

# First Working Party Conference Calls, Dec 2015

## **EFA Working Party on Education. Notes of the conference call held on 14 December 2015**

### Attending

Prof Bennett Alexander	Cape Peninsular University of Technology (CPUT)
Craig Plowden	Revlogs
James Vane	Vane Digital
Alastair Tempest	EFA Director

### 1) Basic Curriculum for Ecommerce

It was noted that there was a need for a basic curriculum for ecommerce as this differed from (but used elements of) both marketing & retail, and had its own specific disciplines (eg reverse logistics for returned products). The aim was to create a basic curriculum that could be used by any educational body. Each could then add their own electives. Courses that contained this basic curriculum would then be "approved" by EFA

James Vane (JV) said that he was working with Woo Themes on an intermediary step – a small ecommerce school to help build trust. In his view there was a big difference between digital literacy and ecommerce which was not always recognised in SA. He was also looking at Youth Works. There were elements of ownership to be dealt with.

### 2) Working with the Universities

Prof Alexander (BA) said that the IT department of CPUT which he headed & the Retail Commerce department (Terence Hermanus) were collaborating on research. An aim of CPUT was to set up an advanced or postgraduate level course on etailing, with the focus areas being *inter alia* – website platforms; analytics; the Internet of Things. The project would look specifically at the environment for ecommerce & the technology aspects.

He would circulate a 1<sup>st</sup> draft of the research concept, which included functions & services of ecommerce, global trends & job specifications to the members for their views & assistance.

### 3) An Event on Education & Training

It was agreed to hold an event, possibly linked to an existing event, on etailing (not just ecommerce). JV said that he would discuss this with Woo Themes.

### 4) The Wholesale & Retail SETA

BA said that CPUT was working closely with the W&R SETA & it was essential to involve them in EFA's work.

### 5) Date of Next Meeting

Agreed: in Cape Town on 16 Feb 2016

## **EFA Working Party on Trust. Notes of the conference call held on 15 December 2015**

### Attending

Simon Leps	Fontera In the Chair
Sari Cohen	Allure Sensuality Emporium
Craig Plowden	Revlogs
James Vane	Vane Digital
Alastair Tempest	EFA Director

### 1) A Trustmark (certification) System

It was noted that the Europeans had a successful trustmark (see <http://www.emota.eu/#!european-trustmark-/c1f52> ) which covered the legal requirements in SA. Simon Leps (SL) pointed out that research consistently showed that consumers who had not used ecommerce were concerned about issues of trust. A system that encouraged trust would be useful, but must be properly researched & prepared. Craig Plowden (CP) wondered if consumers would be encouraged, as such trustmarks did not yet exist in SA. The Director pointed out that trustmarks had not existed in Europe until national ecommerce bodies set them up, now they were well understood and appreciated. Sari Cohen (SC) said she supported the concept so long as it was regularly monitored. It was agreed to arrange a Webinar with EMOTA to introduce the concept to the members of the WP.

### 2) Positive PR for Ecommerce

It was noted that the EFA could help encourage trust by coordinating positive PR messages with the membership. James Vane (JV) said that WooThemes had been considering a plug-in or other means to communicate positive messages to its large database in order to add credibility to ecommerce. SL & SC said that such a system needed to be carefully prepared to avoid intrusion & be user friendly. The Forum's trademark should also be used to give credibility. JV agreed. It was also necessary to get more people involved & to ask the universities. This issue is a Priority.

### 3) Payment Issues

All agreed that it was necessary to get a dialogue going with the banks on the security system for ecommerce payments. SL said that the present system, introduced by the banks without debate with ecommerce practitioners, was a disaster, and retailers were constantly finding cases of fraud that had been let through by the banks. In the US banks verified on the basis of the customer's phone & email address; UK banks also used the client's postcode. It was agreed that EFA would contact the banks & payment gateways to meet at the Ecommerce Confex in mid Feb. JV offered to put Peach Payments in touch.

### 4) Delivery Issues

It was agreed to create a sub-group on delivery issues. JV offered to put iShip in contact.

### 5) Coordination between the WPs

It was agreed to appoint members of the WP who would liaise with the other EFA WPs in order to ensure collaboration & avoid duplication. Members were encouraged to volunteer. JV offered to look at the EFA website ([www.ecomafrika.org](http://www.ecomafrika.org)) .

### 6) Date of Next Meeting - Agreed: 2 Feb 2016.

## Notes of the Conference Call on Africa & Ecommerce, held on 15 Dec 2015

### Attending

Craig Plowden	Revlog
Deon Van Rensburg	Inspired Marketing
Kerry	Inspired Marketing
Alastair Tempest	EFA Director

### 1) Setting up the Working Party

The Director pointed out that each WP needed a chairman, vice-chair & “ambassadors” who would ensure coordination between the 5 WPs (Trust, Research, Education, Legal & Africa).

He asked all members to encourage other participants to join the WP. Many retail & financial businesses were active in ecommerce in a number of countries. In particular, EFA needed to make contact with the movers & shakers of ecommerce in countries other than SA.

The objective of the WP, he suggested, was to act as a bridge between participating countries, in particular to ensure the sharing of information & experiences in research, education, dealing with trust issues and legal aspects. Kenyan, Nigeria and Ghana were establishing active & healthy ecommerce sectors. A question was whether to include North Africa. Egypt had a long established ecommerce sector, for example.

Members were asked to suggest a suitable name for the WP.

Deon van Rensburg (DvR) offered help to develop the website with Kode88, which had generously provided the website to EFA.

### 2) A report on the Regulations applied to Ecommerce in Africa

It was noted that the Legal WP had proposed that a report be prepared in the coming year on the regulations applied to ecommerce across the continent. Zando had offered help in the countries they were active in, and other participants would be sought. This report would be built up over time. DvR suggested contacting a German company he knew which specialised in developing businesses in Africa.

