



ANSI Workshop:
*Generating U.S. Input
on the ISO Strategic Plan
2011-2015*



REPORT OF BREAKOUT SESSION 2(c)

Tools for Public Policy

June 25, 2009

4:00 pm to 5:30 pm

ANSI Workshop: *Generating U.S. Input on the
ISO Strategic Plan 2011–2015*
June 25–26, 2009

Public Policy

Key Discussion/Consensus Points

- **View of ISO communications & suggested improvements?**
 - **ISO scope/mission does not include public policy role**
 - **Appropriate to support public policy, but not make policy**
 - **SR process of segmented approach unsuccessful**
 - **Need to use existing NSB process with broad stakeholder involvement, including government representatives**
 - **Danger: standards driving policy instead of vice versa**
 - **Unelected officials should not create public policy**
 - **Playing field uneven (EU/US imbalance)**
 - **Repercussions are “game-changing” and tarnish Brand**
 - **Education needed (Boundaries, Best Practices, Process, Principles)**
 - **Rob Steele, “Explain why you’re upset.”**
 - **PARTICIPATE! EARLY!**

Public Policy

Key Discussion/Consensus Points

- **View of ISO's current policy to promote standards as tools in technical regulations?**
 - **Concern: ISO taking advantage of WTO TBT observer status**
 - **Need to enhance discussion with regulators/trade officials as well as other government representatives**
 - **ISO needs to better prepare NSBs (guidance)**
 - **Be aware of prerogatives of governments & regulators to determine what tools best meet their needs**
 - **Importance of Definition of Scope & Convener responsibilities**