

## AGENDA

### ***Connecting Together for a Safer, Smarter World***

The sixth product safety conference hosted by Electrical Safety First

9:00 **Registration**

9:30 **Welcome and introductions**

Chair, Martine Croxall, BBC journalist and presenter

Phil Buckle, Chief Executive, Electrical Safety First

9:45 **Keynote speech**

Baroness Neville-Rolfe, DBE, CMG, Minister of State for Energy and Intellectual Property at the Department for Business, Energy and Industrial Strategy

10:00 **How a connected home can also be a safer home**

Technology being developed for Connected Homes provides excellent benefits to consumers and business and these technologies provide the opportunity to enhance home safety in addition to many other user benefits.

This session will look at what a connected home is, from a homeowner's perspective, and discuss how this technology can provide safety and security for the homeowner. Discussion on the impact on and development of product standards and how smart technology can help improve product safety by monitoring safety systems and alerting consumers of faults will also be explored.

**Moderator:** *Paul Hide, techUK*

**Panel Members:** *Simon Eves, Panasonic UK Ltd; Tim Potter, Dixons Carphone Ltd; Gabriel Voisin, Bird and Bird LLP; Charlotte Semp, Notting Hill Housing Group.*

11:00 Tea and coffee

## 11:20 Improving recall effectiveness

Research undertaken by Electrical Safety First showed that recalls are rarely more than 10-20% effective. This means we have a vast amount of unsafe product out there in the market while many consumers are unaware of the safety risks.

This session will look at managing the lifecycle of a product recall and explore ways that the effectiveness of a recall can be maximised.

Using a best practice case study from the automotive industry, the panel will look how smart and connected technology used in this sector can be transferred to the consumer electrical product sector for improving product safety and recall effectiveness by automatic safety updates, alerting consumers of faults and of products that need to be recalled.

Panellists will also share views on the legal perspective on recall effectiveness and provide an update on the work of the UK steering group set up by the UK government following the review of its recall system.

**Moderator:** Farzad Henareh, Stericycle ExpertSolutions

**Panel Members:** Martyn Allen, Electrical Safety First; Jill Paterson, Leigh-Day; Victoria Griffiths, Department for Business, Energy and Industrial Strategy (BEIS)

## 12:30 Lunch

## 13:30 Risk identification and risk communication

This interactive session will examine issues that manufacturers have communicating safety information to the consumer, and opportunities to improve this for electrical product safety issues.

The session will begin by exploring consumer behaviour – why consumers behave as they do and what they understand about product usage, risk and safety.

Issues regarding product instructions, warnings, registration and recall effectiveness will be discussed and the session will involve real time interactive audience feedback. The aim is to open up a discussion with the panel and audience and look at potential ways to improve consumer engagement with product safety.

**Moderator and Pannelist:** Dr Jeremy Opperer, Exponent International Ltd

**Panel Member:** Simon Long, Dyson

14:45 Tea and coffee

15:00 **Tackling the manufacture, distribution and sale of potentially lethal counterfeit electrical goods.**

As the online market continues to grow, it becomes easier for consumers to find cheaper products whilst at home. In some cases the buyer will end up purchasing counterfeit electrical products that are potentially lethal.

Within this session the diverse panel will discuss anti-counterfeiting / due diligence / intelligence gathering from a brand, retailer, law enforcement and trade association perspective.

Our ultimate goal is to show that by all sectors working together, we can all benefit by achieving the goal of protecting our brands, businesses and most importantly the consumer.

**Moderator:** Eamon O'Grady; Underwriters Laboratories

**Panel Members:** Mike Consterdine, Conair Group – BabyLiss; Graham Mogg, Anti-Counterfeit Group; Carol Garrett, Trading Standards; Samy Bounoua, Tesco.

16:00 Summary and Q&A

16:15 Close

The conference will be followed by an evening drinks reception, which will allow delegates to network and engage in further discussion.