



United States Standards Strategy

A Public Forum

April 15, 2005

9:00 am – 12:00 pm

Hosted by

United States Standards Strategy Committee

and the

**National Institute of Standards and Technology of the
U.S. Department of Commerce**

Presented by

Representatives of the United States Standards Strategy Committee

A committee organized by the American National Standards Institute

**United States
Standards Strategy**



Agenda

- Welcome and opening remarks
 - U.S. Department of Commerce
 - National Institute of Standards and Technology
 - American National Standards Institute

- United States Standards Strategy
 - Overview: background, purpose and current revision status
 - Discussion of key initiatives and tactics

- Open Dialogue – Questions and Answers
 - Panel discussion

- Wrap Up

- Adjournment



**United States
Standards Strategy**

Welcome and Opening Remarks

Phillip J. Bond

Under Secretary of Commerce for Technology
U.S. Department of Commerce





**United States
Standards Strategy**

Opening Remarks

Hratch Semerjian

Meeting Host and Acting Director
National Institute of Standards and Technology
U.S. Department of Commerce

NIST

National Institute of Standards and Technology
Technology Administration, U.S. Department of Commerce



**United States
Standards Strategy**

Opening Remarks

Mark W. Hurwitz

President and Chief Executive Officer
American National Standards Institute





Overview of the U.S. Standards Strategy

Background, Purpose and Current Revision Status

Mr. S. Joe Bhatia

Chair of the United States Standards Strategy Committee

Executive Vice-President – International,
Underwriters Laboratories Inc

**United States
Standards Strategy**

Background / History

- The ANSI Board initiated a coordination and development effort in 1998, in response to challenge from Ray Kammer, then Director of the National Institute of Standards and Technology
- First ever *National Standards Strategy for the United States* was approved by the ANSI Board of Directors in August 2000

NATIONAL
STANDARDS
STRATEGY
FOR THE
UNITED STATES



Purpose of the Strategy

- To strengthen the standards system of the United States and all who benefit from it
 - Paints a broad picture of the standardization landscape
 - Sets down a statement of purpose, ideals and a vision for the future

- To establish an architecture or framework for achieving goals related to
 - the competitiveness of U.S. industry and vitality of the U.S. economy
 - achieving a balanced global trading system

