

Opportunities for Consumers to Participate in ANSI Policy-Setting

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Virtual Workshop
September 16 and 22, 2004

SLIDE #1 (Title slide)

Hello, everyone. Thank you for joining us.

The objective of this virtual workshop is to educate consumer representatives about opportunities to participate in the policy-setting activities of the American National Standards Institute.

I'm Jim McCabe, director of consumer relations and public policy at ANSI, and I'll be your presenter today.

A list of participants on the call has been circulated.

However, perhaps everyone could just briefly introduce themselves.

Thanks.

Does everyone have the Powerpoint presentation open and cued to the title slide?

Okay, then let's get started. (Next slide.)

SLIDE #2 (Agenda)

This is the order of our agenda.

I'll start with an executive summary of sorts addressing the question why should consumers care about standards and conformity assessment.

Then, I'll talk about ANSI, its various activities and guiding principles, and its relationship with the government and consumers.

Next, we'll specifically look at the roles and issues of the ANSI Consumer Interest Forum, the Consumer Policy Committee of the International Organization for Standardization (ISO COPOLCO), and some of the key ANSI Policy Committees where additional consumer participation is needed.

Finally, I'll speak about the ANSI nominations process.

We will have adequate time for questions at the conclusion of my presentation, so I'll ask that you hold your questions until the end.

However, if you need me to slow down at any time, please say so.

SLIDE #3 (The Imperatives for Consumer Action)

The standardization world has changed.

It is no longer the sole purview of short-sleeved engineers working in laboratories on product design and interoperability standards.

The standards world of today covers such varied topics as the systems that companies use for their environmental management practices, standards for the services industries, and societal concerns like homeland security.

Accordingly, businesses today increasingly are viewing standards and standards participation as key strategic management tools that are critical to the success of their enterprise.

Those who are at the standards-setting table know that to not be involved is to risk letting one's competitors set the "rules of the game."

In this regard, the professional consumer advocate could learn a thing or two from their counterparts in industry.

Some already have answered the call; however, there is a need for far more consumer involvement in standardization.

Why?

Globalization has had a profound impact.

Trade agreements have emerged that call for the harmonization of domestic regulations to international and/or regional standards in the area of health and safety.

Under the World Trade Organization's Agreement on Technical Barriers to Trade, the national standards of one country may not exceed the requirements of any existing international standards without a showing of good cause.

As a result, consumers and non-governmental organizations have called for greater transparency and participation by civil society groups in the creation of these trade agreements and standards.

The rapid expansion of global markets also has been fueled by the growth of the Internet.

The unprecedented opportunities for the cross-border trading of goods has led consumers to call for e-commerce standards to protect consumers and foster confidence in this new market.

As an example, it is because of consumer advocates that international standards projects are now underway on how to develop effective business codes of conduct, how to handle consumer complaints, and how to set up external customer dispute resolution systems.

Consumers also have called upon businesses to demonstrate their commitment to good corporate citizenship which has led to a new initiative to develop international guidelines on the social responsibility of organizations.

Then there are new areas of standardization introduced by industry but having a consumer dimension.

These include the development of international standards for personal financial planners and service activities related to drinking water supply systems and wastewater systems.

Ten years ago, who would have imagined that the standards world would evolve from its traditional product orientation to a community addressing these broader societal concerns?

In terms of the U.S. domestic situation, new laws and policies are causing government agencies to increasingly rely on voluntary standards for regulatory use.

These standards cover the safety, health, performance and environmental aspects of a myriad of products used by consumers, products as diverse as bassinets and cribs, ladders, smoke alarms, bicycle helmets, electric ranges, inground swimming pools, and all-terrain vehicles, to name just a few.

Consumers have the opportunity to influence the technical content of these standards, either through direct participation in standards writing committees or through public comment.

Consumers also have the opportunity to influence the policies and procedures underlying the standards development process, and to participate in the development of strategic policy positions advocated by ANSI both domestically and internationally.

This area of strategic policy participation is the primary focus of our agenda today.

SLIDE #4 (Addressing the Challenges Faced by Consumers)

ANSI understands the challenges faced by consumers with respect to their participation in standardization, and has taken steps to address them.

Among the challenges are lack of awareness by consumers of the impact that standards and conformity assessment have on them, and lack of understanding of the strategic value of participation.

To raise consumers' awareness and promote their understanding and participation, ANSI works to build relationships with consumer groups through direct outreach, speaking at consumer conferences, and networking.

