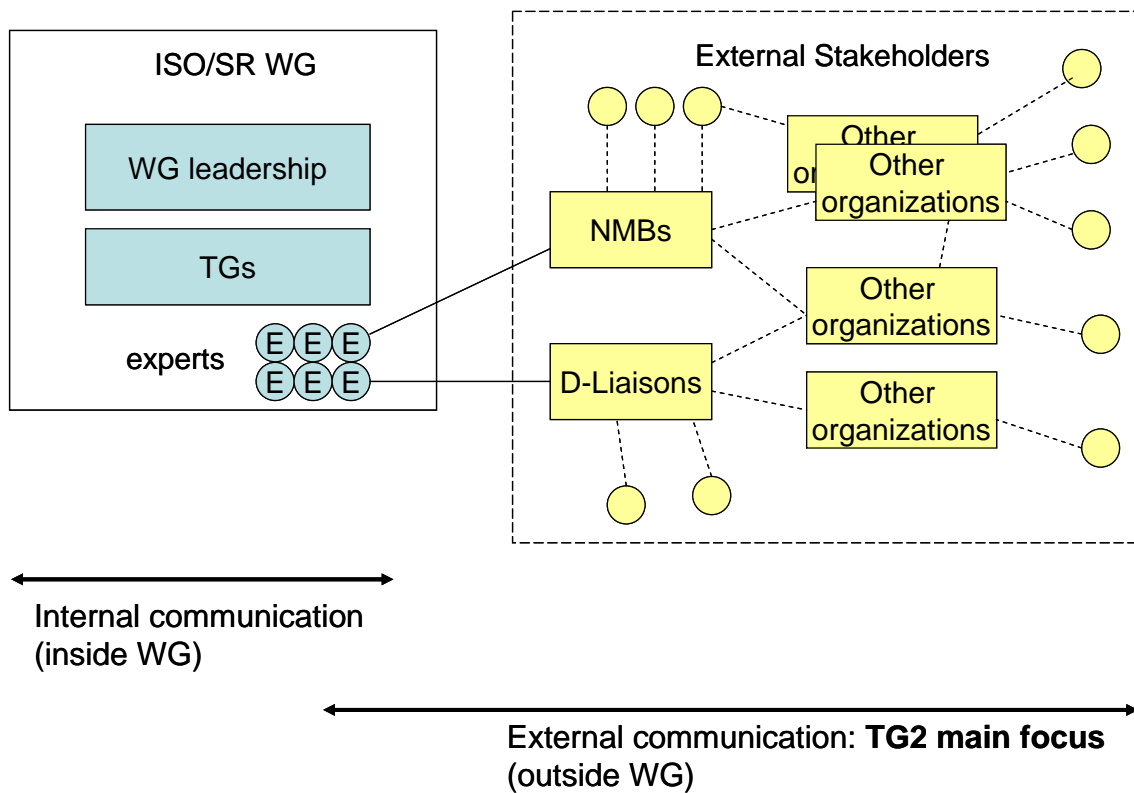# (Draft) TG 2 Action plan

TG 2 Tasks based on the resolution 8 adopted at the Salvador meeting

1. Provide WG information to ensure transparency and openness

2. Develop supporting tools for disseminating information; such as: FAQ, Introduction to ISO and SR, Implementation Documents (for SMEs, developing countries, introduction of the "best practices"), provision of presentation materials, leaflets and brochures

3. Meet the needs of the other TG in terms of communication

4. Develop a plan to conduct strategic promotion and communication on WG's efforts

5. Establish criteria for approval of its output

(Draft) TG 2 action plan for strategic promotion and communication of ISO/SR

TG 2 will focus on communication with external stakeholders who do not participate in the ISO/SR/WG

to ensure transparency and openness of the process of standard development to the external world

TG 2 will work to

communicate with stakeholders outside the WG and raise awareness of ISO/SR activity

disseminate ISO/SR information to external stakeholders in collaboration with existing SR-related organizations

get feedback on ISO/SR activity from external stakeholders through existing networks