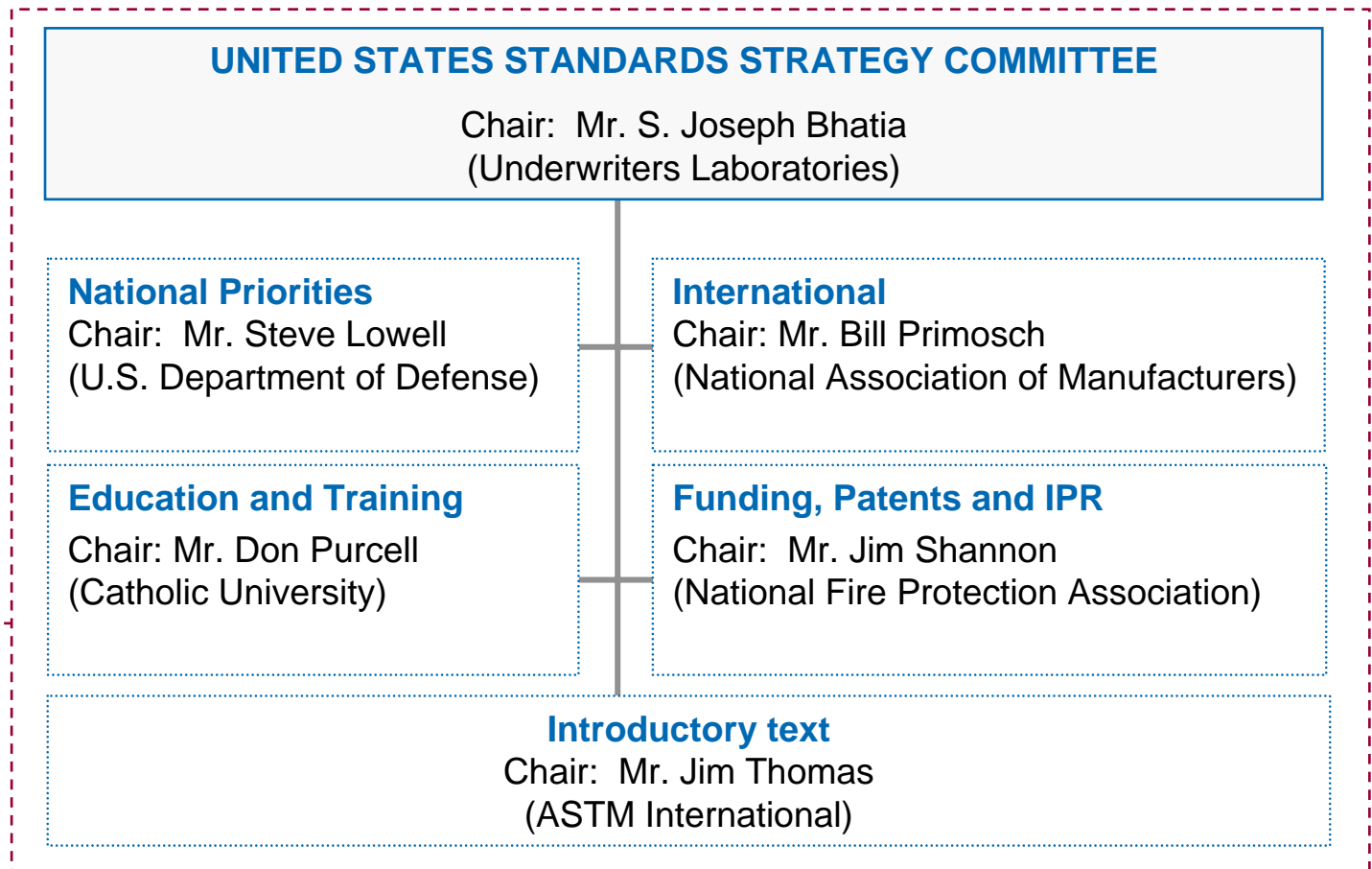
Current Revision Status

- *"The proof of a strategy is in its execution."*
 - ANSI was responsible for tracking implementation efforts.

- Strategy called for a periodic review
 - In May 2004, the ANSI Board agreed to create a committee to undertake the review and revision of the existing Strategy
 - ANSI also serves as the coordinating body for the review and revision efforts.

Current Revision Status (continued)

More than 100 persons have been directly involved in either the Committee or its subgroups



Current Revision Status (continued)

- The Committee renamed the “NSS” as the “United States Standards Strategy”*
 - in recognition of globalization and the need for standards designed to meet stakeholder needs irrespective of national borders.
 - to reflect a standardization environment that incorporates new types of standards development activities, more flexible approaches and new structures.

* Committee also renamed from “NSSC” to “USSSC”

Current Revision Status (continued)

■ Development Process

- Commitment that the NSS Committee and its subgroups have broad representation from the U.S. standardization community
- Conducted an open and transparent revision process, with an emphasis on inclusiveness

Current Revision Status (continued)

■ Public Review and Comment

- Ongoing outreach efforts designed to solicit a wide range of input from the U.S. standardization community
 - Web postings, media advisories, etc.
 - Sector Caucuses
 - U.S. Department of Defense
 - Consortium Briefing and Working Session
 - National Association of Manufacturers
 - ANSI Member Forum Meetings
 - Public Forum in Washington, DC
 - Congressional testimony (*to be confirmed*)

Current Revision Status (continued)

- **March 7, 2005**
Public Review and Comment period began
- **April 15, 2005**
Public Forum at the Department of Commerce Auditorium in Washington, DC
- **April 18, 2005**
Public Review and Comment period ends
- **April 26, 2005**
Comments received will be reviewed and responded to by the U.S. Standards Strategy Committee
- **To be determined**
Upon resolution of comments received, seek approval of the ANSI Board of Directors



– A Panel Discussion –

Key Initiatives of the Strategy

Introduction of Subgroup Chairmen



– A Panel Discussion –

**Guiding Principles
Strategic Vision
Intended Audience**

Mr. James A. Thomas

USSSC Subgroup Chair – Introductory Material

President
ASTM International

Highlights from draft revision – **Guiding Principles**

- Standards should meet societal and market needs and should not be developed to act as barriers to trade
- Strategy endorses globally accepted principles of the World Trade Organization Technical Barriers to Trade Agreement
 - Transparency
 - Openness
 - Impartiality
 - Effectiveness and relevance
 - Consensus
 - Performance-based
 - Coherence
 - Due process
 - Technical Assistance
 - *Flexible*
 - *Timely*
 - *Balanced*

Highlights from draft revision – Recognizes Varied Approaches to Standardization

■ The “Decentralized” Approach (United States)

- Bottom-up
- Private-public partnership,
led by private sector
- Dispersed
- Sectoral approach

■ The “Centralized” Approach (Europe and Others)

- Top-down
- Government-run
- Organized under a single,
central authority
- “One Size Fits All”

Highlights from draft revision – **Strategic Vision**

- Internationally,
 - Universal application of globally accepted principles
 - Government use of voluntary consensus standards
 - A diverse and inclusive system that supports flexibility
 - Sectoral approach to standards that meet global needs
 - Effective use of electronic tools to facilitate production and dissemination of global standards
- Nationally,
 - Cooperative U.S. process
 - Cooperation to reduce redundancy and overlap
 - Public and private sector management recognition and support for standardization efforts
 - Responsive system to address national needs, threats and goals