Consumers often cite the need for training in standardization.

ANSI provides formal training on standards and conformity assessment using various methodologies including free, introductory training on our e-learning web portal.

We also provide a wealth of information on our website (and links are provided on the last slide of today's presentation).

An often cited consumer concern is the lack of funding to participate in standardization.

ANSI does have a program to provide financial incentives to enable consumer representatives to participate in standards activities.

Some say the standards process is dominated by industry and a lone consumer won't be able to exercise much influence.

It will if you're not there and you'd be surprised at the influence you can have.

Moreover, we want to hear from you.

We sometimes hear from consumer organizations that they don't have the human resources necessary to participate in standardization.

We understand that organizations must choose carefully how they allocate resources.

If you conclude after today's session that you can't commit to participate on a committee, then perhaps you can still help us by spreading the word.

Think about speaking at a conference, writing an article for a newsletter, letting your colleagues know about ANSI.

And remember that you can always submit comments on applications for accreditation, draft standards and proposed procedural changes through our public review process.

As a consumer advocate, your voice matters.

We encourage you to participate and we welcome your contributions.

It is up to you to be heard.

That concludes the pep talk, so now let's get down to the nuts and bolts of it.

SLIDE #5 (what is ANSI?)

The American National Standards Institute (ANSI) is a private, non-profit membership organization (501(c)3) that administers and coordinates the U.S. voluntary standardization and conformity assessment system.

The Institute's mission is to enhance both the global competitiveness of U.S. business and the U.S. quality of life by promoting and facilitating voluntary consensus standards and conformity assessment systems, and safeguarding their integrity

ANSI was founded in 1918 by five engineering societies and three government agencies, who recognized the need for a focal point for standards coordination, harmonization and information.

From the beginning, ANSI has provided a forum where the private and public sectors can work cooperatively to develop voluntary consensus standards that benefit the nation.

Our roles include:

- Accrediting U.S. Standards Developing Organizations (some 200 currently are accredited); and
- Approving American National Standards that have been developed in accordance with our essential requirements for openness, balance, consensus, and due process (more than 10,000 have been approved to date)

We provide a fair, open and transparent process, with numerous checks and balances, that is designed to protect the rights and interests of every participant.

But standards are just good ideas unless products conform to them.

Accordingly, ANSI promotes consumer confidence by accrediting organizations that are involved with the certification of products, personnel and management systems.

We also serve as the U.S. national member of the International Organization for Standardization (ISO) and, via the U.S. National Committee, the International Electrotechnical Commission (IEC).

These two non-governmental organizations based in Geneva, Switzerland are comprised of the national standards bodies in their member countries.

While IEC's standardization focus is the electrical and electrotechnical sector, ISO's work programme covers pretty much the balance of industry sectors involved in standardization.

In addition, ANSI is a one-stop resource for instant access to standards and standards information.

Significantly, ANSI is not:

- a government agency or a regulatory body, nor are we
- a standards developer.

Our members, not ANSI, develop standards.

SLIDE #6 (the ANSI Federation)

The ANSI Federation comprises a unique and diversified body of stakeholders that includes consumer groups, academia, government agencies, labor organizations, private industry, standards developing organizations, trade associations, and professional and technical societies.

Our membership includes representation from virtually every sector of the U.S. economy.

ANSI's strength comes from its diverse constituents working together to promote a strong U.S. voice in the global marketplace.

SLIDE # 7 (Cardinal Principles of the Consensus Process)

Accreditation by ANSI signifies that the procedures used by a standards developing body satisfy our essential requirements for openness, balance, consensus and due process.

These requirements provide:

- that all interested and affected parties have the opportunity to participate in a standard's development, either as a member of the consensus body or via public comment
- that there is timely and adequate notice of standards activity, and adequate time and opportunity to comment on draft standards
- that the process shall not be dominated by any one interest group, and that participants from diverse interest categories shall be sought with the objective of achieving balance
- that substantial agreement must be reached by all concerned parties, that all views and objections must be considered, and that an effort must be made toward their resolution
- that there be written, documented procedures governing the methods used for standards development, including the right to appeal adverse decisions
- that these procedures shall be available to any interested person.

Standards developers must consistently demonstrate adherence to these essential requirements in order to maintain their ANSI-accreditation.

They must undergo regular audits, and audits for cause.

