

PROTECT Pulse



Image © Getty Images Pro

GIZ Project Consumer Protection in ASEAN II (PROTECT II) Quarterly Newsletter

BUYERS BEWARE!

Artificial intelligence (AI) is increasingly being used in our daily lives, but consumers should be aware of the potential risks. More than ever, AI and consumer protection is at the forefront of global discussions. UNCTAD for example, conducted a [webinar](#) on the risks of AI for consumers. Furthermore, Consumers International also led a [global campaign](#) of "Fair and Responsible AI for Consumers" for World Consumer Rights Day 2024.

As part of the ASEAN-German Practical Cooperation Areas (PCA), **PROTECT II** is strengthening ASEAN consumer protection structures, especially in the context of the digital economy. This edition of **PROTECT Pulse** covers snippets of recent activities at regional and national level, particularly in relation to digital issues. **PROTECT II** is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Project Updates



Photo © DEPS Brunei Darussalam

11th Project Steering Committee Meeting and 1st Brainstorming Meeting for ASAPCP 2030

From 20-22 May 2024, the ASEAN Committee on Consumer Protection (ACCP) met in Bandar Seri Begawan, Brunei Darussalam for the 28th ACCP Meeting and 11th Project Steering Committee (PSC) Meeting. PROTECT II provided updates on our support to the ongoing and upcoming ASEAN Strategic Action Plan on Consumer Protection (ASAPCP) 2025 deliverables. The 1st Brainstorming Meeting also took place on 23 May 2024 to discuss the preparation of ASAPCP 2030, including the topic of digital fairness.

Regional Workshop on Consumer Protection with the Council of ASEAN Chief Justice (CACJ)

PROTECT II co-organised the [Regional Workshop on Consumer Protection](#) and Working Group on Judicial Education & Training (WG-JET) Meeting of CACJ in Jakarta and hybrid on 22-23 February 2024. This workshop facilitated a lively exchange among ASEAN judges, focusing on shared experiences and future strategies to enhance judicial capacity in consumer protection, especially in the context of the increasing use of technology and AI in the judicial system - as highlighted in the CACJ Hanoi Declaration.

Celebrating World Consumer Rights Day (WCRD) 2024

This year's World Consumer Rights Day is themed 'Fair and Responsible Artificial Intelligence (AI) for Consumers' to acknowledge the impact of AI on consumers. AI could bring benefits to consumers in terms of convenience, but also holds the risk to undermine consumer safety, privacy and digital fairness. At the annual event of the Myanmar Consumers Union (a consumer association based in Myanmar), GIZ and other stakeholders were virtually present to discuss AI and other emerging consumer issues, such as greenwashing.



Photo © GIZ

ASEAN Circular Economy Roundtable

On 4 April 2024, GIZ was represented at the ASEAN Circular Economy Roundtable hosted by the ASEAN Economic Forum (AEF). The discussion focused on the role of the ASEAN circular economic framework in promoting a greener and more resilient region, as well as the importance of raising consumer awareness on sustainable production, consumption and reintroduction of used materials into value chains.



Photo © AEF

Online Dispute Resolution (ODR) Policy Summit

The Faculty of Law SGT University organised the 1st ODR Policy Summit to discuss the experiences of ODR in India and ASEAN. GIZ shared observations and lessons learnt from its work with ASEAN on ODR in the context of B2C transactions and consumer dispute resolution over the past 4 years. Currently, ASEAN has made progress in upgrading the complaint handling mechanism to lay the foundation for ODR, but a national ODR system in each AMS is first needed to establish an ASEAN ODR Network. Looking ahead to the ASEAN Post-2025 Vision and Action Plan, there is a potential of making ODR more prominent.



Photo © SGT University

Setting up Consumer Associations in Cambodia

The first Cambodian consumer association on food safety was established on 23 March 2024 and the official registration process has started. PROTECT II worked with Cambodian partners in setting up the consumer association in fostering exchange with other successful established entities in ASEAN. A conference was held to bring together relevant stakeholders, notably consumers, lecturers, businesses, and students to discuss the association's future activities.



Photo © GIZ

Reflection Workshop on Cooperation between GIZ and CCF

On 2 February 2024, the Cambodian Consumer Protection Competition and Fraud Repression Directorate-General (CCF) and GIZ organised a reflection workshop on cooperation between CCF, PROTECT II and the Promotion of Competitiveness within the Framework of the Initiative for ASEAN Integration II (COMPETE II) project as a platform for information exchange and knowledge sharing on the challenges and achievements of the cooperation.