Highlights from draft revision – **Intended Audience**

- Industry
- Government (federal, state and local)
- Standards developers
- Consortia
- Public interest organizations and consumers
- Subject matter experts
- ANSI



– A Panel Discussion –

National Priorities

Mr. Stephen Lowell

USSSC Subgroup 1 Chair – National Priorities

Deputy Director, Defense Standardization Program Office
U.S. Department of Defense

**United States
Standards Strategy**

Highlights from draft revision – **Strategies and Tactics**

■ **Strategy 1**

- Strengthen participation by government in development and use of voluntary consensus standards through public/private partnerships

■ **Strategy 2**

- Continue to address health, safety, and the environment in the development of voluntary consensus standards

Highlights from draft revision – **Strategies and Tactics** (continued)

■ **Strategy 3**

- Improve the responsiveness of the standards system to the views and needs of consumers

■ **Strategy 8**

- Continue to improve the process and tools for the efficient and timely development and distribution of voluntary consensus standards

Highlights from draft revision – **Strategies and Tactics** (continued)

■ **Strategy 9**

- Promote cooperation and coherence within the U.S. standards system

■ **Strategy 12**

- Address the need for standards in support of emerging national priorities



**United States
Standards Strategy**

**– A Panel Discussion –
International Priorities**

Mr. William Primosch

USSSC Subgroup 2 Chair – International Priorities

Senior Director, International Business Policy
International Economic Affairs Department
National Association of Manufacturers

Sanliu de qiye zuo chanpin; erliu de qiye zuo jishu; yiliu de qiye zuo biao zhun.

“Third-class companies make products;
second-class companies develop technology;
first-class companies set standards.”

A contemporary Chinese saying quoted in the publication,
*China's Post-WTO Technology Policy: Standards, Software
and the Changing Nature of Techno-Nationalism*

by Richard P. Suttmeier and Yao Ziangkui
People's Republic of China's National Bureau of Asian Research



German Standards Strategy

Recognizes Germany as the export “world champion,” and the leading exporter of technology.

States that “. . . whoever makes the standards controls the market.”

Highlights from draft revision – **Strategies and Tactics** (continued)

■ **Strategy 4**

- Actively promote the consistent worldwide application of internationally recognized principles in the development of standards

■ **Strategy 5**

- Encourage common governmental approaches to the use of voluntary consensus standards as tools for meeting regulatory needs

Highlights from draft revision – **Strategies and Tactics** (continued)

■ **Strategy 6**

- Work to prevent standards and their application from becoming technical trade barriers to U.S. products and services

■ **Strategy 7**

- Strengthen international outreach programs to promote understanding of how voluntary, consensus-based, market-driven sectoral standards processes can benefit businesses, consumers and society as a whole



**United States
Standards Strategy**

**– A Panel Discussion –
Education and Training**

Don Purcell

USSSC Subgroup 3 Chair – Education and Training

Chairman

The Center for Global Standards Analysis
The Catholic University of America

Highlights from draft revision – **Strategies and Tactics**

- Strategy 10
 - Establish standards education as a high priority within the United States private, public and academic sectors



– A Panel Discussion –

Funding, Patents and IPR

James A. Thomas

on behalf of James Shannon
USSSC Subgroup 4 Chair – Funding, Patents and IPR
President, National Fire Protection Association

Highlights from draft revision – **Strategies and Tactics**

- Strategy 11
 - Maintain stable funding models for the U.S. standardization system



Coffee Break

**The forum will resume with a
Question and Answer session
that will begin in 15 minutes**



**United States
Standards Strategy**

Open Dialogue

– A Panel Discussion –

Panelists

Dr. Mark W. Hurwitz, Facilitator

President and CEO, American National Standards Institute

Member of the United States Standards Strategy Committee

Highlights from draft revision – Summary of the Twelve Strategic Initiatives

- Participation of government
- Importance of health, safety and the environment
- Responsiveness to consumer interests
- Globally accepted principles for standards development
- Government use of standards to meet regulatory needs
- Preventing the use of standards as technical barriers to trade
- Outreach to promote consensus-based, market-driven processes
- Efficiency in development and distribution of standards
- Cooperation and coherence within the U.S. system
- Standards education as a high priority
- Stable funding models for the U.S. system
- Response to emerging national priorities and converging/cross-cutting technologies



**United States
Standards Strategy**

Closing Remarks

George W. Arnold

Chairman of the Board
American National Standards Institute



Next Steps

- All interested parties will be requested to determine appropriate implementation actions that address the tactical initiatives
 - Communication
 - Cooperation
 - Planning
 - Commitment

- Progress must be measured
 - ANSI will serve as the mechanism to coordinate, integrate and report progress at regular intervals



Reference Material

- www.ansi.org/nss
(link to the *National Standards Strategy for the United States* - first edition)
- www.ansi.org/uss
(link to a fact sheet on the current revision process, the draft text and information about the U.S. Standards Strategy Committee)



Point of Contact

Questions and Additional Information

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