

## Working Group Report Template

**Working Group Title:** Consumer Education & Awareness Working Group

**Draft Authors:** Rouba Alfattal, Taylor Bentley

**Date:** January 15, 2019

### **Problem statement:**

*Why was this issue area addressed?*

As more consumers adopt Internet of Things solutions in the home, their role in the overall security of IoT increases. Consumers are also required to take a more active role in purchasing and their home security and privacy.

Well-informed and empowered consumers are more likely to trust and engage with the IoT industry; demanding consumers also place pressure on businesses to be more innovative and competitive in order to earn their business.

Educating consumers about IoT risks and opportunities has the potential to be beneficial for consumers, businesses, and economic.

*Which stakeholder group does this issue affect most?*

The approach taken by the working group is to involve all stakeholder groups, but consumers (generally) and IoT consumer device manufacturers are the main targets of this working group's product.

### **Relevant research:**

*Background information, articles or links, etc.*

All relevant research is included within OCA's presentation slides at the June 21<sup>st</sup>, 2018 meeting of the Canadian IoT initiative.

### **Definitions:**

*As necessary*

Key messages: are behaviours & recommendations that need to be communicated to Consumers, Manufacturers, Retailers, Service Providers, Governments, Civil Society, Educational Institutions etc.

Scope:

- The focus is on household and business IoT devices (i.e., automated vehicles and smart cities are not included).

In the first phase of the initiative, the key messages are designed in general terms for all consumers (specific messages to youth, seniors, etc. could be developed at a later stage).

This Shared Responsibility Framework broadly organizes the ideas into the demand side and the supply side who can work collaboratively over the lifecycle of the device:

- Demand side: broadly understood as the expectations on the consumers who are active users of the IoT device
- Supply side: a broader category of stakeholders who are either directly or indirectly involved in the supply chain of the device.
- Rationale: A Shared Responsibility Framework is used to illustrate how the two can collaborate to bridge the gap between the ideal situation/behaviours that are outlined for consumers and the status quo by engaging the diversity of actors (expertise/stakeholders/forces/incentives/trusted authorities).

#### **Summary of work:**

*What consensus has this group reached?*

Consensus has been reached at the November 20<sup>th</sup> in-person meeting of the IoT initiative on the scope and approach of the key messages. Consensus was also reached on editing work to be done on the content of the key messages, but generally there was no opposition to the substance of the content.

#### **Key outputs/recommendations:**

*Any outputs or recommendations from this group.*

The key output is the Shared Responsibility Framework of key messages. Key messages: are behaviours & recommendations that need to be communicated to Consumers, Manufacturers, Retailers, Service Providers, Governments, Civil Society, Educational Institutions etc.

#### **Next steps:**

*How can this work be built off of and used moving forward? What is the right agency, group, organization, etc. to carry out this work?*

With the content of key messages complete and having achieved consensus, considerations must turn to how this content would be translated into a full-scale Consumer Education and Awareness Campaign. Throughout the process of coming up with the content, several issues and considerations with regards to this process were raised. In rough chronological order, the considerations for implementation are as follows:

- Then need to evaluate the different elements of key messages:
  - Scope - general messaging was adopted versus coming up with instructions for specific devices/systems. The impact of this scoping questions on the content of the messages needs to be further considered.
  - Products – How do the messages apply to high-security products (i.e. vehicles) vs. low-security (home appliances).
  - Audience - seniors, youth, newcomers, low tech literacy, or all IoT consumers. One approach to consider the audience perspective is to run a thought exercise for a consumers’ use of devices (i.e., imagine them at setup of a device and consider which key messages will be most relevant and salient)
    - § Note: at the September 5<sup>th</sup> meeting it was agreed that initial messaging will be developed using all consumers as the intended audience. However, future efforts may take place to develop messages aimed at various groups of consumers (e.g., youth, seniors, the tech-savvy, etc.).
  - Finally, consider the application of the WG’s conclusions/key messages to educate citizens on Smart cities (i.e. traffic lights, smart sidewalk, etc.)
  
- The need to consider linkages with the consumer education and awareness messaging with the need to promote the voluntary labelling scheme proposed by the Labelling WG
  - For example, how much of the message is on promoting use of the label by businesses and consumers; and how can the label serve as a link to the content.
  - One key consideration is that if delivery of these messages relies on the QR code model proposed by the labelling WG, this assumes the audience is working with a smartphone, which may impact use
  
- Considering options on how to disseminate information
  - Intended audience (e.g., youth, elderly etc.) and how to best convey the content to these audiences
  - Resource requirements and delivery mechanisms (e.g., using social media campaigns vs. traditional advertising etc.)
  
- **Need for an evaluation of the campaign:** In order to properly assess the effectiveness of the campaign and any remaining in message, there needs to be a process for identifying and validating consumer behaviour and reaction to key messages.
  - Indicators of impact will be important to consider; including changes to consumer behavior, complaints, the impact on purchasing (both in terms of brands, and types of devices, and devices with labels vs. devices without them). Metrics showing the popularity of websites or other channels that deliver the content of the key messages.

Additional tools that can be explored to support consumers:

- Redress mechanisms and consumer support beyond this educational piece
- Ongoing development of Canadian Cyber Centre’s one stop shop/point of contact for reporting any kind of cybercrime