Standards that have been developed by ANSI-accredited developers in accordance with these essential requirements are approved by ANSI as American National Standards.

ANSI is totally unbiased when it comes to the technical content of the standards it approves.

The technical content is the responsibility of the subject matter experts who participate in the standards developing committees.

ANSI's role is to ensure the integrity of the process under which the standard is developed.

Anyone may request that a standard be changed or withdrawn if it is claimed that the standard is contrary to the public interest or not suitable for national use.

And action must be taken to revise, reaffirm or withdraw an American National Standard within 5 years after its approval.

These due process safeguards serve to ensure the integrity of the U.S. voluntary consensus standards system.

SLIDE # 8 (U.S. Government Participation in Standards)

One of the best indicators of the strength of the U.S. voluntary standards system is the government's extensive reliance on, and use of, voluntary standards.

Remember that standards are guidelines to be used on a voluntary basis.

They only become mandatory when they are adopted or referenced into laws or technical regulations for health, safety, and protection of the environment.

In the U.S., no single government agency has control over standards.

Each government agency determines which standards best meet its needs.

There are a number of laws and policies that advocate government reliance on voluntary standards.

The National Technology Transfer and Advancement Act, signed into law in 1996 (Public Law 104-113) is the overarching law.

The NTTAA requires all Federal government agencies and departments:

- to use voluntary consensus standards developed by the private sector, unless doing so would be inconsistent with applicable law or otherwise impractical
- to evaluate whether a voluntary consensus standard exists, before developing a government-unique solution, and

- to participate with the private sector in developing voluntary consensus standards, provided such participation is in the public interest and is compatible with agency and departmental missions, authorities, priorities, and resources.

Guidance for agencies to implement the provisions of the Act is set forth in revised OMB Circular A-119.

The Circular makes it clear that the overall intent of these policies is:

- to make the Federal government operate more efficiently
- to reduce regulatory and procurement costs
- to avoid the duplication and confusion caused by having separate private sector and government-unique solutions
- to take advantage of private sector technology and expertise in establishing standards that serve national needs
- to contribute to economic prosperity and growth

These policies do not preempt or restrict agencies' authorities and responsibilities to make regulatory decisions authorized by statute.

SLIDE #9 (NIST)

There are a number of federal agencies participating in the governance of ANSI.

ANSI's counterpart in the government, if you will, is NIST, the Commerce Department's National Institute of Standards and Technology, formerly known as the National Bureau of Standards.

Under the NTTAA, NIST is charged with coordinating Federal, state and local government standards and conformity assessment activities with the private sector

NIST is also charged with reporting annually to the Office of Management and Budget on Federal agency

- o use of voluntary consensus standards
- o use of government-unique standards in lieu of voluntary consensus standards, and
- o agency participation in the development of voluntary consensus standards

NIST also conducts research and is responsible for legal metrology (weights and measures).

ANSI and NIST have a memorandum of understanding and work closely together on all matters affecting U.S. standards and conformity assessment policy.

SLIDE #10 (ANSI's Role in Relation to Consumers)

Among the purposes of the Institute, as defined in the ANSI By-laws, are:

to further voluntary standards and conformity assessment activities as a means of benefiting the public health, safety, welfare and environment

AND

to assure that the interests of the public have appropriate protection, participation and representation in standardization and conformity assessment activities

ANSI's volunteer leadership and staff work to fulfill these objectives in a number of ways.

SLIDE #11 (ANSI's Consumer Interest Forum)

The ANSI Consumer Interest Forum (CIF) serves as the primary interface between ANSI and the consumer community and as a sounding board for our consumer relations initiatives.

Under the ANSI By-laws, the CIF is charged with:

- educating consumers on the activities of ANSI and the standards developer community, and
- facilitating the representation of consumer interests in standards-setting and related conformity assessment activities.

This applies to both domestic and international activity.

As shown on the slide, the active CIF membership includes representatives of consumer organizations, U.S. federal government agencies, ANSI-accredited standards developers working in areas of interest to consumers, consumer product testing agencies, and individual consumer advocates.

Participation in the CIF is open to anyone who is interested including non-ANSI members.

A major role that the CIF plays is serving as the U.S. interface with the ISO Consumer Policy Committee (COPOLCO).

SLIDE #12 (ISO's Consumer Policy Committee, COPOLCO)

COPOLCO is a policy development committee that reports to ISO Council, the governing body of that organization.

