



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



“How To Win Friends And Influence People”

Dale Carnegie, 1936

Options for Action Summit

Gaithersburg, Maryland

July 18-19, 2006

Presented by

Rob Brightwell

Director, Diffusion of Innovation, UK Department of Trade and Industry

Agenda

- The European standards system and its UK version
- Our capacity-building programme
- How the US standards system is perceived



European structures

□ National Standards Bodies

- Covering most/all sectors
- Combining SDO and ANSI roles
- Standards committee members from trade associations and other stakeholders
- Also some independent work by trade associations etc.

□ European Standards Bodies

- Context - single market – has led to a regulatory focus for standardisation
- Loose federations
- Standards committees with national delegates
- Work outsourced to national bodies
- Standards adopted by national bodies



The UK version

- National Standards Body – BSI
- Non-profit distributing, member service organisation
- Independent of Government – but a close relationship
- Most standards on commercial basis – Government funds only specific projects
- Key benefits of standards seen as innovation and productivity – regulatory focus is secondary



UK National Standardisation Strategic Framework

- 3 year programme 2004-07
- £1.5m per year (\$2.75 million)
- “Pump-priming” – will become business as usual from 2007.
- Promoting better understanding and better standards-making in the UK ...
- ... and promoting British standards abroad – £250k per year (\$450k)



UK's capacity-building work

- Geographical focus reflects
 - priorities of BSI members
 - priorities of Government
- Areas of activity
 - China
 - South East Asia
 - Indian subcontinent
 - Gulf States



UK-China – our engagement

- 2004 Joint Cooperation Agreement between BSI and Standards Administration of China
 - Exchange of information
 - Joint projects
 - Conferences
 - Secondments
- 2005 – further agreement with China National Institute of Standardisation



UK-China – delivery

- Six month secondment to BSI by Vice-Administrator, SAC (2004-05)
- Return secondments by BSI staff
- Seminar on EU Construction Standards (Eurocodes) – Shanghai and Beijing, April 2005
- BSI/SAC Joint Conference on Environment, Energy Conservation and Sustainability – Beijing, June 2005
- Follow-up – variety of information exchange
- Further subjects being considered



UK – promoting Eurocodes

- Construction (design) standards
- Driven by new European regulatory regime
- Replacing national standards in Europe
- Also impacting exports
- BSI conferences and outreach efforts
 - Malaysia, Singapore and Vietnam committed to adopt Eurocodes
 - Working with further countries from Pacific Rim to Middle East



European outreach

- Commission funding – largely delivered through European standards bodies
- Focus on
 - infrastructure-building
 - regulatory aspects
- Geographical focus reflects EC political priorities
 - Eastern Europe
 - Mediterranean
 - Latin America



Perceptions of America's standards

O wad some Power the giftie gie us
To see oursels as ithers see us!
It wad frae monie a blunder free us
An foolish notion

Robert Burns – “To A Louse”



Perceptions of America's standards

- Commercial drive
- Market relevance
- Integration with international standards system
- Links between standards, certification and testing
- Approach to international outreach activity





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



Thank you for your attention