




BACK-TO-OFFICE REPORT

	<p>Date submitted: 14/11/2025</p> <hr/> <p>Activity date(s): 12th November 2025</p> <hr/>
<p>Activity details (<i>name, participants, venue</i>) UNCTAD webinar titled “<i>UNCTAD Checklist for Consumer Protection Agencies Deploying AI: How to Implement AI in Practice</i>”. Moderated by Aleksandra Mrozowska-Sroka, the event formed part of the ICPEN Project, AI for Enforcement (Learning Track 2025–26).</p>	<p>Department/Division: ICT/CS</p>
<p>Brief descriptions of the activity (<i>overview of the activity</i>) The session focused on the practical implementation of AI solutions in consumer protection, using the UNCTAD AI Checklist as a reference framework.</p>	
<p>Purpose/objective of the activity</p> <ol style="list-style-type: none"> 1. The growing importance of AI in consumer protection enforcement; 2. The dual role of AI as both an opportunity and a challenge; 3. The importance of responsible, transparent and ethical deployment of AI tools; 4. The need for shared learning among authorities to ensure balanced, sustainable AI use; 5. The UNCTAD AI Checklist; 	



Highlights of the activity *(Summary of topics covered, key presentations and discussions)*

a. Understanding AI

Sam Taylor from the UK Competition and Markets Authority (CMA) delivered a foundational presentation on what AI is and how it functions in practice. Key points included:

- o AI is not a single technology but a collection of tools that infer outputs from input data.
- o Overview of traditional machine learning, generative AI, and agentic AI.
- o Risks associated with AI adoption, including data bias, hallucinations, lack of contextual understanding, and governance requirements.
- o Practical use cases such as complaint triage, evidence review, and market monitoring.
- o The principle that AI should augment—not replace—human judgment.

b. UNCTAD AI Checklist

Valentina Rivas from UNCTAD introduced the AI Checklist developed with Poland and El Salvador. She noted:

- o AI presents opportunities for faster detection of unfair practices, scaling market monitoring, and handling increasing complaint volumes.
- o The checklist addresses 15 key considerations across governance, ethics, data management, transparency, and human oversight.
- o It supports agencies at different stages of digital maturity.
- o It includes case studies from Poland, El Salvador, Thailand, Korea, and Zambia.
- o The checklist is a living document that will continue evolving as AI technologies advance.

c. Regional Experiences in AI Deployment

I. El Savador

Representatives Emma Fernández and Alexia Hernández from El Salvador, Defensoría del Consumidor shared their journey of digital transformation, that included:

- o Automation of administrative resolution drafting using Python. This translated to a 55% increase in productivity and reduced human error;
- o Collaboration with Google to introduce AI powered contact centers and a generative AI virtual assistants on the cloud;
- o The challenges faced included aligning innovation with legal frameworks and ensuring data governance and staff training;



II. Korea Consumer Agency (KCA)

Jae-Hoon Lee explained:

- o Deployment of Knowledge Bind 2, an AI knowledge platform that integrates internal and external legal and operational data;
- o A focus on data quality, anonymization, and “privacy by design”;
- o Human feedback loops to continually refine AI outputs;
- o Upcoming development of long-term governance frameworks for AI usage;

III. United Kingdom – CMA

Sam Taylor returned to discuss interdisciplinary collaboration, emphasizing:

- o The importance of problem-based collaboration, not task-based requests;
- o “Contracting” as a process for setting expectations and responsibilities;
- o Internal capacity building and learning pathways for staff;
- o Senior level buy-in as a requirement for successful AI integration;

IV. Office of the Consumer Protection Board, Thailand.

Dr. Wim presented Thailand’s approach focusing on:

- o Complaint triaging and digital market surveillance using AI;
- o Ensuring transparency and accountability to staff, decision makers, and consumers;
- o Human intervention in the loop governance model;
- o Capacity building for officers and public education;
- o Future expansion into multilingual features and predictive analytics;

V. Finnish Competition and Consumer Authority (FCCA), Finland

Juho’s presentation highlighted one of the most extensive AI deployments among agencies that included:



- o More than 15 internal AI tools in use.
- o RAG (Retrieval-Augmented Generation) Chatbot tailored for specific legal and advisory functions;
- o Web scraping AI for market surveillance tasks;
- o Key design principles: support for confidential data and starting with internal use.
- o Citizen-developer model enabling staff to build their own AI tools.

Insights/lessons learned *(brief description of how the lessons learned can be applied at the Authority)*

1. Human oversight remains essential. AI enhances not replaces human capability;
2. High-quality, representative data is foundational for effective AI;
3. Transparency and accountability are crucial to building trust;
4. Collaboration internal, regional, and international is key to AI readiness;





<p>5. AI should support efficiency, not replace expert judgment;</p> <p>6. Digital transformation is as much about people and processes as it is about technology;</p>	
<p>Recommendations/Action points (<i>What actions is the Authority required to take, by when, by whom</i>)</p> <ol style="list-style-type: none">1. Adoption of the UNCTAD AI Checklist as a reference framework for the Authority to start the AI adoption journey;2. Capacity building for officers in readiness for the AI adoption within the Authority	
<p>Appendix</p> <ol style="list-style-type: none">a. Event Programme/Course Outlineb. Copy of Certificatec. etc	
<p>Prepared by:</p> <p>ENOCK OYONDI</p>  <p>EDWIN WACHIRA</p> 	<p>Approved by:</p> <p>Marcellina Anduro</p> <p>Signed:</p> 