2024 March CMF Meeting Summation

3/21/24-3/22/24

Welcome and Opening Items, Joe Bhatia, ANSI President and CEO

- The CMF is an important event for ANSI and a great opportunity for company members to exchange information and ideas, identify trends and challenges, and represent your organization's interests in the standardization community.
- ANSI values not only U.S. activities, but interactions with international colleagues and leadership as well, including engaging with Sergio Mujica, the International Organization for Standardization (ISO) Secretary General, in preparation for the ISO CEO Forum Meeting for National Standards Bodies in Maceio, Brazil.
- Participation helps to assure a standards system that supports a healthy economy, U.S. leadership in innovation, and the health and well-being of people around the world.

ANSI Committee on Education (COE) Update, Muhammad Ali, Sr. Standards Strategy and Policy Leader – HP, Inc. and ANSI COE Chair

- The COE oversees all Institute initiatives related to standards and conformity assessment education, including the strategy for university faculty outreach to promote the integration of standards and conformity assessment in curricula to educate the next generation.
- The committee is made up of over 70 members representing Standards Developing Organizations (SDOs), companies, government agencies, and academic institutions. Contact ANSI for the opportunity to speak to students at their universities and/or sponsor a standards simulation this year.
- Undergraduate students are encouraged to submit to the 2024 Student Paper Competition: "What role do, or could standards play in safe and effective implementation of Artificial Intelligence (AI) applications/systems?" Deadline: June 7th, 2024.

Update on E-Labeling, David Ling, Regulatory Strategist, Distinguished Technologist – HP Enterprises

- IT industry was increasingly requested to display marks and statements about their products on their products. More visible information needs to be shared but there's not enough room and it is confusing for the consumer. Due to the demand of presenting more information, a new standard was written to access the required details online.
- ITI is urging other countries to use QR codes for products and services.

Update and Live Q and A: Government Policy and Legislative Updates, Mary Saunders, Senior Vice President, Government Relations and Public Policy – ANSI

- The US-EU Trade and Technology Council met for the fifth ministerial meeting and agreed to boost trade in green technologies, make tangible progress on digital trade tools to reduce the red tape, and intensify coordination on the availability of critical raw materials crucial for semiconductor production.
- Important events: Transatlantic Initiative on Sustainable Trade and ANSI Roundtable on the proposed EU Digital Product Passport.
- January – April 2024: Development of draft implementation plan for U.S. Government National Standards Strategy for Critical and Emerging Technology (USG NSSCET)

Update and Live Q and A: International Activities, Joseph Tretler Jr., Senior Vice President, International Policy – ANSI

- ANSI provided comments on the EU Regulation 1025/2012, highlighting the potential impact that it can have on standards development and offered suggestions to the European Commission (EC) around the need for the regulation to account for more flexibility on standards development.
- The private sector has intellectual property concerns over the DPP (Digital Product Passport). ANSI will continue to convey these concerns to the EU.
- The US-Korea Standards Forum will be held in June 2024, and it is open to CMF members. The event will focus on several strategic sectors including: Digital Identity, Next Generation Mobility, AI, Carbon Neutrality, and Quantum Technology.

Panel Session: Navigating the Future: Risk Management Standards and GenAI, Mariel Acosta-Geraldino, Program Manager, Product Safety, Telecom and Radio – IBM; Dan Tecuci, Ph.D., Sr. Director of AI – SparkCognition; Haniyeh Mahmoudian, Ph.D., Global AI Ethicist – DataRobot; Niklas Johnsson, Director of Data Science Generative AI – HP, Inc.

- Generative AI is the technology that generates text, pictures, sounds, videos, codes, etc. based on algorithms and AI models. There are inherent risks with GenAI applications, including misinformation, hallucinations, bias, and security and privacy.
- Standards, AI education, and open collaboration can keep bias out of the technology and application. It takes time to address the risks and verify data to be consumed.

Brain Computer Interface, John Strassner, Ph.D., CTO, Americas Standards and Industry Group – Futurewei Technologies

- Standardization in Brain Computer Interfaces (BCI) for information technology enable communication and interaction between brain and external software or hardware. It has led to a $1.74 billion market, expected to grow to $6.2 billion by 2030.
- Subcommittee 43 (SC43) provides guidance on BCI to Joint Technical Committee 1 (JTC 1), IEC, ISO, and other entities.
- Invasive BCIs are directly connected to a patient's brain tissue, whereas non-invasive BCIs require the patient to wear a device with electrical sensors. The most common application is in patients with paralysis and muscle atrophy. The key to BCI success is integration into our daily lives.

Value of Standardization to HP, Inc., Gabriel Valencia, Power Architecture Engineering Manager – HP, Inc.