COPOLCO's membership includes some 87 member countries from around the world.

The IEC is also represented.

Consumers International, a global organization representing consumer interests, and the Organization for Economic Cooperation and Development (OECD) have liaison status.

ANEC, the European consumer voice in standardization, also participates as an observer.

COPOLCO provides a forum where consumer representatives exchange information and experience on standards and conformity assessment issues of interest to consumers.

COPOLCO identifies standardization areas of priority interest to consumers and works to promote and coordinate consumer representation in those areas.

It also influences ISO's programme of work by proposing new areas for standardization where there is a perceived need for enhanced consumer protection.

While COPOLCO is not authorized to write standards, it does develop guides, policy statements and informational publications on issues of importance to consumers.

For example, COPOLCO guides have addressed issues such as:

- Product information and instructions
- Packaging
- Comparative testing of consumer products and services
- Child safety; and
- The needs of the elderly and people with disabilities

And COPOLCO has produced policy statements on:

- consumer participation in standardization work; and
- addressing the needs of the elderly and people with disabilities in standardization work

SLIDE #13 (COPOLCO Current Issues)

COPOLCO's current projects include completing work on generic guidelines for services standardization, exploring the feasibility of international standards for financial services, on recall procedures for consumer goods, and on billing by retail network service providers.

COPOLCO also continues to explore how to foster greater consumer involvement in standardization, and means of improving product safety.

Members of ANSI's Consumer Interest Forum participate in COPOLCO working groups and provide comment on COPOLCO work in progress.

More participation would be welcome.

Once a year COPOLCO holds a workshop open to the public and then meets to consider its current work programme.

The meeting is held in a different country each year.

SLIDE #14 (ANSI ISO Council)

I'll now take a few moments to introduce you to some of the Institute's Policy Committees.

I'll focus on three committees where additional consumer interest representation would be welcome.

These committees typically meet twice a year in the Washington, DC metro area.

The ANSI ISO Council (AIC) is the Policy Committee within ANSI that is responsible for policy and position decisions relating to ISO activities.

Accordingly, the Consumer Interest Forum reports to the ANSI ISO Council with respect to ANSI's participation in ISO COPOLCO.

The AIC has responsibility for approving recommendations from the CIF regarding:

- ANSI positions on COPOLCO matters,
- the composition of ANSI delegations to COPOLCO meetings, and
- the appointment of U.S. experts to COPOLCO working groups

The AIC is also responsible for ANSI's relationship with ISO's Committee on Developing Country Matters (DEVCO), with the ISO General Assembly, the ISO Council, and for strategic and policy issues of the ISO Technical Management Board.

SLIDE #15 (AIC Current Issues)

Some of the current issues before the AIC are shown on the slide.

Consumer representatives have made valuable contributions to the work of this committee.

For example, the development of ANSI's contribution to ISO's long-term strategic plan and the assistance that ANSI provides to ISO's developing country programme have benefitted from consumer input.

Representatives of consumer organizations also participated along with NGO, labor, government and industry representatives, as members of the ANSI delegation to the recent ISO conference in Stockholm on the need for social responsibility standards.

The terms of reference for future standardization work in the area of social responsibility are presently under discussion within ISO.

SLIDE #16 (National Policy Committee)

The National Policy Committee is the body within ANSI that is responsible for broad-based policy and position decisions on national standards issues and government relations and public policy issues.

Reporting to the NPC for oversight purposes are:

- the Executive Standards Council (ExSC), the body responsible for accrediting standards developers, maintaining the procedures for national and international standards participation, and overseeing the standards developer audit program
- the Board of Standards Review (BSR), the body responsible for approving candidate American National Standards
- the Appeals Board, the body responsible for all final appeals of decisions by the ExSC or the BSR, both of which also hear appeals on matters falling within their jurisdiction, and
- the Committee on Education, the committee responsible for ANSI's educational outreach efforts

SLIDE #17 (NPC Current Issues)

Some of the issues currently being addressed by the NPC appear on this slide.

Consumer representatives have participated in the NPC's discussions regarding various legal issues facing the standards community.

These include the issue of tort liability for standards developers and whether a legislative solution should be sought to provide standards developers a limited safe harbor from negligence claims.

Another issue of concern for the standards developer community is how to protect a developer's assertion of copyright when their standards are adopted or referenced by a government entity.

