

**Canadian Partnership for Public Policy-Oriented Consumer  
Interest Research (PPOCIR) Workshop –  
Summary of Research Priorities for Panel #6**

*1. Consumer Issues. What are the priorities relating to consumer issues that your organization is currently working on (drawing from either your organization's official list of priorities or emerging priorities that you have identified in the course of your work)?*

Area of concern	Priorities
E-commerce/digital economy/IT	<ul style="list-style-type: none"> <li>- E-commerce transactions;</li> <li>- Trust and reliability with "online" platforms offering services or products to consumers (e.g., online reviews);</li> <li>- Privacy;</li> <li>- Identity theft;</li> <li>- Sharing Economy (e.g., Uber, AirBnB, etc.);</li> <li>- Fraud;</li> <li>- Misrepresentation;</li> <li>- Cross-border enforcement of consumer protection laws;</li> </ul>
Energy	<ul style="list-style-type: none"> <li>- Energy costs;</li> </ul>
Food	<ul style="list-style-type: none"> <li>- Food safety and labelling;</li> <li>- Organic Agriculture;</li> <li>- Organic Aquaculture;</li> <li>- Safety and value of vitamins and supplements;</li> <li>- Non-GMO Food Labels – are they misleading?</li> </ul>
Radiofrequency electromagnetic fields (RF)	<ul style="list-style-type: none"> <li>- Consumer concerns about the potential dangers related to RF EMF;</li> </ul>

EMF)	
Door-to-door sales/moving companies	<ul style="list-style-type: none"> <li>- Addressing door-to-door sales risks;</li> <li>- Strengthening protections for consumers when dealing with a moving company;</li> </ul>
Real Estate	<ul style="list-style-type: none"> <li>- Reviewing and strengthening the Condominium Act;</li> <li>- Improving protections and enforcement for consumers when dealing with home renovators and inspectors;</li> <li>- Creating a more transparent real estate market for home buyers;</li> </ul>
Automobile	<ul style="list-style-type: none"> <li>- Creating stronger protections for consumers using towing or vehicle storage services;</li> </ul>
Telecom	<ul style="list-style-type: none"> <li>- Expanding protections for consumers using wireless telecom services;</li> <li>- Consumer choice and access in telecommunications services;</li> </ul>
Financial Services	<ul style="list-style-type: none"> <li>- Addressing high-risk financial services: <ul style="list-style-type: none"> <li>• Debt collection practices;</li> <li>• Payday loan, cheque-cashing, instalment loan, remittance and rent-to-own services;</li> </ul> </li> <li>- Consumer challenges related to high debt levels and emerging new (often high-cost) credit options that are being offered in the marketplace;</li> </ul>
Safety	<ul style="list-style-type: none"> <li>- Reviewing technical safety standards for: <ul style="list-style-type: none"> <li>• Boilers and pressure vessels;</li> <li>• Upholstered and stuffed articles;</li> <li>• Liquefied natural gas;</li> <li>• Operating engineers;</li> <li>• Northern gas stations;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Special buildings;</li> </ul>
Consumer awareness	- Using communications strategies to raise consumer awareness about consumer market risks and trends in key areas;
Consumer power	- Leveraging consumers' marketplace power to promote sustainable and responsible production;
Underground economy	- Exploring options to address the underground economy;
Sharing/Collaborative Economy	<ul style="list-style-type: none"> <li>- Uber, AirBnB, etc;</li> <li>- How it may impact the services sector;</li> </ul>
Other (general)	- Applying insights from behavior economics to develop new approaches to consumer protection, particularly in the online environment;

**2. PPOCIR Work.** *In your view, which of those topics could most benefit from graduate student activity or academic investigation in the consumer field?*

- Trust and reliability with "online" platforms offering services or products to consumers (e.g., online reviews);
- E-commerce;
- Privacy in IT environment;
- New marketplace trends from a consumer protection angle, such as for the above-mentioned issues for the connected consumer;
- Energy costs;
- Food safety and labelling;
- Organic Agriculture;
- Organic Aquaculture;
- Safety and value of vitamins and supplements;
- Non-GMO Food Labels – are they misleading?
- Consumer concerns about the potential dangers related to radiofrequency electromagnetic fields (RF EMF);
- Consumers' motivations and behaviors, in regard to such matters as high-cost credit and sustainable consumption;
- Underground Economy;

- Sharing/collaborative economy – how it may impact the services sector;
- Risk based compliance and enforcement;
- Risk assessment as it relates to consumer protection;