Form 1: Proposal for a new field of technical activity

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Proposer: SAC and AFNOR	**ISO/TS/P** ISO/TS/P 273

A proposal for a new field of technical activity shall be submitted to the Central Secretariat, which will assign it a reference number and process the proposal in accordance with the ISO/IEC Directives (part 1, subclause 1.5). The proposer may be a member body of ISO, a technical committee, subcommittee or project committee, the Technical Management Board or a General Assembly committee, the Secretary-General, a body responsible for managing a certification system operating under the auspices of ISO, or another international organization with national body membership. Guidelines for proposing and justifying a new field of technical activity are given in the ISO/IEC Directives (part 1, Annex C).

The proposal (to be completed by the proposer)

Title of the proposed new committee (The title shall indicate clearly yet concisely the new field of technical activity which the proposal is intended to cover.)
Transaction Assurance in E-Commerce

Scope statement of the proposed new committee(The scope shall precisely define the limits of the field of activity. Scopes shall not repeat general aims and principles governing the work of the organization but shall indicate the specific area concerned.)

Standardization in the field of "transaction assurance and upstream/downstream directly related processes in e-commerce", including the following:

- The assurance of transaction process in e-commerce (including easier access to e-platforms and e-stores);
- The protection of online consumer rights including both prevention of online disputes and resolution process;
- The interoperability and admissibility of commodity quality inspection result in cross-border e-commerce.
- The assurance of e-commerce delivery to the final consumer.

Excluded:

- Management system standards already covered by ISO/TC 176;
- Authenticity, integrity and trust for products and documents standards already covered by ISO/TC 292/WG4;
- Guidelines on consumer warranties and guarantees standards already covered by ISO/PC 303;
- Meta-standards of information interchange standards already covered by ISO/TC 154;
- Cross-border trade of second-hand goods standards already covered by ISO/PC 245;
- Brand evaluation standards already covered by ISO/TC289;
- Online reputation standards already covered by ISO/TC290;
- Financial services standards already covered by ISO/TC 68;
- Identity management standards already covered by ISO/IEC/JTC1/SC27/WG5;
- Meta-standards of data management and interchange already covered by ISO/IEC/JTC1/SC32;
- Biometrics standards already covered by ISO/IEC/JTC1/SC37;

Since the payment and security of the transaction are very important in e-commerce, the proposed new technical committee will cooperate with ISO/TC 68(Financial services), ISO/IEC/JTC1/SC27 (IT Security techniques)and other TC via a liaison membership. If request for developing new standards for e-commerce in those TCs arose, the proposed new TC would work with them to develop the needed standards."

Proposed initial programme of work (The proposed programme of work shall correspond to and clearly reflect the aims of the standardization activities and shall, therefore, show the relationship between the subject proposed. Each item on the programme of work shall be defined by both the subject aspect(s) to be standardized (for products, for example, the items would be the types of products, characteristics, other requirements, data to be supplied, test methods, etc.). Supplementary justification may be combined with particular items in the programme of work. The proposed programme of work shall also suggest priorities and target dates.

The proposer plans to develop the following standards for standardization of the transaction assurance and upstream/downstream directly related processesin e-commerce according to the proposed scope statement. Accordingly, we propose initial program of work shown below.

1、standards for the assurance of transaction process in e-commerce (including access to e-platforms and e-stores)

——Specification for the identification validation of e-stores& suppliers in e-commerce;

——Requirement for the presentation of commodity quality information in e-commerce;

——Specification for distinguishing counterfeit brand of online commodity;

——Specification for the presentation and preservation of transaction document in e-commerce;

2、standards for the protection of online consumer rights including both prevention of online disputes and resolution process

——Guideline of the prevention of transaction dispute in e-commerce;

——Specification for the process and information of online dispute resolution in e-commerce;

3、standards for the interoperability and admissibility of commodity quality inspection result in cross-border e-commerce

——Data model of commodity quality inspection in cross-border e-commerce;

——Guideline on admissibility of commodity quality inspection results in cross-border e-commerce;

4、standards for the assurance of e-commerce delivery to the final consumer.
——Specification for information interchange on express parcel in e-commerce;

——Specification for delivery service of express parcel in e-commerce;

Priorities of standardization work is given to the items listed in the assurance of transaction process in e-commerce for the reason that they are essential to develop other standards that provide technical solutions for stakeholders.

Provided that the establishment of new TC is approved timely, the proposer would like to hold the first TC meeting in March 2019 and set the target dates of the NPs by the end of 2019.

