
- At CCP's 77th Session high level of interest from (i) government, (ii) business and (iii) consumer organisations
- Structure: panels and break-out sessions
- Side meetings for civil society and business
- Scope:
 - E-commerce trends
 - Implementation of Guidelines
 - B2C, C2C
 - User generated content
 - Mobile commerce
 - Children and the web
 - Dispute resolution, enforcement

NEXT STEPS

- Following conference, comprehensive analytic report will be prepared
 - Will identify areas where principles in the Guidelines could be further elaborated or modified
- Committee will then consider what to do

CO-OPERATION WITH ICPEN IN ECOMMERCE

- Analytic work
 - Current joint meeting – a critical input
 - Invitation to respond to CCP questionnaire
- Organisation of conference – strong multi-stakeholder involvement is needed
 - Enforcement community adds an important dimension
- Participation in Washington conference
- Involvement in policy work that is likely to follow