Consumers also have participated in the NPC's discussions on whether additional steps can be taken to better distinguish American National Standards from other standards developed by ANSI-accredited standards developers.

SLIDE #18 (International Policy Committee)

ANSI's International Policy Committee is responsible for broad-based policy and position decisions on issues that impact more than one international or regional standards body.

In other words, issues that are not exclusively related to only ISO or IEC.

For example, the IPC would determine ANSI's position on relevant issues before the World Trade Organization and the International Telecommunication Union.

The IPC oversees three Regional Standing Committees (RSCs) for different geographic regions around the globe:

- the RSC Americas, relative to ANSI's participation in the Pan American Standards Commission (COPANT) and ANSI's relations with the national standards bodies of the countries in this hemisphere
- the RSC Asia-Pacific, relative to ANSI's participation in the Pacific Area Standards Congress and with the national standards bodies of the Pacific Rim countries, and
- the RSC Europe, the Middle East and Africa, relative to ANSI's relations with the European Commission and the European Standards Organizations, CEN, CENELEC and ETSI, as well as with the national standards bodies of countries in the Middle East and Africa

SLIDE #19 (IPC Current Issues)

Current issues before the IPC that may be of interest to consumers include:

- the development of an overarching international policy strategy
- understanding the global implications of the EU's standards setting & regulatory process and developing a U.S. action plan
- improving the global relevance of ISO and IEC standards, and
- understanding and influencing China's standards and trade strategy

That's a very quick look at three of the key ANSI Policy Committees where additional consumer involvement would be welcome.

SLIDE #20 (The ANSI Nominations Process)

Let's look now at the nominations process and then I'll take questions.

In August, the Institute issued a call for nominations for ANSI members to recommend qualified candidates for the ANSI Board of Directors and for voting membership on the Institute's Policy Committees for three-year terms beginning January 1, 2005.

Nominations have been requested to be returned by September 23.

However, there is some leeway if you need additional time to submit a nomination, particularly for the Policy Committees.

ANSI has created guidelines which explain the nominations process and criteria.

The guidelines were provided to you as part of the materials for today's workshop, along with the nominations forms.

In terms of the processing of nominations, the guidelines explain that:

- The Board Nominating Committee recommends candidates for the Board of Directors which recommendations are then voted on by the membership, whereas

- Candidates for voting membership on the Policy Committees are appointed by the Chairman of the Board with the approval of the Board Executive Committee.

The guidelines also are designed to identify target sectors that may currently be under-represented within the Federation, ensure balance and diversity within the membership, enhance ANSI's relationships and networks, and highlight individual personal attributes.

As noted in the guidelines, membership in the Institute is a prerequisite for participation on the ANSI Board or on an Institute Policy Committee unless the Board or the Executive Committee specifically grants an exception.

ANSI currently is offering full organizational membership to consumer organizations for just \$250 / year, a substantial discount from the normal membership fee.

ANSI also has a financial incentives program that provides consumer representatives with reimbursement of their travel expenses incurred in connection with attending ANSI governance meetings or when attending meetings as an authorized ANSI delegate.

Certain documentation is required in conjunction with any nomination.

Generally, candidates must provide a letter from a corporate officer stating that their organization will support the candidate in connection with their service on the Board or a Policy Committee.

Nominations also must be accompanied by a biographical statement setting forth the candidate's relevant qualifications.

These documentation requirements are spelled out on the nominations form.

SLIDE #21 (Desired Qualifications for Consumer Representatives)

An additional word relative to consumer representatives.

As noted, we tend to look for candidates who are affiliated with consumer organizations because they can provide insights from a diverse cross-section of consumer interests on the development of ANSI policies on important consumer issues.

They also have the ability to communicate back to their substantial and influential constituencies that the ANSI Federation and the voluntary consensus standards system play a major role on behalf of consumers.

In terms of general qualities that we look for, consumer representatives should be . . .

- committed to representing the consumer interest
- willing to participate actively

- able to listen, communicate effectively, and make decisions, and
- able to work well with others in a committee environment involving diverse stakeholder interests.

And it is important that an individual have no conflict of interest with respect to the standards or conformity assessment issues being discussed that would impair his or her ability to represent the consumer interest.

SLIDE #22 (Question and Answer Period)

I know I've covered a lot of ground and imagine that by now you must have some questions.

So, I'd like to pause here and give you an opportunity to ask me to clarify anything that I've covered or to ask me anything that perhaps I haven't covered.