- Business Applications Performance Corporation (BAPCo) is a consortium of members from Acer, ASUS, Dell, HP Inc., Intel, Lenovo, Samsung, Western Digital, and others.
- The goal is to develop a set of objective performance benchmarks for personal computers. Companies can measure where they fall in comparison to their competition.

Opening Keynote: Standardization and IP, Chandrakant Patel, HP Chief Engineer and Senior Fellow – HP, Inc.

- There are opportunities in AI to help meet basic human needs. It is imperative to combine domain knowledge from the Machine Age with data from the Cyber Age to create our Cyber-Physical Age. Standardization is necessary for Cyber-Physical authentication of goods and services.
- Success will result from teaching the fundamentals in school and a learn-by-doing execution through multidisciplinary collaboration.

Panel Session: EU-US Regulatory Landscape – Focus on Sustainability, Craig Updyke, Director, Global Policy & International Trade – ASTM; Christopher Clement, Senior Director, Government Affairs – Siemens Energy; Chuck Chaitovitz, Vice President, Environmental Affairs and Sustainability – U.S. Chamber of Commerce; Amy Costello, Product Stewardship and Sustainability Manager – Armstrong World Industries; Jeffrey G. Weiss, Partner – Steptoe

- The sustainability regulatory landscape continuously evolves and new requirements are being established to meet the energy and climate targets.
- Climate action creates the need for digital certification systems. Transparency is key in this transition period. Tamper-proof chain of custody is imperative for clean energy trading, specifically for Europe who imports a majority of their energy.
- U.S. Congress has legislation to demonstrate where the U.S. is compared to other countries. The Prove It Act requires verifiable data for practices and transparency to ensure accountability in global emissions.
- ISO is developing standards on circularity. Studying products in all life stages will help drive sustainability.

Panel Session: Open Source Approach to Standardization, David McCall, Senior Director, Industrial Standards – Intel Corporation

- Open Source projects provide best practices, performance, and interoperability. Open Source can be the standard, drive the standard, or be part of the standard.
- Open Source occurs in public and the process is iterative, whereas many standards are created under non-disclosure agreements (NDAs) and it's a stable approach.

Sustainable Aviation Fuel and Additive Manufacturing, Dale Smith, Regional Director, Enterprise Environmental Sustainability – Boeing

- Boeing has committed to decarbonizing aviation and reaching net zero by 2050. Carbon offsetting and reduction requires fleet renewal, operational efficiency, renewable energy, and advanced technology.
- Boeing is partnering and investing around the world to accelerate sustainable aviation fuel (SAF) development and production.

Keynote Presentation: Leadership in Standards Development, Nestor J. Rivera, SVP and Deputy General Counsel, Trust & Privacy – HP, Inc.

- High level data governance ensures commitments will be made regarding AI and other emerging technology. One owner is required to maintain quality and proper ethics.
- Company models and principles must be standardized, yet remain flexible. Combining this with general education on AI is essential.

Panel Session: Developing Standards Experts, Stephen Walls, Interim Senior Manager, Enterprise Product Standards Office – Boeing; Mercedes Mira Costa, Sr. Program Manager – HP, Inc.; Dennis J. Duncan, Senior Counsel – Nokia; Peter Pondillo, Senior Manager, Standards and Policy – Corning

- Strategic standardization is key to business success as global marketplace complexities increase. Experts must be trained in new technologies and processes, including the legal implications of new developments, to ensure effective and informed decision making.
- The standardization landscape is enhanced by different skillsets that exist among standards experts. Intentionally developing these skills through education and training results in the empowerment to drive innovation responsibly.
- Exceptional communication and program management is essential in developing technical standards experts.
- Many companies provide mentorships to teach their employees and explain the importance of contributing in the standards community.

Fireside Chat: ISO/IEC 42001, Artificial Intelligence Management System (AIMS) Standard, Kimberly Lucy, Director of Standards – Microsoft; Lenora Zimmerman, Standards Development and Intelligence – Google

- The recently published ISO/IEC 42001 standard on Artificial Intelligence Management System (AIMS) provides a certifiable AIMS framework in which AI systems can be developed and deployed as part of an AI assurance ecosystem. Other standards support the foundational AI ecosystem.
- The global standard specifies the requirements for establishing, implementing, maintaining, and continually improving an AI management system.

Interactive Session: Standards – A Foundational Component of Quality Credentials, Karen Elzey, Associate Executive Director, Operations – Workcred

- Workcred's mission is to strengthen workforce quality by improving the credentialing system, ensuring its ongoing relevance, and preparing employers, workers, educators, and governments to use it effectively.
- Personnel certifications, workplace learning, and assessment-based certificates make up the quality triangle of credentialing standards.
- It is more difficult to assess and establish metrics for determining if a skill has been achieved. Successful skills-based hiring requires validated assessment tools.