

"The *GlobalRecalls* portal is very much in line with the OECD's commitment to develop better policies for better lives. Consumers, businessmen, importers and retailers will be able to access information on product recalls worldwide, in a timely manner. The portal also has the potential to become a valuable tool for governments to help increase the speed and efficiency of enforcement actions, within and across jurisdictions." - Rintaro Tamaki, OECD Deputy Secretary-General.

### The *GlobalRecalls* portal needs your financial support to invest in the safety of consumers.



In the globalised economy, the safety of consumers requires innovative solutions to strengthen real-time information sharing across borders. The OECD is looking for sponsorship in

its efforts to enhance the quality and functionality of the *GlobalRecalls* portal (<http://globalrecalls.oecd.org>) and make it available in over one hundred languages. Be part of the initiative to improve consumer safety worldwide.

### Why is the *GlobalRecalls* portal important globally?

The cost of product-related injury and death worldwide is expected to exceed USD 1 trillion per year. The *GlobalRecalls* portal is a groundbreaking initiative which will gather information on recalls issued around the world in an automatic way and present it in over a hundred of languages.

### Why fund this initiative? How can it meet your organisation's goals?

With your support, together we can meet these strategic goals:

- Enhance product safety and transparency globally;
- Help to increase the speed and efficiency of corrective actions, undertaken by governments and businesses;
- Promote more effective responses to product safety concerns across jurisdictions;
- Help to reduce the number of incidents causing injury, and the costs associated with them;
- Lower the risks facing manufacturers, brand owners, consumers and governments;
- Provide economies of scale for both businesses and governments. A similar OECD portal on chemicals is saving governments and industry an estimated EUR 150 million annually.

### From Sponsor to Partner... What are the benefits of funding this initiative?

We are looking for sponsors to join the GS1 organisation and other partners in our mission to improve consumer safety globally. Once a partner, you will be able to follow the progress of the development of the portal and our other activities.

### Your name and brand will be associated with the OECD and its initiative to promote product quality and safety....

- An international organisation that brings together the governments of countries from around the world.
- A high-profile organisation that is one of the world's largest and most reliable source of economic and social data and comparative statistics.



### ....on the OECD's flagship project for consumer safety

- *GlobalRecalls* is a unique web platform in the OECD's overarching commitment to develop *better policies for better lives*.
- International media and worldwide outreach to governments, consumers, and businesses. The opportunities are high because only **in the first four months the portal was visited over 680 000 times**.
- Sponsorship will provide concrete opportunities to increase your organisation's visibility.

### For more information

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