SLIDE #23 (For More information)

If there are no more questions, the last slide is a list of links to additional information on our website that I invite you to explore at your leisure.

And please don't hesitate to contact me if you have additional questions at any time.

And with that, I thank you for your time and attention.



Opportunities for Consumers to Participate in ANSI Policy-Setting

Virtual Workshop
September 16 and 22, 2004

Jim McCabe
ANSI Director, Consumer Relations and Public Policy

Agenda

- Why should consumers care about standards and conformity assessment?
- What is ANSI?
- What are the Consumer Interest Forum and COPOLCO?
- What are the roles and issues of key ANSI policy committees?
- How can you seek nomination to an ANSI policy committee?



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The Imperatives for Consumer Action

The standards landscape has changed . . .

- Globally, trade agreements and the Internet have fueled the evolution of the global market and international / regional standardization work programmes
- Domestically, there is increasing U.S. government reliance on voluntary consensus standards for regulatory use



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Addressing the Challenges Faced by Consumers

Consumer Concerns

- Lack of awareness
- Need for training
- Lack of funding
- Industry dominates
- Lack of human resources

ANSI's Response

- Outreach
- www.StandardsLearn.org
- Financial incentives
- It will if you're not there
- Allocation is the key

Your voice matters . . . be heard!



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What is ANSI?

- Founded in 1918 by five professional / technical societies and three federal government agencies
- From the beginning, a private-public sector partnership
- Only accreditor of U.S. Standards Developers
- Only body that approves standards as American National Standards
- Accredits conformity assessment bodies
- Provides access to international and regional standards bodies
- Information provider
- ANSI is not a government agency or a standards developer



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The ANSI Federation

- Academia
 - Government
 - Companies
 - Trade Associations
 - Professional Societies
 - Standards Developers
 - Consumer and Labor Interests
- Private Sector &
Public Sector
Working Together



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Cardinal Principles of the Consensus Process

- **Openness** – All materially affected parties may participate in standards development
- **Transparency** – Records, processes open and publicly available (no secret meetings)
- **Balance** – No dominance of standard group by one segment
- **Consensus** – Decisions by more than a simple majority (not unanimity). Seeks to take into account views of all parties concerned, and to reconcile conflicting arguments
- **Due Process** – Written, documented procedures including an appeals process



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U.S. Government Participation in Standards

- No single Federal agency has control over standards.
- Each agency determines which standards meet its needs.
- The National Technology Transfer and Advancement Act requires Federal agencies to use voluntary consensus standards for regulatory and procurement purposes unless inconsistent with law or otherwise impractical
- Each agency is responsible for determining whether a voluntary consensus standard exists that is appropriate for its needs.
 - ◆ If so, they will use the voluntary consensus standard.
 - ◆ If not, the agency is expected to work with the private sector to develop the needed standard.



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National Institute of Standards & Technology

- NIST's role, as delegated by the Secretary of Commerce, is to coordinate federal activities in voluntary standards.
- Formerly known as the National Bureau of Standards
 - ◆ works with industry and government to advance measurement science and develop standards
- NIST coordinates standards activities with government agencies and the private sector.



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ANSI's Role in Relation to Consumers

Purposes of the Institute . . .

- To further voluntary standards and certification activities as a means of . . . benefiting the public health, safety, welfare and environment
- To assure that the interests of the public have appropriate protection, participation and representation in standardization, certification and related activities

(excerpt from ANSI By-laws)



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ANSI's Consumer Interest Forum (CIF)

Promoting the education of consumers . . . facilitating the representation of consumer interests in standardization . . . enhancing the effectiveness and credibility of the Institute . . . providing U.S. leadership in ISO COPOLCO

- American Assn. of Family & Consumer Sciences
- Consumer Federation of America
- Council of Better Business Bureaus
- Intertek Testing Services
- Maryland Consumer Rights Coalition
- National Assn. of Consumer Agency Administrators
- National Consumers League
- U.S. Consumer Product Safety Commission
- U.S. Dept. of Agriculture—CSREES
- Underwriters Laboratories
- Telecommunications Industry Assn.
- Toy Industry Assn.
- Individual Consumer Advocates



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ISO's Consumer Policy Committee (COPOLCO)

