ANSI'S POSITIONS ON ISO'S STRATEGIC DIRECTIONS

**Conference on U.S. Leadership
in ISO and IEC Technical Committees**

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ISO STRATEGIC PLAN 2005-2010

- **Approved and outlines the "Global Vision" for ISO in 2010 to:**
  - ➢ **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.**

ISO KEY OBJECTIVE 1
DEVELOPING A CONSISTENT AND MULTI-SECTOR COLLECTION OF GLOBALLY RELEVANT INTERNATIONAL STANDARDS

Stakeholders recognize, appreciate and rely on ISO for producing International Standards and deliverables which support global trade in products and services, cross border infrastructures and transactions, as well as the dissemination of new technologies, new business methods and good management and conformity assessment practices.

Actions

➢ **Increase and monitor the effectiveness of ISO procedures and initiatives for identifying market needs and opening new work areas.**

➢ **Optimize the architecture of technical bodies to deal with sector, cross sector and horizontal issues.**

➢ **Promote and monitor the implementation of the ISO policy on global relevance.**

➢ **Review ISO's language policy relating to the development and publication of International Standards to increase their quality, timeliness and dissemination.**

ISO KEY OBJECTIVE 2
ENSURING THE INVOLVEMENT OF STAKEHOLDERS

ISO, through national members, liaisons and partnerships, allows adequate involvement of stakeholders to ensure consensus and that its deliverables are effectively used and recognized.

Actions

- ➤ Survey and facilitate the involvement of interested and affected stakeholders at the national level.
- ➤ Optimize liaisons and involvement with representative international organizations.
- ➤ Investigate funding to support the participation of under-represented groups.
- ➤ Assess whether IWAs provide an effective alternative mode of stakeholder participation.
- ➤ Develop training and educational material on the nature and practice of voluntary standardization.
- ➤ Enhance communication tools, develop initiatives and encourage studies to demonstrate/promote the economic and social benefits of voluntary standardization.

Outstanding ANSI Concern:

- ➤ Flexibility for sectors to use other models for participation of stakeholders, such as direct participation.

ISO KEY OBJECTIVE 3
RAISING THE AWARENESS AND CAPACITY OF DEVELOPING COUNTRIES

ISO supports/facilitates developing countries' access to world markets and technical progress through increased awareness and participation in international standardization. Members from developing countries have access to tools, processes and programs which assist them in building their capacity, participating effectively in ISO's technical work and implementing International Standards.

Actions

➢ **Promote new membership and the upgrading of existing membership.**

➢ **Complete the implementation of the action plan for developing countries adopted in 2003 by promoting identification of needs, allocation of funds, exchange of experience and optimization of resources.**

➢ **Develop means to enable developing countries to better identify priority sectors for their economies to optimize their involvement in International Standards.**

Outstanding ANSI Concern:

➢ **ISO should coordinate efforts and partner with other organizations and its members on initiatives to assist developing countries.**

ISO KEY OBJECTIVE 4
BEING OPEN TO PARTNERSHIPS FOR THE EFFICIENT DEVELOPMENT OF INTERNATIONAL STANDARDS

ISO promotes cooperation and inclusiveness for the timely delivery and efficient maintenance of a comprehensive & consistent collection of ISO deliverables. ISO proactively pursues with IEC and ITU the convergence of policies, procedures and best practices and seeks to optimize initiatives, expert input and resources. ISO is also open to collaboration with international organizations and other entities with global reach engaged in standards development.

Actions
➢ Participate in and promote the World Standards Cooperation by improving mechanisms for coordinating technical programs, launching joint activities, and seeking convergence on common policy issues.
➢ Encourage consultations by ISO members with their IEC counterparts, when these exist in their countries, to support and monitor increased ISO/IEC collaboration.
➢ Enter into targeted partnerships with Standards Developing Organizations having multinational input and global reach, respecting ISO's fundamental principles and when ISO members agree that such partnership may deliver International Standards more effectively.

Outstanding ANSI Concern:
➢ **Lack of flexibility on ISO's fundamental principles may inhibit the realization of some partnerships with other organizations who have their own business models.**

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ISO KEY OBJECTIVE 5
PROMOTING THE USE OF VOLUNTARY STANDARDS AS AN ALTERNATIVE OR AS A SUPPORT TO TECHNICAL REGULATIONS

Governmental authorities are aware of the benefits and modalities of making reference to ISO International Standards in regulations or as an alternative for regulations. They participate effectively in their development.

Actions

> **Develop more systematic and proactive relations with Intergovernmental Organizations involved in the harmonization of regulations (e.g.: UN/ECE, CODEX, ILO, IMO, WHO1).**

> **Develop material describing and encouraging modalities for using or making reference to International Standards in regulations or as an alternative to regulations.**

> **Review the procedure for New Work Items to better identify when the deliverable may be developed and promoted for use in a regulatory context.**

> **To promote participation of government representatives in the standards development process through ISO members or IGOs.**

ISO KEY OBJECTIVE 6
BEING THE RECOGNIZED PROVIDER OF INTERNATIONAL STANDARDS AND GUIDES RELATING TO CONFORMITY ASSESSMENT

ISO, in cooperation with IEC, provides a comprehensive range of deliverables for the implementation/recognition of good conformity assessment practices, suitable for all forms of first, second or third party involvement/evaluation. It is clearly recognized that ISO is not directly involved in assessing conformity to its standards, but monitors the use of its brand name in relation to conformity assessment.

Actions

➢ Develop and promote a comprehensive set of voluntary deliverables relating to first, second and third party CA practices and recognition.

➢ Encourage their endorsement by IEC, ITU-T and ISO, and use by their members.

➢ Promote their use and referencing by regulators and in sector initiatives when CA is involved.

➢ Monitor references to ISO's name and deter inappropriate use/denigration.

KEY ISO OBJECTIVE 7
PROVIDING EFFICIENT PROCEDURES AND TOOLS FOR THE DEVELOPMENT OF A COHERENT AND COMPLETE RANGE OF DELIVERABLES

ISO offers a clear, comprehensive and efficient set of procedures and IT tools to support the development of a coherent and complete range of deliverables, appreciated and effectively implemented by ISO members and participants in the technical work.

Actions
- ➢ **Clarify and possibly simplify the range of deliverables, monitor the consistency of their use across TCs and develop communication material to explain them to the market.**
- ➢ **Effectively implement the agreed policies regarding business plans, service agreements, process tracks, review of work items and maintenance.**
- ➢ **Consider alternative business models/procedures for emerging technologies.**
- ➢ **Consolidate the development and use of shared and member-/expert-friendly IT services at all stages of the ISO standardization and standards dissemination processes, and promote their compatibility with those used by member bodies.**
- ➢ **Seek continuous improvement of collaborative arrangements and strategic relations with external providers of IT services.**

Outstanding ANSI Concern:
- ➢ **ANSI advocated flexibility in terms of procedures to serve different sectors and IT tools and formats.**

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SUMMARY ON ANSI POSITIONS

- A strong percentage of ANSI's input is reflected in the ISO Strategic Plan for 2005-2010.

- Key strategic messages from ANSI:

  - Global relevance should be the key driver of and will result from ISO's strategic initiatives over the remainder of this decade.

  - ISO should provide maximum flexibility for:
    - Different sectors to develop ISO standards via procedures and participation models that provide value to the sector,
    - Interoperability of IT tools and formats, and
    - ISO and external organizations to mutually benefit from partnerships.

  - ISO should embrace partnering with external organizations in the broadest possible terms, not just in standards development, but also in other areas such as developing country assistance and education and training.