Indication(s) of the preferred type or types of deliverable(s) to be produced under the proposal (This may be combined with the "Proposed initial programme of work" if more convenient.)

Deliverables preferred are ISO International Standards.

ISO Standard "Requirement for the presentation of commodity quality information in e-commerce"

ISO Technical Specification "Specification for distinguishing counterfeit brand of online commodity"

ISO Technical Specification "Specification for the process and information of online dispute resolution in e-commerce"

ISO Technical Specification "Guideline on admissibility of commodity quality inspection results in cross-border e-commerce;

ISO standard "Specification for delivery service of express parcel in e-commerce"

A listing of relevant existing documents at the international, regional and national levels. (Any known relevant document (such as standards and regulations) shall be listed, regardless of their source and should be accompanied by an indication of their significance.)

The proposed new committee will take into account existing ISO standards. Such as the existing ISO documents as follows, these standards would be referred to as normative references to further develop international standards in transaction assurance in e-commerce.

ISO/IEC 24760 a framework for identity management

ISO/IEC 29003 Identity proofing

ISO 12812 Core banking -- Mobile financial services

ISO/TR 21941 Financial services -- Third-party payment service providers

ISO10008:2013 Quality management -- Customer satisfaction -- Guidelines for business-to-consumer electronic commerce transactions

ISO/CD 19564 Security and resilience -Product Fraud Countermeasures and Control -- General Principles

ISO/CD 22380 Security and resilience -- Authenticity, integrity and trust for products and documents -- General principles for product fraud risk and countermeasures

ISO 12931:2012 Performance criteria for authentication solutions used to combat counterfeiting of material goods

ISO 7372:2005 Trade data interchange -- Trade data elements directory

ISO 17369:2013 Statistical data and metadata exchange (SDMX)

ISO/FDIS 20488 Online consumer reviews -- Principles and requirements for their collection, moderation and publication

UNCITRAL model law on electronic commerce (1996)

Directive 2000/31/EC Directive on electronic commerce

UNCITRAL Technical notes on online dispute resolution(2016)

A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. (The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized. If seemingly similar or related work is already in the scope of other committees of the organization or in other organizations, the proposed scope shall distinguish between the proposed work and the other work. The proposer shall indicate whether his or her proposal could be dealt with by widening the scope of an existing committee or by establishing a new committee.)

1. The proposal can only be dealt with by establishing a new TC.

Some existing ISO standards can apply to e-commerce, and the proposed new committee will take into account existing and relative ISO standards, but some problems are still need to be addressed, such as the identity authenticity of e-store or suppliers in e-commerce; traceability of transactional products; distinguishing the counterfeit brand of online commodity or fake product; the interoperability and admissibility of commodity quality inspection in cross-border e-commerce, etc.

In a word, these ISO standards are still lacking and should be further developed, such as in the identification consistency of the suppliers or e-stores in cyberspace with their physical entities, the identification authenticity and integrality of the suppliers or e-stores. There is also a need to develop standards related to the consistency of the transaction goods and services in cyberspace with their physical entities, the authenticity and integrality of transaction goods and services. Standards are also needed to standardize the transaction process and to develop standards related to the protection of online consumer rights in e-commerce（including both prevention of online disputes and resolution process）, and the interoperability &admissibility of commodity quality inspection in cross-border e-commerce, and in the delivery service at the right place on the right time and as announced to the purchasers or final consumer in e-commerce, etc.

Considering that the existing ISO technical committee (TC)cannot cover the scope of the proposed new committee, and that the content of the proposal cannot be dealt with by widening the scope of an existing committee, it is assumed that this proposal is suitable for a new technical committee.

2. Liaisons with other ISO/TC and SC in ISO organization or other external organizations

The proposed new committee will take into account existing and relative ISO standards, and will be ready to work together all interested countries to forward the possible ISO work. Furthermore, in order to develop the standards of transaction assurance in e-commerce, the proposed new committee can establish liaisons with other ISO/TC and SC in ISO or other external organizations if their work is related to the scope of the proposed new committee.

A listing of relevant countries where the subject of the proposal is important to their national commercial interests.

China(SAC), France(AFNOR), United States of America(ANSI), Singapore(SPRING SG), the United Kingdom(BSI), Canada(SCC), and other countries.

A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable(s). (In order to avoid conflict with, or duplication of efforts of, other bodies, it is important to indicate all points of possible conflict or overlap. The result of any communication with other interested bodies shall also be included.)

