

How to gain confidence from consumers in the “e-World”?

The new approach ... the Swiss Model



presentation by
Robert P. Hilty
President & CEO

The political support

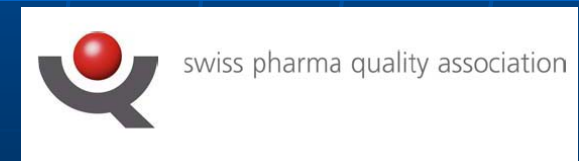
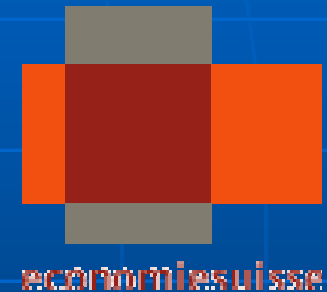
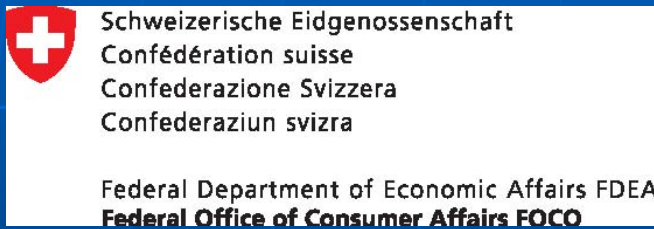
HE Federal Councillor - Minister of Economy

Doris Leuthard



Confidence (re)building for consumers

Stakeholders of certifida:



Remember the basic facts!

- No confidence → No customers
- No customers → No business
 - No business → No future
 - No future → No hope

Current situation

Online-suppliers

- clarity
- completeness
- survey
- risk management
- trust of consumers
- quick & alternative dispute regulations

SW-Developers

- clarity
- completeness
- survey
- risk management

IT-Security

Business process control

Legal aspects

Consumers

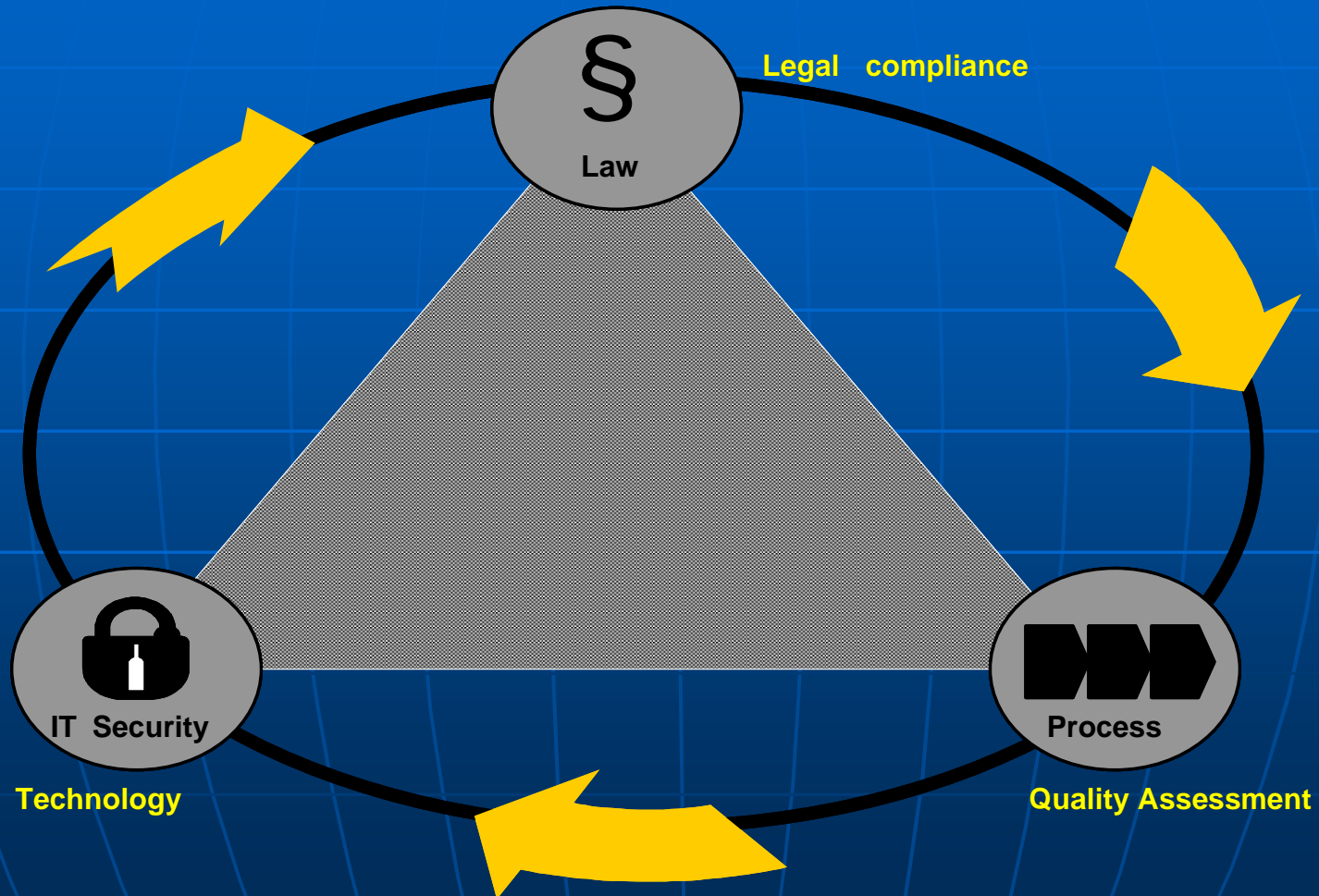
- trading-security
- trust in e-commerce
- minimum-guarantee
- comparable e-shops
- easy complaint
- quick & alternative dispute regulations

