



Canadian Partnership for Public Policy-Oriented Consumer Interest Research (PPOCIR)

2015 Workshop Agenda

December 7, 2015

McGill University
Faculty of Law

New Chancellor Day Hall, Room 312
(enter from 3660 Peel Street)

The PPOCIR Partnership was created to provide evidence-based insight soundly based on (i) practical experience and on (ii) research from many disciplines - to improve public policy and consumer well-being. In the process it is expected that input from policy-makers, consumer advocates, the private sector, and researchers, will lead to new opportunities for Partnership development and novel strategies for enhanced decision-making.

Expected Workshop outcomes include the following:

- ❖ Participants will provide and obtain information in readily-understandable formats, and provide feedback on current PPOCIR research projects;
- ❖ Represent and network among Canada's PPOCIR community;
- ❖ Members will gain a better understanding of the PPOCIR Partnership's objectives and how to devise - and participate in - the most promising steps the Partnership can take;
- ❖ Participants will share the latest discoveries with other researchers and with practitioners interested in PPOCIR, to identify potential partners for their research needs;
- ❖ Researchers who are expert in the rigorous methods of one specific discipline will meet and exchange ideas with advocates and research users, and they will develop inter-disciplinary research connections;
- ❖ PPOCIR policy-makers will identify research areas that deserve attention.



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Networking Dinner on December 6 (night before the Workshop)	
<p><i>For participants who are arriving the day before the workshop and who wish to begin networking activities with other Workshop attendees, please note that a reservation has been made for December 6th at 19:00, under the name "McGill University" at the Zawedeh Restaurant & Bar. This is a Lebanese restaurant located at 1015 Sherbrooke West (alternative entrance through the Best Western Ville-Marie at 3407 Peel Street), (514-285-6509).</i></p>	
Welcome over Coffee and Muffins	9:30-9:50
1. Co-Convenors' Introduction	9:50-10:00
<p>Robert Kerton University of Waterloo</p> <p>Geneviève Saumier McGill University</p>	
2. Capacity-Building: Graduate Student Research Projects	10:00-11:00
<p><i>Objective: Provide graduate students undertaking PPOCIR work an opportunity to present their methodology and / or findings and to obtain feedback from members of the PPOCIR community.</i></p> <p><i>Session Moderator: Marie Lachance, Université Laval</i></p> <p><i>Presenters:</i></p> <p>"Every Day Legal Problems of Canadian Consumers: Findings of a 2014 General Population Survey" (10:00-10:15) Matthew McManus, PhD candidate and David Kryszajtys, MA Student, York University</p> <p>"Evaluation of a Household Waste Management Awareness Program" (10:15-10:30) Pascale Marceau, Masters student, Université Laval</p> <p>"Cross-Jurisdictional Comparisons of Misleading Advertising, Privacy, Telecommunication and Copyright Consumer Protection Regimes: Preliminary Observations" (10:30-10:45) Lukas Parker, Masters student, Ryerson University</p> <p>"Bibliographical investigation of sociological contributions to PPOCIR in Canada" (10:45-11:00) Mathieu Lizotte, Université Laval</p>	



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3. Innovative Consumer Use of ICTs and New Forms of Business-Consumer Interactions – PPOCIR Perspectives on Disruptive Changes

Objective: Provide research perspectives to contribute to the understanding of consumer issues (opportunities and threats) in the sharing economy and social media.

3A) New incentives, Roles and Modalities in the Sharing / Collaborative Economy

11:00-Noon

Session Moderator: **Kernaghan Webb**, Ryerson University

Presenters:

“Policy-Making in the Sharing Economy”

Sunil Johal, Mowat Centre, School of Public Policy and Governance, University of Toronto

“The Uber of Everything - How the Freed Market Economy is Disrupting and Delighting”

Ted Graham, PwC Canada

Networking lunch

Noon-13:00

3B) Social Media and Consumer Empowerment: Successes and New Challenges

13:00-14:00

Session Moderators: **Howard Deane**, Consumers Council of Canada
Anne-Marie Monteith, Innovation, Science and Economic Development

Presenters:

“Paying to disappear: Legal and commercial aspects of the right to be forgotten in Canada”

Alexandre Plourde, Option consommateurs

“Taste-Makers and Taste-Breakers: Shaping Opinions Through Social Media”

Jui Ramaprasad, McGill University

4. Confronting Consumer Policy Challenges: Continuing the ICT discussion

14:00-14:30

Objective: Discuss the policy challenges stemming from research findings on the sharing economy and social media topics, and how the findings can inform discussions of suggested policy options.

Session Moderator: **Vincent Gautrais**, Université de Montréal



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5. Perspectives on Connecting PPOCIR to Policy Discussions	14:30-15:00
<p><i>Objective: Discuss overarching issues (i.e., not subject-specific) and best practices related to the diffusion, access and use of consumer interest research in policy discussions.</i></p> <p><i>Session Moderator: Geneviève Saumier, McGill University</i></p> <p><i>Authors of pre-workshop materials:</i></p> <p>Ken Whitehurst, Consumers Council of Canada</p> <p>Michael Jenkin, independent consumer policy expert, past chair of the OECD Committee on Consumer Policy</p> <p>André Allard, Office de la protection du consommateur du Québec</p> <p>Nicki Islic, CSA Group</p>	
Health Break	15:00-15:15
6. Roundtable of Partners' Top Priorities for PPOCIR	15:15-15:45
<p><i>Objective: Inform future discussions of the Year 3 Partnership research projects by pre-workshop materials regarding i) research needs of PPOCIR partners and ii) academic views on existing research.</i></p> <p><i>Session Moderator: Ellen Goddard, University of Alberta</i></p>	
7. Planning for the PPOCIR Partnership's Third Year and its Post-PDG Future	15:45-16:15
<p><i>Objective: Discuss an outline of Year 3 Partnership activities and begin exchanges regarding potential next steps at the end of the Partnership Development Grant (PDG).</i></p> <p><i>Session Moderator: Robert Kerton, University of Waterloo</i></p> <p><i>Opening Comments: Kernaghan Webb, Ryerson University</i></p>	
8. Conclusion – Triumphs and Challenges	16:15-16:30
<p>Robert Kerton University of Waterloo</p> <p>Geneviève Saumier McGill University</p>	