TG 2 action items for achieving its goals

networking

educational support

information contents

criteria for information disclosure

other communication support (if necessary)

Communication and TG 2 tasks

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┌─────────────────────────┐        ┌ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ┐
│       ISO/SR WG         │              External Stakeholders
│                         │        │                           │
│  ┌───────────────────┐  │            ○  ○  ○         Other
│  │   WG leadership   │  │        │        ┌──────────────┐   │
│  └───────────────────┘  │            or  │    Other     │ ○
│  ┌───────────────────┐  │        │       │ organizations│    │
│  │       TGs         │  │            ┌────┐└──────────────┘ ○
│  └───────────────────┘  │        │   │NMBs│                  │
│                         │            └────┘     Other      ○
│  experts  ⒠ ⒠ ⒠        │        │          ┌──────────────┐
│           ⒠ ⒠ ⒠        │                   │    Other     │  │
│                         │        │  ┌──────┐│ organizations│ ○
└─────────────────────────┘          │D-Liais││└──────────────┘ │
                                   │ │ ons  │   ┌──────────────┐
                                     └──────┘   │    Other     │ │
                                   │     ○   ○  │ organizations│ ○
                                                └──────────────┘ │
                                   └ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ─ ┘
```

◄──────────────────────►
Internal communication
(inside WG)

◄──►
External communication: **TG2 main focus**
(outside WG)

**Action item 1: Networking**

Work item
   "ISO/SR subscriber"
      Cooperate with existing organizations interested in SR, defined as "ISO/SR subscriber" other than NMBs and D-Liaisons
      Any organization,   industry association, labor union, consultancy, consumer organization, media organization or others   can be an "ISO/SR subscriber."
      Subscribers with strong networking or membership are participating sought after.
   Establish information flow to external stakeholders
      Spread ISO/SR information will be spread through ISO/SR subscribers' network as well as NMBs and D-liaisons
      promote "two way communication" in collaboration with NMBs, D-liaison organizations and subscriber organizations.
Action
   Invite "subscriber" organizations
   Maintain list of subscribers

Send information to subscribers

Set up the criteria of feed back from external stakeholders, including subscribers through NMBs and D-liaisons

Information flow

External Stakeholders
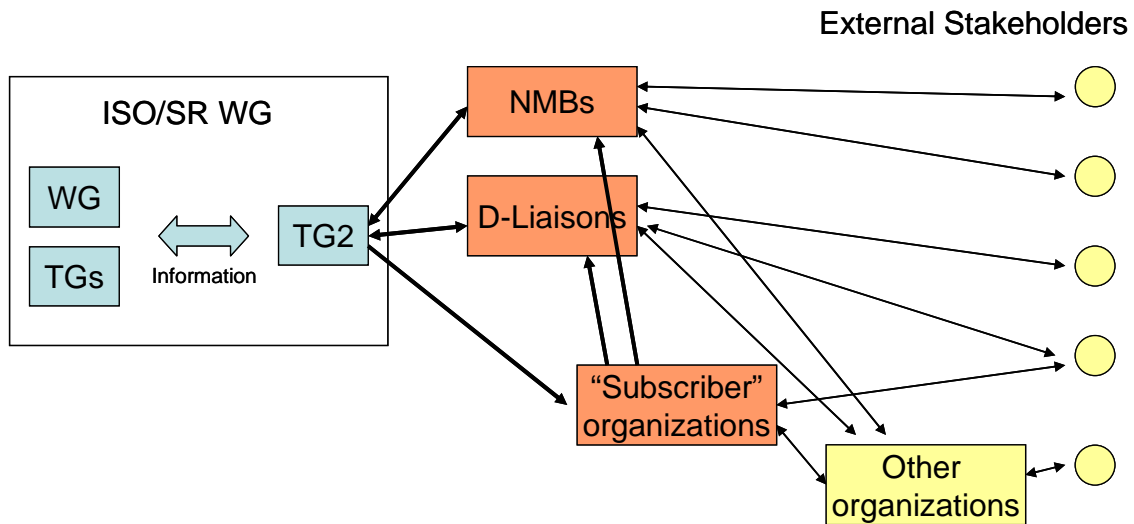
Action item 2: Educational support

Work item

"Designated ISO/SR presenter"

Designated presenters (any volunteer experts) who can make presentations on ISO/SR at SR-related seminars, conferences upon request by organizers.