To be reviewed & completed

To be worked out

To be checked

Ring of confidence



Significance of the European Standardisation . . .

**Standards are the „Gateway“ to
PPP's (Public Private Partnerships)**

The 3 – Pillar principle



Pillar 1 - **certifida**

- Contact to professionals
- Contact to experts
- Contact to partner organisations
- Contact to Federal & County Governments
- Contact to media
- Contact to International Organisations
- Transfer models
- Lobbying
- Funding models

Innovations

Interests

Needs

Visions

Problems to be solved

Political programs

e-Business

Suppliers

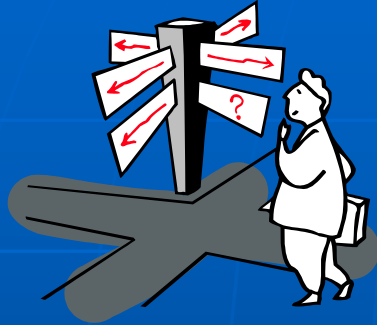
Market

Businesses

Society

EU, EC, Governments

The 3 - Pillar principle



Pillar 2 - Standardisation

- National island-solutions on Association-Level: Trust Marks / Code of Conduct / etc.



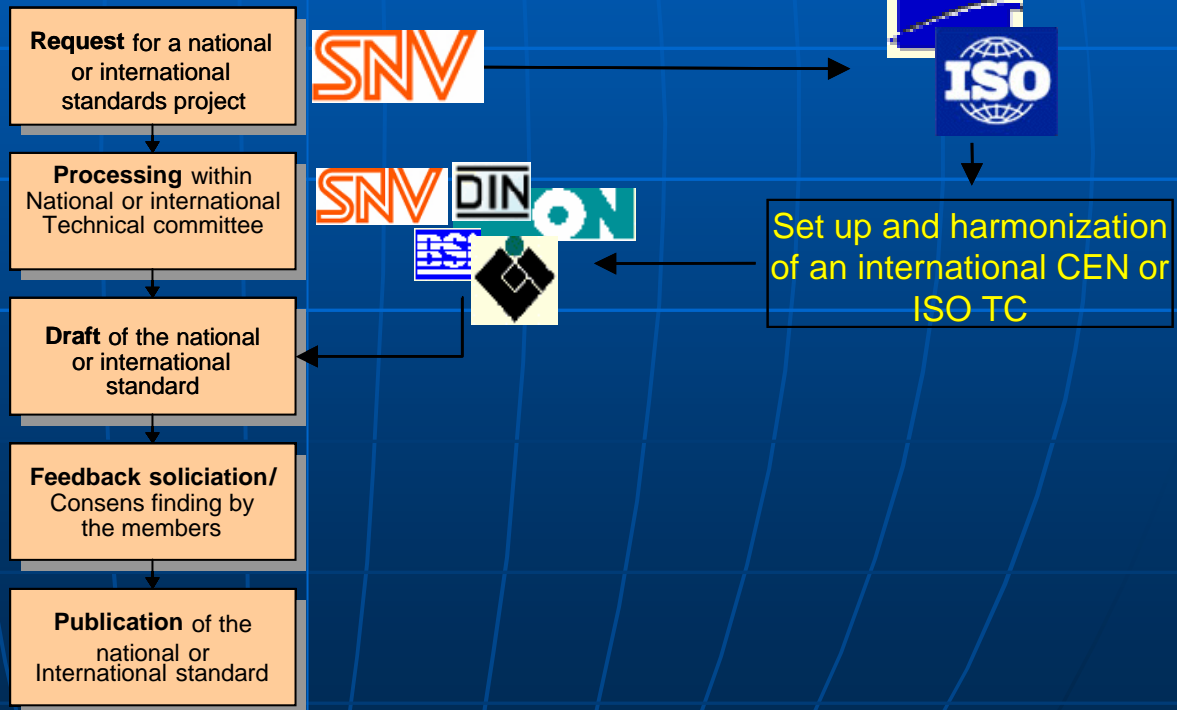
- Harmonised national standards: SNV



- European standards: EN / CWA



- Worldwide standards: ISO / ISO WA



The 3 – Pillar principle

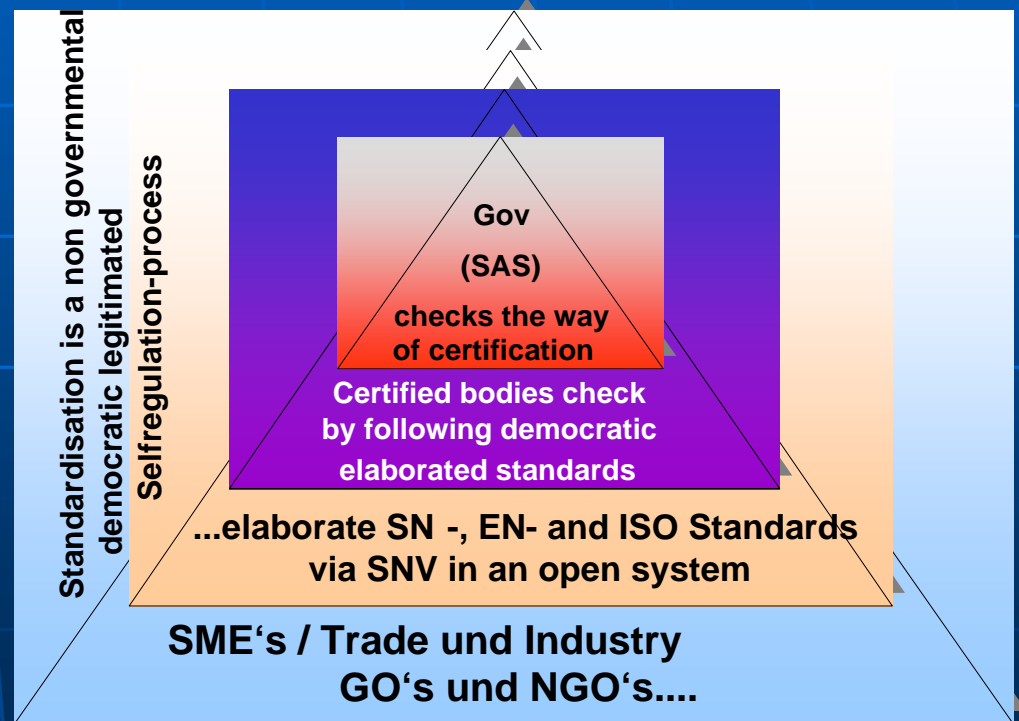


Pillar 3 - The certification

- Certification model
- Audit programme
- Auditor training
- QMS Quality Management System
- Business Model, Business Plan
- Accreditation
- International dissemination

- No consulting
- No training
- No interest conflicts

- Trade Mark
- Communication/ Information
- Marketing/ PR



How to get certified by



- **Submission of certification request for a TM**
 - Description of the TM emitter
 - Bylaws, statutes and register of officers
 - Copy of official registration
 - Trust Mark description
 - Audit programme
 - Proof of independence

