The Consumer Marketplace of the Future

OECD International Consumer Conference

15-17 June 2021 | Interactive Virtual Event

Draft Agenda
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). 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.

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 event 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.

Contact

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

Join the conversation on Twitter: Follow us at @OECDinnovation I #OECDConsumer
## DAY ONE – TUESDAY 15 JUNE 2021 (12:30 – 15:30 CEST)

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<tr>
<th>12:30-12:50</th>
<th>SESSION 1. WELCOME TO THE CONSUMER MARKETPLACE OF THE FUTURE</th>
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<td>This session will offer a forward-looking vision of consumer policy in OECD countries and non-member economies through a series of short presentations by government, business and civil society leaders. 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. Presentations 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.</td>
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<td>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.</td>
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<td><strong>Moderator:</strong> Mr. Hugh Stevenson, Chair of the OECD Committee on Consumer Policy</td>
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### 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

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<th>12:50–14.05</th>
<th>SESSION 2. SETTING THE SCENE</th>
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<td><strong>KEYNOTE ADDRESSES</strong></td>
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<td>- Prof. Dr Christian Kastrop, State Secretary at the German Federal Ministry of Justice and Consumer Protection</td>
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<td>- Mr. John Frank, Vice President and Head of UN Affairs, Microsoft</td>
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### 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
**SESSION 2: 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. It will recall the types of platforms identified in the OECD’s 2019 publication on online platforms and will explore the benefits marketplaces bring consumers, as well as their role and responsibility 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. 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
- Ms. Ingvild Næss, Chief Privacy and Data Trends Officer, Finn.no [TBC]
- Ms. Monique Goyens, Director General, European Consumer Organisation (BEUC)
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 cooperation 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
- Representative from major consumer electronics company [TBC]
- 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

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<td>14:00–15:30</td>
<td>SESSION 4: CONSUMERS IN THE GREEN ECONOMY</td>
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**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
- Representative from business [TBC]
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<th>Session 5A: Effective Disclosures and Dark Commercial Patterns Online</th>
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<td>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.</td>
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**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, IAB Technology Laboratory

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<th>Session 5B: Improving the Evidence Base for Consumer Policy Decision Making</th>
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<td>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.</td>
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**Moderator:** Mr. Andrew Hadley, Assistant Director, Policy, Advocacy and International, Office of the General Counsel, United Kingdom Competition and Markets Authority

**Panellists:**
- Dan Dionisie, Head of Unit, Economic Analysis and Evaluation, Directorate-General for Justice and Consumers, European Commission
- Representative from a consumer protection agency
- Prof. Dr. Justus Haucap, Director of Düsseldorf Institute for Competition Economics
- Representative from Consumers International
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 legislative tools that could assist jurisdictions to overcome obstacles to cross-border enforcement cooperation. 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. Maria Teresa Da Piedade Moreira, Head of Competition and Consumer Policies Branch, UNCTAD
- Ms. Ana Catarina Fonseca, Director-General of the Consumer Directorate-General of Portugal, and President of FIAGC
- Ms. Naomi Fulaza, Director Consumer Protection, Zambia Competition and Consumer Commission

15:20-15:40  SESSION 7. CLOSING REMARKS

- 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 through an online event platform.


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

