



INTERNATIONAL CONSUMER RESEARCH & TESTING

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Mission Statement



Empowering consumer organisations to do research and testing cost efficiently



What is ICRT?

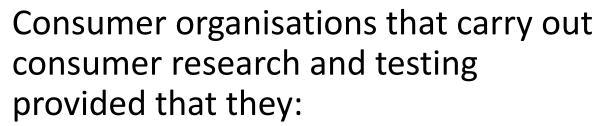


- Non profit company limited by shares
 - Only consumer organisations can be shareholders
 - 3 levels of shareholders: A, B and C
 - the more money for research, the higher the level
 - A members have director in ICRT Board





Who can join ICRT?



- 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





ICRT Members

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



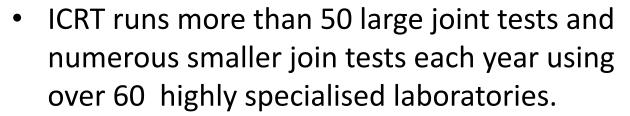
Aims of ICRT

- 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



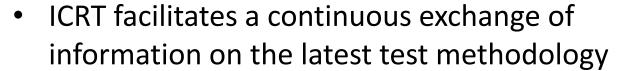
 ICRT co-operation can make savings of around 60% per test joined for our more affluent members.

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.





Knowledge Sharing



 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



- 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 Structure

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





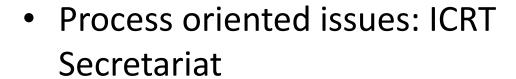
Organisation of joint tests



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



Contacts with manufacturers

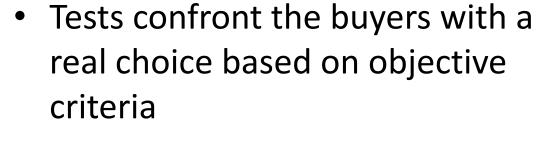


- Technical issues: individual organisations
 - Market research
 - Data checking sheets
 - Follow up after publication





Why publish comparative tests?



- 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

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