For the presenter, "ISO/SR standard presentation kit" and FAQs are provided

Participation of the presenter in SR related events (conference, seminars etc.)

Action

Recruit volunteers from WG experts

Create "designated Presenter bank"

Prepare list of SR related events organized by experts, NMB, D-Liaison, Partner organizations and others

Recommend "designated presenters" to event

"Pilot cases" before Bangkok, such as seminar in Honduras, JSA seminars

Action item 3: Information contents

Work item

Newsletter *ISO/SR Update*

Prepare information content to be shared with external stakeholders and spread
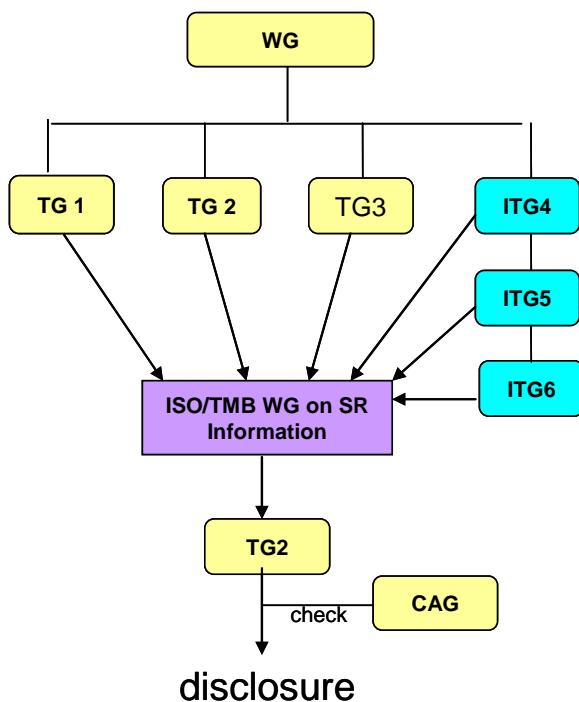
regularly through *ISO/SR Update*

FAQ

Prepare and update FAQ for external stakeholders

Presentation material

Prepare series of presentation materials for designated presenter

Brochures

such as "Introduction to ISO/SR" and "Implementation of SR" to be prepared after all permanent TGs are established

Newsletter *ISO/SR update*

Size

A 4: a few pages

Distribution

ISO Focus/ISO Management Systems

ISO Web

PDF version will be distributed by e-mail to NMB, D-liaision, ISO/SR partners the newsletter can be forwarded anywhere (with translation, if necessary)

1st issue(tentative)

Long & winding road to ISO/SR

Outcome of Salvador meeting

2nd issue(tentative)

Invitation to Bangkok by TISI

Message from TG leaders

3rd issue: after Bangkok(tentative)

Message from WG secretary

Outcome of Bangkok meeting

Editor: TG 2 leaders (tentative until Bangkok meeting)

E-mail Distribution by TG 2 Secretary

Action item 4: criteria for information disclosure

Work item
  Set criteria of information disclosure

Criteria (interim until Bangkok meeting)
  Information going out of WG needs to go through TG 2 to maintain consistency
  The information needs to be checked by CAG through e-mail communication before
  disclosure

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                          ┌─────────┐
                          │   WG    │
                          └─────────┘
   ┌────────┐   ┌────────┐   ┌────────┐   ┌────────┐
   │  TG 1  │   │  TG 2  │   │  TG3   │   │  ITG4  │
   └────────┘   └────────┘   └────────┘   └────────┘
                                          ┌────────┐
                                          │  ITG5  │
                                          └────────┘
                          ┌─────────────────┐   ┌────────┐
                          │ ISO/TMB WG on SR │◄──│  ITG6  │
                          │   Information    │   └────────┘
                          └─────────────────┘
                          ┌────────┐
                          │  TG2   │
                          └────────┘
                              │  check   ┌────────┐
                              │          │  CAG   │
                              ▼          └────────┘
```

