AGENDA ITEM 1 ADDRESS BY THE PRESIDENT

The 2010 General Assembly will be opened by the ISO President, Dr. Alan Morrison, on Wednesday 15 September at 09:30 in room Scandinavia at the Radisson BLU Scandinavia Hotel in Oslo.

A formal opening ceremony (for delegates only) will be held at 09:00 the same day, also in room Scandinavia. **Delegates are therefore kindly requested to be seated**, behind their country's name plate, **at 08:50 at the latest**.

AGENDA ITEM 2 ROLL CALL OF DELEGATES

A provisional attendance list, drawn up on the basis of information provided by the members, will be available just prior to the opening of the General Assembly.

A final attendance list will be prepared following the roll call of delegates which will be made by the Secretary-General under this agenda item.

THIRTY-THIRD ISO GENERAL ASSEMBLY, 15-17 September 2010

Radisson BLU Scandinavia Hotel, Oslo (Norway)
Beginning of the first session: 09:30[1]

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[1] An official opening ceremony will take place from 09:00 to 09:30.
[2] Not covered elsewhere in the agenda.

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AGENDA ITEM 4 MINUTES OF THE 2009 GENERAL ASSEMBLY

The unconfirmed minutes of the 32nd General Assembly, which was held in Cape Town in September 2009, were circulated to the members on 26 October 2009. Comments were received from AFNOR (France), BSN (Indonesia), QS (Qatar) and SCC (Canada).

The confirmed minutes of the 2009 General Assembly, including the above comments, were circulated on 27 November 2009. No member body submitted comments on the confirmed minutes.

GENERAL ASSEMBLY ACTION

The following draft resolution is submitted for adoption:

The General Assembly approves the minutes of the 32nd General Assembly held in Cape Town in 2009, as circulated to the members of the Organization on 27 November 2009.

AGENDA ITEM 5 REPORT OF THE SECRETARY-GENERAL

● Under this agenda item, the **Secretary-General will present a report** to the General Assembly commenting on progress and perspectives for the Organization. His report will also be circulated to the membership in writing before the General Assembly.

Members' attention is drawn to Annex 1 to this document, showing developments in ISO's membership since the 2009 General Assembly. At 1 July 2010, ISO comprised 163 members distributed as follows among the three membership categories: 106 member bodies, 46 correspondent members and 11 subscriber members.

● In accordance with the *Statutes and Rules of Procedure*, an **Annual Report** is produced each year for endorsement by the General Assembly.

The Annual Report covering the year 2009 will be circulated around mid-July 2010 and will be posted on *ISO Online* (see contents of the Report at Annex 2). The Report, entitled "ISO's customer focus", brings the absolute imperatives of relevance, responsiveness and reality to meet ISO's customers' needs in everything ISO does; and many developments in 2009 highlight that ISO not only satisfies its broad customer base, but its end product – the suite of globally relevant International Standards – continues to drive growth in today's volatile markets.

The ISO Annual Report is intended to be a communication tool, easy to read and attractive in appearance, for use by ISO and its members to enhance knowledge of and support for ISO's work among its stakeholders. The Secretary-General would appreciate receiving comments from the members on both the content and presentation of the Annual Report, to ensure that the next issue (covering the year 2010) meets the needs of the ISO members and other readers (such as high-level industrialists, business leaders, government officials and academics) to the fullest possible extent.

GENERAL ASSEMBLY ACTION

The General Assembly is invited:

a) to comment on the report of the Secretary-General;

b) to comment on the Annual Report covering the 2009 calendar year, with regard to both its substance and its presentation.

AGENDA ITEM 5

REPORT OF THE SECRETARY-GENERAL

TO THE 33rd ISO GENERAL ASSEMBLY

OSLO, 15-17 SEPTEMBER 2010

ISO Officers,
ISO Members,
Distinguished guests,
Friends and colleagues,

Introduction

When I was writing this report I was reminded that it is essential to have a central point, or theme. So, the central point of this paper is …. *Customer!* What has ISO done, and what do we plan to do, to meet the needs of our customers?

