



Kenya Bureau of
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Consumer Safety & Authenticity Verification (CSAV)

Phase 1 Pilot Brief

1. Executive Summary

The Consumer Safety & Authenticity Verification (CSAV) initiative aims to strengthen product authenticity verification and consumer safety in Kenya by enabling interoperable digital verification among regulators, manufacturers, and consumers. This pilot—Phase 1—will focus on linking product registries (GS1 Kenya), certification data (KEBS), and market surveillance (ACA) to allow real-time verification of goods via barcode, QR, and serial identifiers.

2. Context & Rationale

Kenya faces increasing challenges from counterfeit and substandard goods that undermine consumer trust, brand integrity, and public safety. Regulators such as KEBS and ACA have mandates to enforce standards and protect consumers, but current systems are fragmented. This pilot demonstrates how digital verification infrastructure can enhance traceability, reduce counterfeit trade, and support Kenya's National Quality Infrastructure Framework under Vision 2030.

3. Pilot Objectives

- Validate data interoperability between KEBS, GS1 Kenya, and ACA.
- Demonstrate consumer verification of products using barcode, QR, and serial data.
- Test the regulatory dashboard for real-time alerts and analytics.
- Evaluate user adoption, response accuracy, and integration feasibility.

4. Pilot Partners

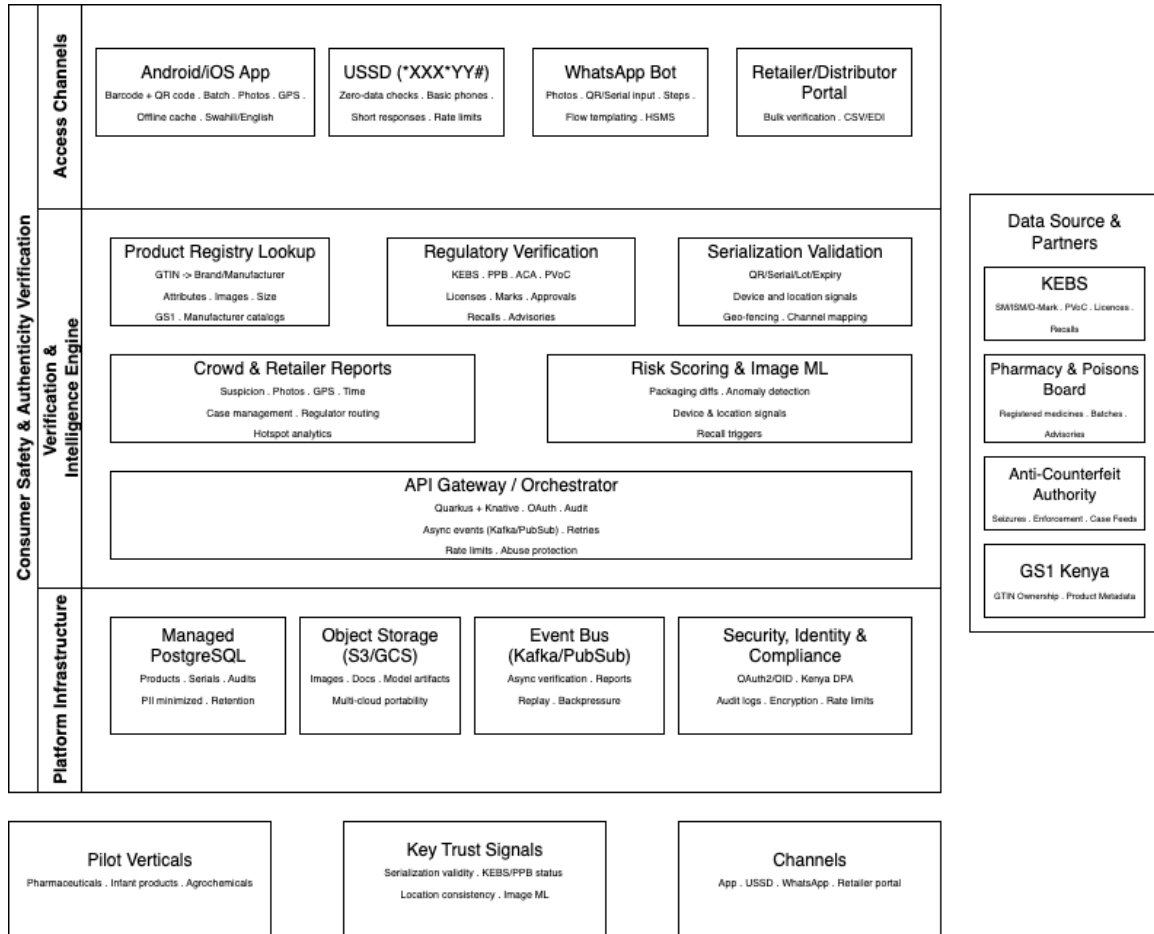
- Kenya Bureau of Standards (KEBS) — Certification and quality mark data.
- GS1 Kenya — Global Trade Item Number (GTIN) product registry and metadata.
- Anti-Counterfeit Authority (ACA) — Market surveillance and enforcement data.
- CSAV Foundation (Netherlands) — Lead implementing entity, platform architecture, and data governance.

5. System Overview

The CSAV system architecture integrates product registry, regulatory, and serialization data through a unified verification engine. It provides access channels for consumers (mobile app, USSD, WhatsApp) and regulators (web dashboards). All Personally Identifiable Information (PII) collected through contact forms is encrypted at rest and processed under lawful basis per GDPR and KDPA.



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6. Implementation Plan

Duration: 6 months

PHASE	TIMELINE	KEY ACTIVITIES
Phase 1	Month 1–2	Sandbox integration with GS1 Kenya registry; KEBS API handshake setup.
Phase 2	Month 3–4	Pilot deployment; regulator dashboards; ACA data linkage.
Phase 3	Month 5–6	Public pilot testing; performance evaluation; report publication.

7. Key Metrics & Evaluation

- Verification accuracy and response latency.
- Consumer adoption and scan volumes.
- Data exchange reliability between KEBS, GS1, and ACA systems.
- Regulatory action follow-ups generated from authenticity alerts.



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8. Governance & Compliance

The pilot will be governed by CSAV Foundation (Netherlands), with oversight from participating regulators. All data handling complies with the Kenya Data Protection Act (2019) and the EU General Data Protection Regulation (GDPR). Access will be role-based with full audit trails, encryption at rest, and consent-driven participation.

9. Expected Impact

- Strengthened consumer trust in verified products.
- Reduced counterfeit circulation and improved enforcement intelligence.
- Better cross-agency collaboration via shared digital verification infrastructure.
- Foundation for national rollout and interoperability with regional systems (EAC, COMESA).

10. Next Steps & Contact

Following successful completion of the 6-month pilot, CSAV Foundation will publish a consolidated pilot report and recommendations for national scaling. Future phases may include PPB and additional agencies overseeing pharmaceuticals, agrochemicals, and medical devices.

For further information, contact:

CSAV Foundation (Netherlands)

Email: privacy@csav.africa



Website: www.csav.africa