- Established 26 years ago - Policy development committee reports to ISO Council
- 87 member countries from around the world, plus IEC, Consumers International, OECD, ANEC
- Provides linkage between standards world and consumers
 - ◆ Identifies priority areas of standardization of interest to consumers
 - ◆ Promotes consumer protection and consumer participation
 - ◆ Recommends new standards activity
 - ◆ Develops guides, policy statements and information publications to address consumer needs



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COPOLCO Current Issues

- Guidelines for services standardization
- International standards on financial services
- Recall procedures for consumer goods
- Billing by retail network service providers
- Fostering greater consumer involvement in standardization
- Improving product safety



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ANSI ISO Council (AIC)

- Responsible for policy and position decisions relating to the International Organization for Standardization (ISO)
- Oversees ANSI Consumer Interest Forum (CIF) participation in the activities of ISO's Consumer Policy Committee (COPOLCO)
 - ◆ Approves CIF recommended positions on issues before COPOLCO
 - ◆ Approves delegations to COPOLCO plenary meetings
 - ◆ Approves experts to COPOLCO working groups



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AIC Current Issues

- Developing ANSI's contribution to ISO's strategic planning initiative
- ISO's action plan for developing countries
- Developing a code of ethics for ISO
- ISO cooperation with standards developing organizations having global reach
- Possible involvement of ISO in the World Economic Forum
- Involvement of ISO in Social Responsibility



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National Policy Committee (NPC)

- Responsible for broad-based policy and position decisions on national standards issues and government relations and public policy issues
- Reporting to the NPC for oversight purposes are:
 - ◆ Executive Standards Council (ExSC)
 - ◆ Board of Standards Review (BSR)
 - ◆ Appeals Board
 - ◆ Committee on Education



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NPC Current Issues

- Strategic responses to legal challenges
 - ◆ Seeking legislative for standards developers against tort liability and negligence claims
 - ◆ Protecting a standards developer's copyright when standards are referenced into law
- Distinguishing American National Standards from other standards developed by ANSI-accredited standards developers
- Considering ANSI's role in relation to standards consortia
- Addressing conflict and duplication in the approval of American National Standards



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International Policy Committee (IPC)

- Responsible for broad-based policy and position decisions on issues that impact more than one international or regional standards body
- Issues not exclusive to ISO/IEC (e.g. WTO and ITU)
- Oversees three Regional Standing Committees (RSCs) for different geographic regions:
 - ◆ Americas (COPANT)
 - ◆ Asia-Pacific (PASC)
 - ◆ Europe, Middle East and Africa (CEN, CENELEC, ETSI, et al.)



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IPC Current Issues

- Development of an overarching international policy strategy
- U.S. promotion of standards and conformity assessment relative to the European Union (EU)
- Global implications of the EU's standards setting & regulatory process: Toward a U.S. action plan
- U.S. Department of Commerce's initiative to increase U.S. competitiveness
- Global relevance in ISO and IEC
- China's standards and trade strategy



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The ANSI Nominations Process

- Call for Nominations issued in early August
- Nominations requested by September 23, 2004
- Guidelines explain the nominations process and criteria
- The decision-makers:
 - ◆ the Board Nominating Committee (in the case of Board nominations) followed by ballot of the membership
 - ◆ the Chairman of the Board with the approval of the Executive Committee (in the case of Policy Committee nominations)
- Membership in the Institute is required unless an exception is made
- Required documentation
 - Letter of support from a corporate officer (not required if candidate is a corporate officer, or an ANSI government or individual member)
 - Biographical statement setting forth candidate's qualifications



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Desired Qualifications for Consumer Representatives

- Be affiliated with a consumer organization
- Be committed to representing the consumer interest
- Be willing to participate actively
- Be able to listen, communicate effectively, and make decisions
- Be able to work well with others in a committee environment involving diverse stakeholder interests
- Have no conflict of interest in representing the consumer interest



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Questions and Answer Period



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For More Information

- About ANSI www.ansi.org
 - ◆ Overview, structure and management, organization chart, accredited programs
- Standards activities www.ansi.org/standards
 - ◆ Essential Requirements: Due process requirements for American National Standards (Domestic Programs)
 - ◆ Public review and comment www.ansi.org/StandardsAction
- Consumer relations www.ansi.org/consumer
 - ◆ ANSI's Consumer Interest Forum
 - ◆ ISO's Consumer Policy Committee (COPOLCO)
- Government affairs www.ansi.org/government
- News, media tips and case studies, library of presentations www.ansi.org/news
- Free, e-learning courses www.StandardsLearn.org



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