### 3) Education

It was noted that the Education WP would be working on a curriculum for ecommerce over the coming year. The aim was that EFA would approve any course, from any source that provided at least the elements listed in the curriculum. Educational institutes from other countries should be approached – a task for this WP.

### 4) An Event for 2016

Members agreed that the WP should aim to set up an event (probably a webinar to allow participants from other countries ease of access), as well as working in cooperation with established conferences in Africa.

The event should be in the first 6 months of the coming year if possible.

### 5) Cross Frontier Ecommerce

The Director pointed out that this would be the most challenging task for the WP. If ecommerce was to prosper over time e-merchants would be looking outside their borders for customers but there were a number of serious issues to deal with – cross border deliveries & returns; import duties, the use of agents in other countries, and taxation.

He reported that EFA had met with the Davis Commission on Tax twice (the EFA paper was on our website – [www.ecomafrika.org](http://www.ecomafrika.org)) to discuss taxation of the digital economy.

### 6) Date of Next Meeting - To be confirmed early in the New Year.

## Notes of the Conference Call on Priorities for the Legal Committee, 7 Dec 2015

Attending – Isabella Hofmeyr-Pretorius, Zando  
Yasmin van den Hoven, Makro  
Andrew Allison, Quirk  
Alastair Tempest, The Director

### 1) Tax – the Davis Commission

Alastair (AT) reported that Karin (KH) & he had met with the Davis Commission to discuss their 2014 Interim Report Recommendations. Subsequently KH assisted by AT had drafted a paper (attached) which had been submitted to the Commission. This covered: – the changing definitions of products in the digital economy; the importance of keeping a distinction between treatment of VAT for Business to Consumer, & Business to Business; and the very low threshold for e-merchants selling into SA.

We also raised the issue (outside the mandate of the Commission) of the need to train customs not to impose arbitrary levels of tax on goods imported as the result of ecommerce, as this undermined consumers' trust of ecommerce.

The Commission was also preparing to look at digital advertising & EFA had recommended that the Commission discuss this with IABSA.

The Commission would issue its second Interim Report/recommendations in the New Year & invited EFA to comment on these.

Agreed: Members to look at the EFA paper & suggest other issues if appropriate; and for EFA to comment on the Commission's report when available.

### 2) POPI

A Parliamentary Hearing on the role of the Regulator would be held early next year. AT to attend if possible. EFA to watch issues in other countries, especially the UK where regulations had tightened recently (POPI was based on the UK data protection law). A priority for 2016  
AT to check the meaning of "offences" under the Act.

### 3) CPA/ECTA & other consumer protection Laws

The National Consumer Commission has recently been given greater powers, including to power to fine up to 10% of a company's annual turnover for chronic disregard of the law .

There were also product specific laws (eg for pharmas).

Andrew Allison (AA) raised the need to work with the Advertising Standards Authority. The ASA was now (late in the day) applying to be recognised as a co-regulatory body under the CPA. AT suggested that EFA should talk to the Consumer Goods Council Ombuds, Adv Neville Melville, about cooperation. AA and others would make up an EFA delegation.

Isabella Hofmeyr-Pretorius (IHP) proposed that EFA should produce a guide to the consumer protection laws for e-merchants & customers. There was much confusion with guides produced for brick & mortar which did not apply to ecommerce. She volunteered to help produce this guide. Law firms also were often happy to help pro bono for a reference to their services.

### 4) The Cybercrime Bill

AT to look into that and report back. EFA to take action if necessary.

### 5) EFA Guide to ecommerce related laws in Africa

EFA to prepare. Zando would give their legal contacts in other countries. A template to be set up here. Important task for EFA.

Next meeting in Feb/March in connection with another event in order to allow members to meet & brain storm. Comments from members welcome.

## Notes of a Conference Call for the Research WP, held on 15 Dec 2015

### Attending

Luisa Mazinter	In the Chair
Nicolle Harding	Effective Measurement
Helen Stansfield	PayU
Craig Plowden	Revlogs
Steven Norman	Travelstart
Alastair Tempest	EFA Director

#### 1) Definitions

It was agreed to look at both industry & consumer research. Commonly agreed definitions would be collected. These would be added to by the WP, and best practices would be identified, in collaboration with the IABSA & internationally recognised bodies such as the UK's IMRG.

The list would be circulated to everyone for agreement/additions. The WP would own the result.

#### 2) Identifying Research

It was noted that both Nielsen & Google had kindly offered to share some of their research with EFA. It was proposed that the WP should hold an in-depth session in the first half of 2016 in order to identify what was possible in terms of consumer research, and what potential contribution could realistically be expected from industry, using the long experience of IMRG, which aggregated results from business.

Nikki Harding (NH) reported that Effective Measurement had been sponsored by Visa to do a consumer study with expected completion in Feb/March 2016. She hoped That Visa would agree to share this & maybe even to allow ETA to co-brand. The results of the research would be released at a small event in early 2016. She would check with the IABSA to make sure they would be acceptable.

The Chair & the Director would arrange meetings with Google & Nielsen in January, and would then draw up a list of available research with the help of Helen Stansfield & Jacqui Greffe. NH would also approach Nielsen.

#### 3) A Research Event

It was agreed to set up an event in mid-2016, bearing in mind the marketing & ecommerce calendar of events in SA & internationally. James Roper of IMRG might be willing to contribute by webinar.

#### 4) Next meeting

It was agreed to get the list together and then meet in early 2016.

In order to liaise with the other WPs and avoid duplication, it was agreed to appoint representatives from this WP to attend the other WPs.