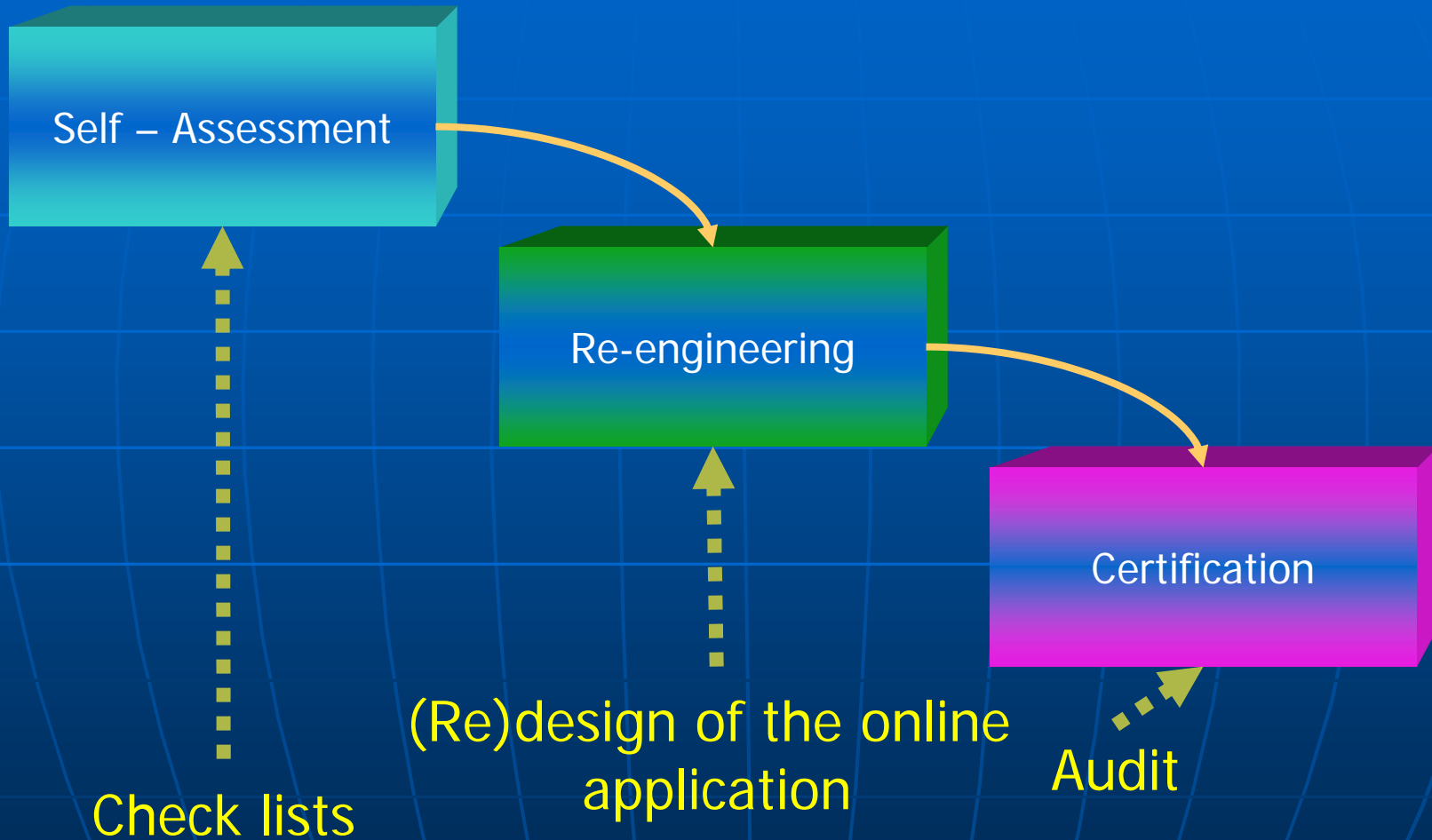
- → certifida board makes a final decision of recognition

How to get certified by



- **Submission of certification request for an auditor**
 - Description of the auditor
 - Copy of official registration
 - Proof of auditor training programme
 - Proof of independence
- → certifida board makes a final decision of recognition

Stages of a Trust Mark implementation

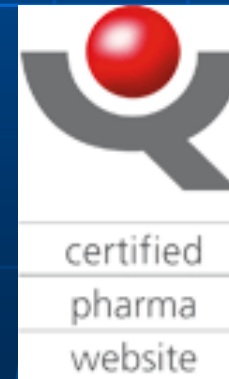


Operational bodies

- www.e-comtrust.com



- www.spqa.ch





GET IN TOUCH



P.O.Box 3602
CH-5001 Aarau
Switzerland
T +41 62 839 1122
F +41 62 839 1123
www.certifida.ch
info@certifida.ch