

On course and speed

Every sailor understands these fundamentals and so does ISO/TC 8. In 1995, we set a strategic vision “to be the link between the International Maritime Organization (IMO) and the Industry”. We have successfully established ISO standards to assist in uniform international industry implementation of regulatory requirements. Likewise, through active participation, we have provided industry consensus standards to regulatory bodies where they have been referenced and used in their various conventions, such as the IMO’s International Convention for the Safety of Life at Sea (SOLAS), other documents and circulars.

Our strong link with IMO has expanded to other international and regional governmental bodies like the International Labour Organization (ILO), World Customs Organization (WCO), United Nations Economic Commission for Europe and the European Union.

As we undertook our strategic vision, it was self-evident that two ingredients for success would be timing and timeliness. *Timing* – You have to be there, be active, be accepted and be known for delivering results. *Timeliness* – You must deliver when the customer needs it.

Business as usual means failure and the customer seeks another venue. For timeliness, you must

- 1) use all the tools in your toolbox – make extensive use of the publicly available specification (PAS) approach, keep your subcommittees and working groups to an aggressive target schedule, hold programme reviews, publish in a single language, and work with the ISO Central Secretariat to expedite processing and publication;
- 2) communicate effectively and often with top executives in industry and government to ensure global market relevance, educate our customers, market our abilities, publish articles in trade journals, and actively participate in seminars worldwide; and

- 3) explain strategic standardization to stakeholders and to committee members that standards are important factors in economic and business decisions, safety, security and the environment. Simply put – we are a business unit in a large corporation. We act and behave that way!

We will stay “on course” and deliver with the required “speed”!

Commencing with the initiation of the ISO Pilot Programme which was launched at the IMO 22nd General Assembly in November 2001, we have worked together through cooperative efforts among key ISO technical committees, international government organizations, non-governmental organizations and major international industry groups to address major transport supply chain security issues.

While container cargo is significant, the security problem is much greater than containers. This is why ISO security standards for the supply chain are not sector specific, apply to import and export of goods, assist companies and organizations (large and small), are risk-based, and cover all means of transport.

How will ISO security standards benefit government? Using International Standards assures uniform industry implementation worldwide with government bodies setting the requirements. A one-country solution does not have the authority or the resources to effect implementation beyond its borders. If one country places requirements on imports, others will want the same. Even more resources will be required for a suboptimal solution. Global markets require global solutions.

How will ISO security standards benefit industry? They will be of great benefit to those companies that the WCO refers to as Authorized Economic Operators (AEOs). Without an International Standard, these companies would have to develop their own security requirements for their suppliers and would undoubtedly

be different from each source. Likewise, for suppliers who provide to multiple AEOs in several supply chains, they would face multiple requirements, multiple plans and significant cost and duplication. If a bid is ISO standard compliant, competition is open, trade is enhanced and costs are lower.

We know that everyone in the supply chain must have an auditable plan. It is clear that ISO does not set the requirements – they emanate from governments – but the use of ISO conformity assessment and auditing standards facilitates the best use of government resources. Governments cannot inspect everything. They should set the requirements, monitor the implementation and check the auditors.

One final note – terrorism, fraud and piracy are not national problems. National solutions and unilateral government actions won’t work. They may, in fact, serve as barriers to trade. Furthermore, they are not enforceable globally. It is going to take worldwide cooperation. No single organization can control the movement of cargo from its point of manufacture to its final consumer – nor does one have that authority.

Much has been accomplished in a very short time, but much more remains.

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Captain. Charles Piersall
Chair of ISO/TC 8