How Standards are helping in the integration of markets and international market access

10–14 August 2015, Addis Ababa (Ethiopia)

ISO Vice-President (technical management),
Dr Elisabeth Stampfl-Blaha
ARSO members’ contribution to ISO

<table>
<thead>
<tr>
<th>Membership</th>
<th>ISO Total</th>
<th>ARSO</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>162</td>
<td>28</td>
<td>17.3%</td>
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<tr>
<td>Member body</td>
<td>119</td>
<td>24</td>
<td>20.1%</td>
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<tr>
<td>Correspondent member</td>
<td>38</td>
<td>4</td>
<td>10.5%</td>
</tr>
<tr>
<td>Subscriber member</td>
<td>5</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Governance**

- Council (2015): Botswana (BOBS) and South Africa (SABS)
- TMB (2015): South Africa (SABS)

**Technical Activities**

- TC/SC P Members: 14,305, 806, 5.6%
- TC/SC Secretary: 733, 13, 1.8%
ISO in figures

• More than:
  – 160 members,
  – 100 000 experts
  – 230 technical committees
  – 4500 projects under development
  – about 1 100 publications p.a.
  – 9 800 standards in catalogue
  – 700 organizations in liaison
  – 20 meetings everyday
ISO’s Global networking

• World Standards Cooperation (WSC), with IEC and ITU
• WTO: observer status and collaboration
• UN and UN agencies: CODEX, ILO, IMO, ITC, UPU, UN/ECE, UNIDO, WHO, WMO, WTO-Tourism, …
• Over 700 liaisons and partnerships with international and regional organizations in technical work
• Links with seven regional bodies – including ARSO
• Key agencies: Consumer, Industry, Government
International standards and trade

• Main goal of WTO is to ensure that trade flows freely

• The WTO sees value in international standards

• *In helping to achieve the elimination of Technical Barriers to Trade (TBT)*

• Demonstrated in the WTO TBT Agreement
International standards and trade

• WTO TBT Agreement is to ensure that national measures do not constitute TBTs

• **Harmonization** of national measures is the goal

• WTO members are encouraged to:
  - **Participate** in international standards work
  - **Use** international standards as a basis
International standards and trade

• Specifically for standards bodies:
• The Agreement contains a
  • **Code of good practice for the preparation, adoption and application of standards**

• Ensures their standards support trade facilitation
• ISO and its members follow this Code
ISO, conformity assessment and trade

- Non-acceptance of test reports and certificates is one of the biggest obstacles to trade.

- International recognition and acceptance must be based on confidence and good practices.

- Way forward: implementing ISO/IEC Standards and Guides, with double level of consensus, amongst countries and across stakeholders.
International consistency to assessments and confidence

The CASCO toolbox consists of 26 documents covering:

- Vocabulary, principles and common elements of conformity assessment
- Code of good practice
- Product, system, and persons certification
- Testing, calibration, inspection, marks of conformity
- Supplier’s declaration of conformity, accreditation, peer assessment, and mutual recognition arrangements
Strategy consultation results

91 ISO member responses in total

76/115 Members
13/44 Correspondent
2/4 Subscriber
Strategy consultation results

...and many more!
The new strategy

Thanks to its membership, governance, code of ethics and standards development process, ISO is a leading standards development organization with worldwide recognition.

The ISO Strategy 2016-2020 builds on this strong base and will guide the organization in its decisions over the next five years.
The new strategy

In particular, the strategy will help the organization to respond to a future where we anticipate:

- **Technological, economic, legal, environmental, social and political challenges** that require examination and continual improvement of the ISO system, and

- **Stakeholder engagement** and the challenges to ISO’s **intellectual property** that continue to be both a key opportunity and risk for ISO
Strategic Directions
2016-2020

ISO standards used everywhere

Develop high-quality standards through ISO's global membership

Engage stakeholders and partners

Communication

Use of technology

People and organization development
ISO standards used everywhere
This means…

- Ensuring a coherent and credible collection of standards that are used effectively by industry and bring **recognized benefits to economies**

- **Enabling ISO members to successfully reach their markets**, promote the use of ISO standards, and deliver ISO content to their customers

- **Identifying and meeting the changing needs of customers**, with a focus on how they would like to use and access ISO standards

- **Developing supporting information** that complements International Standards, which members can provide to their customers as and when needed

- **Increasing the uptake of standards** as business performance tools
Develop high-quality standards through ISO’s global membership
This means…

- Improving the *coherence, efficiency and timeliness of standards* development through good project management, technical, editorial and procedural rigour, and effective information and communication support.

- Ensuring that experts continually *think about the users* of ISO standards.

- Strengthening the ability of ISO committees and their leaders to build consensus among experts from *different countries, cultures and stakeholder categories*.

- Collecting, sharing and building on member best practices to drive excellence throughout the ISO system, e.g. *fostering regional cooperation and improved networking among members*. 
Engage stakeholders and partners
This means…

- Engaging the best experts in a continually growing list of relevant subject areas that address global challenges, and make best use of this valued knowledge resource

- Improving ISO member engagement with stakeholders, considering their level of development, expected performance in ISO, national strategic priorities, language and translation needs, and regional cooperation and coordination

- Promoting ISO’s credibility, and improving its ability, to attract stakeholders, including younger-generation contributors

- Enhancing the traceability of standards and highlighting the stakeholder needs that led to their development
People and organization development
This means…

- Providing capacity-building solutions for ISO members, taking account of their strategic priorities, culture and economic development
- Providing opportunities for ISO members to better define, build and lead their engagement in ISO
- Delivering customized work programmes to meet the individual and regional competency development needs of the different ISO members
- Developing partnerships and working more closely with:
  - ISO members on issues of national knowledge sharing and development
  - International and regional organizations to build capacity for the benefit of ISO members
Use of technology
This means…

- Supporting ISO members to develop, publish, search, access, comment on, link to, use and protect ISO’s digital content

- **Investing in solutions that facilitate stakeholder engagement and easy access to content through ISO’s network of members**, providing opportunities for said members to deliver services to stakeholders and customers in new ways

- Developing solutions that are open, adaptable and robust and reflect the reality of industry trends and technology developments
Communication
This means...

- Developing high-quality, effective and easy-to-understand communication materials in a range of media for use by ISO members
- Using media relations, communication technologies and social networking for the benefit of the ISO community
- Providing consistent messaging on strategic issues for ISO, including the value, benefits and impacts of International Standards
- Supporting an efficient communication network that fosters an up-to-date and reliable information exchange among ISO members, and effective communication with partner organizations.
Next steps…

- Presentation an **Approval of the Strategy** at the ISO General Assembly meeting in Seoul, Korea, September 2015
  - Agenda item 14 Panel discussion
  - Agenda item 15 Approval of Strategy
- **Development of metrics** to measure where we are now, and help monitor implementation of new Strategy
Great things happen when the world agrees.