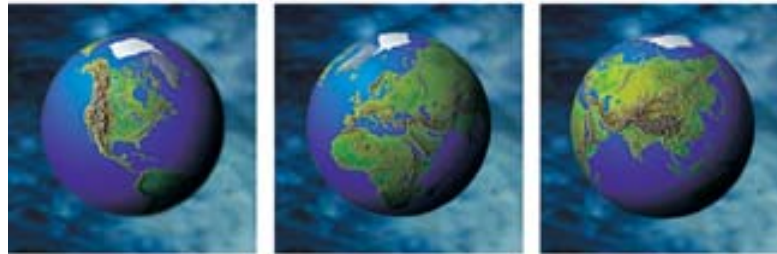# ANSI
American National Standards Institute

United States Standardization Strategies and their Relationship to ISO's Long-term Strategy

Dr. Mark W. Hurwitz, CAE

President and Chief Executive Officer

American National Standards Institute

Premise

The international language of commerce is standards.

Source:

U.S. Secretary of Commerce Donald Evans

*Report on Standards and Competitiveness –
    Removing Standards-Related Trade Barriers Through Effective
    Collaboration*

May 18, 2004

ANSI
American National Standards Institute

How Standards Setting Has Changed

Past	Present
Largely design-based	Largely performance-based
Relatively finite number of *traditional* standards-setting bodies	Rapidly growing number of *non-traditional* bodies, such as consortia
Internally driven	Externally driven
Standard developed *from scratch* by a committee	Complete drafts submitted to committee for approval
Locally or nationally relevant	Regionally or globally relevant

ANSI
American National Standards Institute

Focus: *One-One-One Model*

In a global marketplace, the objective of the standards development process must be a single, internationally recognized, technically valid standard that allows products to be distributed for commerce worldwide without change or modification.

One Standard. One Test. One Conformity Assessment Procedure. Accepted Everywhere.

ANSI
American National Standards Institute

The U.S. Standardization Model
"One Approach Among Many in the World"

- The U.S. standardization model includes both standards-setting and conformity assessment programs

  - resembles the nation's political (federal) structure

  - resembles the nation's economic structure
    - sector-based and driven by market needs

  - relies strongly on diversity and decentralization

U.S. National Standards Strategy

- In 1998, the U.S. standards community set about to develop its future vision. The result is the first-ever *National Standards Strategy for the United States (NSS)*

- The Strategy was developed in such a way that different sectors would be able to support and implement the strategy in the ways that were most effective to them.

ANSI
American National Standards Institute

NSS Overview

- The principles of the U.S. National Standards Strategy support . . .
  - The common pursuit of "global relevance" and greater coherence in the overall standardization system
  - Standards developing organizations that are more responsive to the marketplace and societal needs of their constituents and that provide value-added services
  - Participants who will play an active role in influencing international policies and procedures

- To move forward requires a focus on
  - Collaboration
  - Cooperation
  - Flexibility
  - Meeting the end-users' needs

ANSI
American National Standards Institute

NSS Principles

- Standards will be relevant, responsive to real world needs, and performance-based
- Decisions will be reached through consensus of all affected interests (including harmonization so as to meet global regulatory requirements)
- Balance will be maintained among competing interests
- Processes will be transparent, flexible, timely and coherent
- All views will be considered and appeals are possible
- The traditional standards-setting bodies will work cooperatively
- Traditional and nontraditional standards-setting bodies will work well together

ANSI
American National Standards Institute

NSS Strategic Initiatives

1. Advocate government use of voluntary consensus standards through public/private partnerships

2. Address the need for standards to meet societal needs such as health, safety and the environment

3. Improve responsiveness to consumer interests

4. Improve coordination with non-traditional standards developers

5. Improve processes internationally, particularly in ISO and IEC

6. Harmonize standards to meet regulatory requirements worldwide

7. Provide an outreach program to assist in educating those outside the U.S. on our standards system

8. Improve standards processes to achieve greater efficiency

9. Improve standards processes to achieve greater responsiveness to customer needs

10. Improve communications

11. Educate public and private decision-makers about the value of standards

12. Establish a stable funding mechanism

ANSI
American National Standards Institute

International Outreach

- U.S. delegates shared details of the NSS with colleagues domestically and in the international community
  - All were invited to share their perspectives

- The principles of the NSS were incorporated into the U.S. contribution to the International Electrotechnical Commission (IEC) and to the International Organization for Standardization (ISO)
  - IEC Master Plan
  - ISO Horizon 2005-2010

ANSI
American National Standards Institute

Strategic Plan 2005-2010

- Outlines the "Global Vision" for the organization in 2010
  - Facilitate global trade
  - Improve quality, safety, security, environmental and consumer protection, and the rational use of natural resources
  - Disseminate technology and good practices on a global basis
  - Contribute to economic and social progress

- Developed through a wide consultation of stakeholders, ISO members, and organizations in liaison

- Includes seven (7) strategic objectives and related tactics

Key Objectives

- Developing a consistent and multi-sector collection of globally relevant International Standards
- Ensuring the involvement of stakeholders
- Raising the awareness and capacity of developing countries
- Being open to partnerships for the efficient development of International Standards
- Promoting the use of voluntary standards as an alternative or as a support to technical regulations
- Being the recognized provider of International Standards and guides relating to conformity assessment
- Providing efficient procedures and tools for the development of a coherent and complete range of deliverables