UN/CEFACT, ISO/TC 176, ISO/TC 154, ISO/TC 292/WG4, ISO/PC 303, ISO/PC 245, ISO/TC 289, ISO/TC 290, ISO/IEC/JTC1/SC27.

A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) and how they will each benefit from or be impacted by the proposed deliverable(s).

E-commerce platform enterprises can effectively guarantee the authenticity of the suppliers or e-stores between cyberspace entities and physical entities, can guarantee the easier access to e-platforms or e-stores, and can effectively guarantee the online commodities quality and the delivery service of commodities and so on. Then the transaction parties can sell or purchase any qualified commodities and services at any location at any time without any technical obstacles by the proposed deliverables.

Small and medium-sized enterprises (SME) can provide more normative products information to consumers and sell qualified commodities and services via the e-commerce platforms by the proposed deliverables. It is more effective and more convenient to reach new customers with the assurance of the product quality and traceability. It is helpful to reduce transaction time and cost and to enlarge their market shares and to promote the commodity trade on the internet in the worldwide.

Consumers can conveniently purchase more reliable and qualified commodities and services. There are the normative online dispute resolutions even if the online disputes happen when they purchase on the e-commerce platform. It can improve their confidence to e-commerce and have more choices and more convenience than ever before.

An expression of commitment from the proposer to provide the committee secretariat if the proposal succeeds.

SAC would like to undertake the new TC secretariat with AFNOR as co-secretariat in a twinning, if the proposal succeed.

Purpose and justification for the proposal. (The purpose and justification for the creation of a new technical committee shall be made clear and the need for standardization in this field shall be justified. Clause C.4.13.3 of Annex C of the ISO/IEC Directives, Part 1 contains a menu of suggestions or ideas for possible documentation to support and purpose and justification of proposals. Proposers should consider these suggestions, but they are not limited to them, nor are they required to comply strictly with them. What is most important is that proposers develop and provide purpose and justification information that is most relevant to their proposals and that makes a substantial business case for the market relevance and the need for their proposals. Thorough, well-developed and robust purpose and justification documentation will lead to more informed consideration of proposals and ultimately their possible success in the ISO IEC system.)

Nowadays, e-commerce is a new industry and has been developing rapidly in most countries. In particular, cross-border e-commerce is also an important and new international trade mode for many countries. It enables international trade more convenient and open among different countries in the world, and it can be helpful to enlarge the market share for small and medium sized enterprises, and increase the employment in these countries.

Since the commodity, buyer and seller in e-commerce could be indifferent countries, and their laws, culture, language, standards are also different. There are many obstacles to deal with business via e-commerce platform. For example, how to assure or validate the identification of the suppliers or e-stores for the consistency, the authenticity and integrality in cyberspace with their physical entities? What information or requirement for the commodity quality should be presented on the e-platform or e-store in e-commerce, and how to assure the consistency, authenticity and integrality of the commodity quality information of the transaction goods & services in cyberspace with their physical entities? How to assure the product quality is qualified for the buyer in another country? How to protect the right of consumer, and how to assure the standardization and the authenticity of the transaction process in e-commerce, and how to assure the delivery service at the right place and on the right time as announced to the purchasers or the final consumer? Etc.

The purpose of the proposed new committee is as following:

- to assure the authenticity and integrality of identification information of e-stores or suppliers in the e-commerce;

- to protect the commodity brands and assure the authenticity and integrality of transaction commodities information in the e-commerce platform via providing to consumer the commodity origin information and quality information and so on; and to improve product quality assurance with the commodity traceability；

- to assure the standardization and the authenticity of transaction process, and to assure the better/easier access to e-platforms or e-stores for the customer / purchasers)

- to foster the interoperability and admissibility of commodity quality inspection result in cross-border e-commerce, and establish the basement for the international technical cooperation in quality inspection among different countries;

- to protect the right of consumer and normalize the process and information for the online dispute resolution, to improve the confidence of consumer and establish the health consuming environment.

The final aim of the proposed new technical committee is to foster the cross-border e-commerce among different countries, and to promote the commodity trade on the internet in the worldwide.

Signature of the proposer

Further information to assist with understanding the requirements for the items above can be found in <u>the Directives, Part 1, Annex C</u>.

Annex 1-Transaction model for the scope statement with standards plan of the proposed new committee
Annex 2-Difference between proposed new committee and other technical committee organizations