



## GOVERNMENT

Institut National de la Consommation (INC)  
[National Institute for Consumer Affairs], France  
pledges to

**Consumer awareness raising through  
publications aimed at the general public on  
the subject**

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### **Name:**

Consumer awareness raising through publications aimed at the general public on the subject.

### **Description:**

Consistent with our usual work, we will question companies on their policy in terms of assessing and managing the risk of forced labour and child labour. Their answers will be analysed and then published in an article aimed at a general public of 60 million consumers.

### **Implementation plan:**

The study is included in our schedule and we have worked with a suitable partner on the issue to improve our questionnaire and our analysis. It will be published in our magazine to 60 million consumers which will raise consumer awareness. Other publications, i.e. a Consomag issue, may be considered subject to financing.

### **Impact:**

By highlighting companies that tackle the subject more than others, consumers can support these companies. In addition, pointing out "good performers" and good practices to the general public will encourage companies to improve and be inspired by other companies who are further ahead.