

ASEAN STRATEGIC ACTION PLAN FOR CONSUMER PROTECTION



ASEAN COMMITTEE ON CONSUMER PROTECTION



2025

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ASEAN STRATEGIC ACTION PLAN ON CONSUMER PROTECTION (ASAPCP) 2021-2025

Strategic Goal 1: A Common ASEAN Consumer Protection Framework is Established

This Strategic Goal focuses on the establishment of a common framework on consumer protection for the whole ASEAN region in the long run, which should be based on the existence and effective implementation of modern and comprehensive consumer policies, laws and regulations in all Member States. It is expected that remaining differences amongst the legal systems and institutions protecting consumers in AMS should be gradually bridged while commonalities and similarities fostered, in line with a set of High-Level Principles and through a Regional Peer Review Mechanism on Consumer Protection. A common ASEAN Consumer Protection Framework would lead to increased predictability and confidence, boosting trade and investment while protecting consumers within and across borders.

Outcomes	Deliverables	Timeline
1.1 A set of high-level principles for consumer protection is adopted.	1.1.1 Adopt a set of High Level Principles for Consumer Protection	Completed
1.2 Recommendations for improving the effectiveness of consumer protection regimes in ASEAN are identified and implemented.	1.2.1 Assess the consumer protection regimes using the Self-Assessment Toolkit on Consumer Protection 1.2.2 Undertake voluntary peer reviews in select AMS	<ul style="list-style-type: none"> ▪ 2021-2025 ▪ 2020-2021 & 2023-2024
1.3 The legal framework on consumer protection in AMS is strengthened / improved in line with regional guidance/regionally recommended practices.	1.3.1 Develop three (03) regional guidelines for the development of laws and regulations on specific topics related to consumer protection: <ul style="list-style-type: none"> ○ ASEAN Guidelines on e-Commerce (2022) ○ ASEAN Guidelines on Unfair Contract Terms (2023) 	<ul style="list-style-type: none"> ▪ 2021 – 2025 (<i>New</i>)

	<ul style="list-style-type: none"> ○ ASEAN Guidelines on Product Safety & Labeling (2024) 	
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Strategic Goal 2: A High Common Level of Consumer Empowerment and Protection is Ensured

This Strategic Goal focuses on strengthening the capacities of consumer protection agencies in ASEAN. It is envisaged that several workshops, skills trainings etc. on different technical subjects relevant for consumer protection advocacy and enforcement would be organized at the regional and/or group levels (including blended and e-learning), with an emphasis on Training-the-Trainers. Special topics, as recommended in the ASEAN Regional Capacity Building Roadmap on Consumer Protection, for training and capacity development include complaints-handling (investigation, database management, mediation), market surveillance, and product recalls, etc. Other forms of capacity building activities might include staff exchange amongst AMS, study visits both amongst AMS and to non-ASEAN consumer protection agencies (where applicable).

Outcomes	Deliverables	Timeline
2.1 Capacities of consumer protection agencies in ASEAN are strengthened.	2.1.1 Carry out capacity building/ trainings for staff of consumer protection agencies in AMS	<ul style="list-style-type: none"> ▪ 2021-2025

Strategic Goal 3: High Consumer Confidence in AEC and Cross Border Commercial Transactions is Instituted

The overarching desired outcome for the ASAPCP in 2025 is an environment where consumers can engage in market transactions within their respective countries and elsewhere in the ASEAN region with confidence. Consumers would only feel confident when they can be reasonably sure that they would be safe/protected from harmful and defective products, any complaints they might have would be fairly resolved, and any damages that they are likely to suffer from would be adequately compensated. Such confidence depends to a great extent on the existence of accessible, independent, fair, accountable, efficient, effective, and transparent dispute settlement and redress mechanisms, including Alternative Dispute Resolution (ADR) mechanisms and Online Dispute Resolution (ODR) mechanisms within and across borders.

Outcomes	Deliverables	Timeline
3.1 Existing dispute resolution and redress mechanisms in ASEAN are assessed to identify areas for improvement.	3.1.1 Prepare a report on needs and gaps in access to dispute resolution and redress systems in ASEAN	<ul style="list-style-type: none"> ▪ 2022-2023
3.2 New dispute resolution and redress mechanisms are set up in ASEAN to resolve domestic and cross-border consumer complaints.	3.2.1 Publish the ASEAN ADR Guidelines 3.2.2 Publish the ASEAN ODR Guidelines	<ul style="list-style-type: none"> ▪ 2021 ▪ 2021-2022 (<i>New</i>)
3.3 Product safety enforcement in ASEAN is strengthened.	3.3.1 Improve the ASEAN Product Alert System 3.3.2 Develop a framework for the collection and assessment of data on product-related injuries at the national and ASEAN levels	<ul style="list-style-type: none"> ▪ Completed ▪ 2021-2022

Strategic Goal 4: Consumer concerns are integrated in all ASEAN policies.

Integrating ASEAN consumer protection policies and priorities into other ASEAN policies and activities will remain essential in the coming time to ensure that they are mutually supportive and deliver results which are beneficial for citizens and other stakeholders. This Strategic Goal seeks to ensure overall consistency and complementarity between the ASAPCP and other ASEAN policies, instruments and actions, through a multitude of advocacy and outreach activities by the ASEAN Committee on Consumer Protection (ACCP) members and counterparts.

Outcomes	Deliverables	Timeline
4.1 Regional platforms and tools are developed in ASEAN to engage with and provide information to consumers at large .	4.1.1 Further enhance the ACCP Web Portal 4.1.2 Update the ASEAN Handbook on Consumer Protection Laws and Regulations 4.1.3 Develop the ASEAN Toolkit on Sustainable Consumption 4.1.4 Further promote engagement of the ACAN in ACCP activities 4.1.5 Develop on-line interactive and distance learning tools for consumers 4.1.6 Publish ACCP (Biennial) Reports 4.1.7 Promote the application of the Code of Conduct for Online Businesses	<ul style="list-style-type: none"> ▪ 2021-2025 ▪ 2023 & 2025 ▪ 2020-2021 ▪ 2021-2025 ▪ 2021 ▪ 2023 & 2025 (<i>New</i>) ▪ 2021-2025
4.2 A higher level of consumer empowerment is ensured in ASEAN through evidence-based policymaking and implementation.	4.2.1 Institutionalize the ASEAN Consumer Empowerment Index	<ul style="list-style-type: none"> ▪ 2022-2023

<p>4.3 An impact assessment of other policies, laws and regulations on consumer welfare and interests is undertaken.</p>	<p>4.3.1 Develop ASEAN Guidelines on Consumer Impact Assessment</p>	<ul style="list-style-type: none"> ▪ 2021-2025
<p>4.4 Consumer protection issues in ASEAN are discussed at a high level to gain better traction and visibility.</p>	<p>4.4.1 Organize the ASEAN Consumer Protection Conference</p>	<ul style="list-style-type: none"> ▪ 2022 (<i>New</i>)