Photo © CCF

Drafting Sub Decree and Guidelines

GIZ is assisting CCF in the preparation of draft sub-decree on product recall, Guidelines of Alternative Dispute Resolution (ADR) and ODR, as well as guidelines on Good Corporate Code. The establishment of a Good Corporate Code is a critical step towards ensuring ethical practices to businesses in Cambodia.

In-house Training for CCF Officials

CCF and GIZ jointly organised a series of training sessions for CCF officials to improve their skills in investigating consumer protection, competition and fraud issues.

The series of training took place on 24-25 April, 2-3 May and 23-24 May 2024.



Photo © GIZ



Photo © CCF

Cooperation with Legal Aid Institutions on KonsumenCerdas Microsite

As part of the cooperation between GIZ and Hukumonline.com, they and eight Indonesian legal aid institutions met on 7 March 2024 to reaffirm their cooperation in strengthening the “forum” function on the microsite. These legal aid institutions will provide their legal expertise to questions posed by consumers on the forum, so that consumers can receive trustworthy legal advice.



Image © KonsumenCerdas.id

2nd Round of Mediation Training for BPSK

The second round of mediation training for Consumer Dispute Resolution Bodies (BPSK) was held in Jakarta from 13 - 18 May 2024, with 23 BPSK members from all over Indonesia. PROTECT II initiated this training to improve the human resource capacity of BPSK members to make the alternative dispute resolution mechanism for consumers in the country more accountable. This is key to ensuring that they are well prepared for the forthcoming ODR plan.



Photo © GIZ

Consultation Meeting between GIZ and the Ministry of Industry and Commerce (MoIC)

The Department of Competition and Trade Inspection under the Ministry of Industry and Commerce (MoIC) organised the Consultation Meeting between PROTECT II and COMPETE II on 4-6 February 2024 in Luangprabang province, Lao PDR on the Implementation and Planning for Competition and Consumer Protection Plan of 2024.



Photo © GIZ

Vietnam Competition Commission (VCC) Panel for the Vietnamese Consumer Rights Day 2024

Vietnam Consumer Rights Day 2024 was held under the theme “Transparent Information – Safe Consumption” to raise awareness among consumers to be careful when choosing food products with unclear origins and sources. Activities organised in March include distributing information on banners and slogans in public areas as well as publishing news through media. On 15 March 2024, GIZ also participated in the VCC panel discussion in conjunction with the World Consumer Rights Day (WCRD).



Photo © GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Sitz der Gesellschaft
Bonn und Eschborn

Friedrich-Ebert-Allee 32 + 36
53113 Bonn, Deutschland
T+49 228 44 60-0
F+49 228 44 60-17 66

Dag-Hammarskjöld-Weg 1-5
65760 Eschborn, Deutschland
T +49 61 96 79-0
F +49 61 96 79-11 15

E info@giz.de
I www.giz.de

News Digest

Consumers International Continues to Campaign for Fair and Responsible AI

On this year's World Consumer Rights Day (WCRD), Consumers International brought together consumer advocates, international organisations, business, government and civil society to call for Fair and Responsible AI. For more information, visit the [Consumers International's website](https://www.consumersinternational.org/).

Indonesia Celebrates National Consumer Day

To celebrate this year's National Consumer Day (Harkonas), the Ministry of Trade of Indonesia held Harkonas Festival under the theme “Critical Consumers, Smart in Transacting”. The festival offered consumer complaint clinic to increase consumer awareness about their rights. In line with the theme, [KonsumenCerdas.Id](https://www.konsumen cerdas.id/) microsite serves to provide curated consumer protection information.

Vietnam's New Consumer Rights Law Prioritises Vulnerable Consumers

Vietnam's new Law on the Protection of Consumer Rights will come into force on 1 July 2024. The law defines the categories of vulnerable consumers and encourages businesses to give priority to vulnerable consumers, e.g. when selling goods or providing services, and when they request protection.

Contact:

Florian Miß

Head of Project / Principal Advisor
Consumer Protection in ASEAN II (PROTECT II)
florian.miss@giz.de

ASEAN Secretariat, The Heritage Building, 2nd Floor, Jl. Sisingamaraja 70A, Jakarta 12110, Indonesia. T +62 21 7243 372 Ext. 430

www.aseanconsumer.org