disclosure

Action item 5: Other communication support
Work item
  Communication suggesting for WG members
    Special workshop during WG plenary period
        Sharing experiences with other ISO/TC, (e.g. TC 207)
        Sharing best practices/ cases (e.g. industry experiences, SR related national
        standards)
        Explanation of important subjects (e.g. ISO/ILO MOU)
    Leaflet/Newsletter: "ISO/SR member update"
        Summary of last plenary meeting
        Message from leadership

Guide for better experience in the city (e.g. best restaurants nearby)

Giving suggestions on how to meet the needs of the other TG in terms of communication

Action

Propose seminars

Distribute leaflets at plenary meetings

Expected output before Bangkok meeting

Networking

List of "ISO/SR subscribers" to receive newsletter *ISO/SR Update* (Issue0, Issue1)

List of NMB, D-liaison (version 1.0)

List of seminars related to SR organized by NMBs, D-liaisons, subscriber organizations and others (version 1.0)

List of "designated ISO/SR presenter" (version 1.0)

Pilot seminars

List of seminars in which designated presenter introduce

Honduras, JSA seminar, etc.

Information contents

Articles from *ISO/SR Update* to be published in *ISO Focus/ISO Management Systems*

FAQ (version 1.0)

First sets of presentation materials for "designated ISO/SR presenters"

At least one issue of *ISO/SR Update*, distributed to NMBs, D-Liaisons, and "ISO/SR subscriber" ,

The newsletter leaflet "ISO/SR member update" will be distributed Bangkok meeting

Other

Proposal of "Criteria of approval process in terms of information disclosure"

Communication tools 1 (not only TG 2 tasks)

Seminar	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
						Who does it
	Type	" Seminar for development countries"	Organized by TG1 & DEVCO	Type	Any SR related seminars	Organized by NMB, D-Liaison, or other organization
				Speaker	"ISO/SR designated presenter"	Assigned by TG 2
				Presentation material for "ISO/SR designated presenter"	"ISO/SR standard presentation kit"	Prepared by TG 2
				Additional materials for seminars	FAQ	Prepared by TG 2

Communication tools 2 (not only TG 2 tasks)

Brochure	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
	Product	**Work**	**Who does it**	**Product**	**Work**	**Who does it**
Booklet Leaflet News letter	Leaflet "ISO/SR member update"	Newsletter for members (at each plenary meeting)	Prepared by TG 2	ISO magazine *ISO Focus /ISO Management Systems*	publication	Published by ISO/CS
					Article on ISO/SR " News from ISO/SR"	Prepared by TG 2
				Brochures e.g.) "Introduction to ISO/SR" "Implementation of SR"	Publication (English version)	Published by ISO/CS
					content	Prepared by TG 2
					Publication (other language version) if necessary	Published by NMB
				Newsletter (electronic version)	*ISO/SR Update*	Prepared by TG 2

Communication tools 3 (not only TG 2 tasks)

	Inside WG (communication within WG)			Outside WG (communication to outside WG)		
Web	Category	Product	Producer	Category	Product	Producer
	Infrastructure	ISO Livelink	Maintained by ISO/CS & WG secretariat	Infrastructure	ISO Web	Maintained by ISO/CS
	Content	-WG documents (N documents etc.)	Prepared by WG secretariat	Content	Press release	Prepared by ISO/CS
		-Presentations used in Plenary meetings	Prepared by WG secretariat		News letter *ISO/SR Update*	Prepared by TG 2
		TG documents	Prepared by each TG		FAQ	Prepared by TG 2
		Presentations used in TG meetings	Prepared by each TG			