



INTERNATIONAL CONSUMER RESEARCH & TESTING

Guido Adriaenssens

Mission Statement

Empowering
consumer organisations to do
research and testing
cost efficiently



What is ICRT?

- ICRT is an international consortium of consumer organisations that carry out joint research and testing
- Non profit company limited by shares
 - Only consumer organisations can be shareholders
 - 3 levels of shareholders: A, B and C
 - the more money for research, the higher the level
 - A members have director in ICRT Board



Who can join ICRT?

Consumer organisations that carry out consumer research and testing provided that they:

- act exclusively in the interest of consumers
- do not take advertising in their magazine
- are independent of commerce, industry and political parties
- are not influenced by subsidies, sponsorship or incentives
- capable of carrying out a minimum level of testing activity and publishing the results



37 members in 33 countries

- Germany, UK, France, Belgium, Netherlands, USA
- Austria, Spain, Italy, Portugal, Ireland, Switzerland, Sweden, Finland, Denmark, Iceland, Hungary, Slovenia, Czech Republic, Romania, Poland, Bulgaria, Hungary, Russia
- China (Hong Kong, Taiwan, Mainland) Australia, New Zealand, Thailand, South Korea
- Brazil, Chile, Canada



Aims of ICRT

- Increase the cost effectiveness of testing and research.
- Develop common test programmes and evaluation methods.
- To avoid publication of contradictory reports on the same product.
- To provide a legal framework for joint testing with established rules and guidelines.



Cost Efficiency

- ICRT runs more than 50 large joint tests and numerous smaller joint tests each year using over 60 highly specialised laboratories.
- ICRT co-operation can make savings of around 60% per test joined for our more affluent members.
- Our less affluent members can save more than 90% in most tests and have better quality of test results to publish in their magazines and websites.



- ICRT facilitates a continuous exchange of information on the latest test methodology
- ICRT organises specific topic networks to help the organisations to provide the highest standard of information to consumers
- ICRT has been influential in improving car safety, from the early days of Euro NCAP crash testing , to the setting up of Latin NCAP and the launch of the Global NCAP programme.



Main Tasks

- Establish rules for collaboration
- Co-ordination of the planning
- Arbitrage in case of conflict
- Run a database for exchange of information
- Establish staff contact lists
- Organise and chair meetings
- Contracts with laboratories
- Cost sharing and invoicing



- ICRT Board: strategic decisions
- Management Committee: operational
- Topic Groups: product group level
- ICRT Secretariat
 - Support and co-ordination
 - Police and arbitration



Organisation of joint tests



- Planning
- Choice of a Supervising Project Officer and Market Research Supervisor
- Project Officers Meeting
- Joint Test Programme
- Laboratory Tender
- Evaluation Meeting
- Publication

- Process oriented issues: ICRT Secretariat
- Technical issues: individual organisations
 - Market research
 - Data checking sheets
 - Follow up after publication



Why publish comparative tests?

- Tests confront the buyers with a real choice based on objective criteria
- Gives clear information on what can be improved
- Influence the behaviour of companies through the buying choices of the consumers
- Consumers are willing to pay for this “golden” information, indicating a clear need



Advantages of comparative testing

- Name and blame bad products
- Promote the better products
- Put pressure on the manufacturers to produce better products
- Compile data for improved standards
- Generates income that can render the organisation self supporting



Some figures



- Secretariat with 10 members of staff
- Spend around € 8 million per year on testing
- Test around 5 000 products with average lab cost of €1600 per model
- Test cost per model varies from €600 to €12.000

ICRT & Development of Smaller Organisations

- ICRT is not a charity
- ICRT's goal is to make smaller ones bigger, so they can contribute to the test costs
- ICRT is promoting sustainable income models



How do we help?

- Training
- Free use of databases for members
- Support for sustainable development plans
 - What is a sustainable plan? A plan with:
 - Guaranteed income streams
 - Organisational & focussed structure



Revue streams for CA's

- Non sustainable in the long term:
 - EC Projects only
 - Governmental subsidies & grants
- Sustainable income
 - Subscriptions & pay per view
 - Referral fees and click through
 - Logo schemes



EC Projects in the last 10 years

Capacity Building in Consumer Testing and Magazines in New Member States (2006-2009)

Work on Preparatory Studies for Eco Design Requirements for EuPs (II) (2007-2010)

Atlete II - Appliance Testing for Washing Machines Energy Label & Eco Design Evaluation (2012-2014)

CLEAR - Enabling Consumers to Learn About, Engage with and Adapt renewable Energy Systems (2014-2017)

MarketWatch - Market Surveillance of Ecodesign and Energy Labelling (2013-2016)

CLEAR 2 - Enabling Consumers to Learn About, Engage with and Adapt renewable Energy Systems (2017-2019)

For more information and full
ICRT membership list to go:

www.international-testing.org



ICRT
24 Highbury Crescent
N5 1RX London , UK



INTERNATIONAL CONSUMER RESEARCH & TESTING

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
SUKSAMA
EKHMET
MEHRBANI
PALDIES
BOLZİN
MERCİ
BİYAN
SHUKRIA
TINGKI
YAQHANYELAY
CHALTU
NUHUN
SNACHALHUYA
SPASSIBO
WABEEJA
MAITEKA
YUSPAGARATYAN
HUI
UNALCHESH
HATUR
GU
SİKOMO
MINHONCHAR
AGUYJE
FAKAAUE
KOMAPSUMNIDA
LAH
MAAKE
DANNYABAD
ANHA
ATTO
SANKO
MERASTAWHY
GAEJTHO
GOZAIMASHITA
EFCHARISTO
TAVYAPUCH
MEDAWAGSE
BAUKA
DANKSCHEEN