Overlap and Harmonization:
ISO Key Objectives and the U.S. NSS

- Developing a **consistent and multi-sector collection of globally relevant** International Standards
- Ensuring the **involvement of stakeholders**
- **Raising the awareness** and capacity of developing countries
- Being **open to partnerships** for the efficient development of International Standards
- Promoting the use of **voluntary standards as an alternative or as a support to technical regulations**
- Being the recognized provider of International Standards and guides relating to conformity assessment
- Providing **efficient procedures and tools** for the development of a coherent and complete range of deliverables

ANSI
American National Standards Institute

Global Relevance

- The U.S. strongly supports efforts to maximize all cooperative relationships that will lead to the increased global market relevance of standards, faster development speed, and reduced duplication and overlap

- This will be achieved through effective partnerships
  - **between and among nations** (e.g., Mutual Recognition Agreements or Memoranda of Understanding)
  - **as a member of regional associations** such as the Pacific Area Standards Congress (PASC)
  - **among standards developing organizations** that are having a significant impact on the global economy

Global Relevance (continued)

- Global relevancy must also be the primary goal of both ISO and IEC if these organizations are to remain effective

    - IEC approved an official "Global Relevance" implementation plan and has been proceeding with implementation – including training sessions for committee volunteers and staff

    - ISO has also approved a new policy on this topic as well as incorporating the principles of global relevance into its strategic planning document

Involvement of stakeholders

- Develop plans to promote participation by a greater diversity of stakeholders.

- Promote "user-driven" projects
  - Explicit requirements must drive all new standards and conformity assessment initiatives
  - Create a closer relationship between standardization work items and user priorities

- Facilitate sector-specific initiatives that link standards development to the users' priorities
  - Examples: Currently underway are new or enhanced programs for
    — Consumer issues
      (e.g., to meet the needs of older persons and those with disabilities)
    — Social responsibility
    — Service industries
    — Security, health and safety (global homeland security, biometrics, etc.)

ANSI
American National Standards Institute

Involvement of stakeholders (continued)

- ■ Convey the importance of standardization and the message that standards have a strong impact on business

- ■ Enhance outreach to industry, government and consumers
  - ● Attract the interest of top-ranking people and stimulate dialogue among different categories of stakeholders
  - ● Engage high-level decision makers who are responsible for budgets and policies
  - ● Educate, inform and persuade these interests regarding the importance of global standardization activities

Raising Awareness: Education and Outreach

- Support the standards-related educational needs of those within the community
  - Provide opportunities for professional development through quality programs and services

- Inform and educate the business community

- "Target audiences" must also include
  - Developing nations
  - *Next Generation* of standards developers
    - Make available educational programs on standards and standardization and incorporate standards into university curricula

ANSI
American National Standards Institute

Raising Awareness:
Support for developing countries

■ Specific donor programs are being created for tools and information materials and to implement on-site support actions for capacity-building equipment, software and training

  ● New levels of assistance have already been introduced, particularly for information technology transfer in support of standardization work

  ● Training is being provided covering quality and environmental management, auditing and certification, laboratory accreditation and the WTO Technical Barriers to Trade Agreement

  ● We need to shift to training in standards participation, secretariat administration/management and chairman training

  ● We need to reach the users of standards to get them involved

ANSI
American National Standards Institute

Open to Partnerships

- Promote diversity and flexibility by recognizing work that is valuable and already complete – whether that work is national, regional or other

  - In some cases, sectors may choose the traditional ISO/IEC technical participation model via member bodies, in other cases, they may choose another standards developer or a non-traditional standards development body

- Identify and experiment with new mechanisms to strengthen the link with market forces, without creating additional organizational layers

ANSI
American National Standards Institute

Alternatives to or Support of Technical Regulations

- Further public awareness and knowledge of standards
  - Engage government as an active partner in implementation efforts

- In the U.S., no single government agency has control over standards.
  - Each government agency determines which standards meet its needs.
  - The agency is responsible for determining whether a private sector standard already exists that is appropriate for its needs.
    - If so, they will use the private sector standard.
    - If not, the agency is expected to work with the private sector to develop the needed standard.

Efficient Procedures and Tools

- Collaborative activities

- User-driven projects
  - Market support for new initiatives
  - Coordinated conformity assessment programs

- Sectoral focus

- Decentralized and flexible document development

- Open, diverse and inclusive of all interests

ANSI
American National Standards Institute

A View of the Future:
A vision of better standardization

- In accordance with principles of the NSS, the ISO Strategic Plan, and the World Trade Organization
  - Standards will be relevant, responsive to real world needs, and performance-based
  - Decisions will be reached through consensus of all affected interests (including harmonization so as to meet global regulatory requirements)
  - Balance will be maintained among competing interests
  - Processes will be transparent, flexible, timely and coherent
  - All views will be considered and appeals are possible
  - The traditional standards-setting bodies will work cooperatively
  - Traditional and nontraditional standards-setting bodies will work well together

ANSI
American National Standards Institute

International Standardization Forum
Tokyo, Japan – October 25, 2004

© 2004 ANSI
Slide 23

Thank You

- **Contact information**

  Dr. Mark W. Hurwitz, CAE
  President and CEO
  American National Standards Institute
  1819 L Street, NW
  Washington, DC 20036

  Tel: +1.202.293.8020
  Fax: +1.202.293.9287
  E-mail: mhurwitz@ansi.org

ANSI
American National Standards Institute