



Building confidence in a business-to-consumer relationship – roles and expectations
 Milan, 14 May 2014

Time	Subject
09.00-09:30	Registration
09:30-09:35	Opening and welcome by UNI consumer representatives
09:35-09:45	Representative from Regione Lombardia
09:45-10:00	Chair's remarks
10:00-11:00	<p>How can standards help suppliers communicate effectively about goods and services?</p> <p><i>Views from panellists with various perspectives:</i></p> <ul style="list-style-type: none"> - Product and services attributes: what the consumer needs to know - Overview of relevant guidelines, including on labelling - Good practice in communicating about goods and services: elements and examples <p><i>Case study presentation:</i> Conveying information about energy efficiency and recycling</p> <p>Q&A and debate</p>
11:00-11:30	Coffee/Tea break
11:30-12:30	<p>What models and tools promote informed consumer choice?</p> <p><i>Views from panellists with various perspectives:</i></p> <ul style="list-style-type: none"> - From certification to participatory systems: the current landscape - What inspires consumers' confidence? Elements and examples - How new market trends and technology impact validation of claims <p><i>Case study presentation:</i> Verifying claims about goods and services: on-line review systems, e-commerce</p> <p>Q&A and debate</p>
12:30-12:45	Briefing and instructions for discussion group session
12:45-14:15	Lunch
14:15-15:30	<p>Discussion groups</p> <ul style="list-style-type: none"> - Communicating about goods and service characteristics: identify good practices - Successful models and ideas for confidence in claims about goods and services – what works for informed choice, and why?
15:30-16:00	Coffee/Tea break
16:00-16:45	<p>Reporting back</p> <ul style="list-style-type: none"> - Best practice for communicating goods and services characteristics - Successful models and ideas for confidence in claims about goods and services <p>Q&A and discussion Suggestions for action</p>
16:45-17:00	Conclusions, closing remarks
17:00	Close of the workshop