ISO is here to meet customer needs and to build confidence amongst those who use or rely on the publications we produce. Of perhaps even greater importance are the customers of these customers. Those customers that explicitly or implicitly rely on ISO standards to give them the confidence to purchase the products or services provided by the organizations and people who purchase and directly use our standards.

I would like to look back on what has been achieved and forward to what we need to do to meet customer needs. Given this General Assembly will (hopefully) approve a new *ISO Strategic Plan 2011-2015* it is a good time to stand back and look at where we are and where we want to be in five years time.

What has been achieved?

First, looking back. In any annual report people want to know whether the organization achieved its targets for the last reporting period. What are areas where it needs to do better? What can it legitimately claim as cause for celebration?
Above all people want to know, what does it mean for me, the reader with an interest in this organization?

2009 was a significant year for the World. The 2008 financial crisis, the like of which the World had not seen in living memory, saw unprecedented Government intervention in 2009 using unprecedented cooperation. The result was very uneven economic growth amongst countries with some stagnating

while others achieved double-digit growth in gross national income. The jury is still out as to whether these, and subsequent measures, to restore liquidity and confidence in the financial sector generally and in specific countries in particular, have been successful or whether there will be a double-dip recession or further concerns on sovereign debt.

Another significant trend was the efforts to look for new ways to take action in the aftermath of what many regarded as the inability of the 15th Conference of the Parties of the UNFCCC[1] (COP15) to come to a binding agreement on what would be done to address Climate Change. Included in these efforts are various initiatives that some are calling for a race to green; the significant investments being made by governments and industry to improve energy efficiency using innovative technologies and either encouraging or requiring the combination of resources in ways not seriously contemplated before.

Finally 2009, in my view, saw the mainstream acceptance of the need for sustainability applying not just to economic sustainability; or environmental sustainability; or societal sustainability - but to all three of these aspects at the same time, especially given the increasing focus by industry and consumers on sustainability across business supply chains.

What is striking is that in all of the above the World is looking for solutions that are global, the result of processes that are inclusive, transparent and robust to respect all those interested and affected, and that provide pragmatic leadership.

It should therefore come as no great surprise that the development, or potential to develop standards to help address key areas in the challenges I have noted confirm ISO's growing reputation for developing solutions that are globally relevant. Standards published or in development in assisting business efficiency and effectiveness, information and societal security, the response to climate change, energy efficiency and renewable resources, carbon footprint of products and supply chains, sustainable building design and operation, water services, nanotechnologies, intelligent transport systems, food safety management, health informatics and social responsibility are all examples where global understanding of such issues will be enhanced and harmonized as a result of standardization activity.

I said in my report to the General Assembly in 2009 that we should not be and we are not a group that sits around wringing our hands and pontificating on what should have happened or could have been done; nor are we a group that sits around waiting to be told what to do. We help provide solutions. We give those who read our standards the answers they need to global problems and issues they are facing. Standards give people ideas on what they should do, how they should do them, how to get the best out of what they are trying to make, operate or do. Standards are pragmatic and so are standardizers. The work ISO has done, and is doing, reflects this focus and determination to meet the needs of our customers.

[1] UNFCCC: United Nations Framework Convention on Climate Change

The *2009 ISO Annual Report* details the achievements of the year, and they are many and they are significant. In general, ISO has achieved the goals set in the *Strategic Plan 2005 – 2010* and is well positioned to build on the very solid base that has been put in place during this period and since the organization's founding in 1947. The report has been developed on the theme of the "Customer" and shows in stories and pictures the core of standardization, people. ISO has a wealth of statistics (and maybe we are not measuring everything we should be!) but some of the most important are:

- ISO exists first for our members, in other words you! ISO has 163 members, a new record and the countries represented by ISO members cover 97% of the world's population and 98% of the world's GNI. More importantly, you are ISO's customer and you should expect and get excellent value for your membership. I would like to thank all of you for the support, suggestions and straightforward comments on performance and areas for improvement that ISO should make.
- Around 100 000 experts are involved in the development of ISO standards. On average, each day there are eight meetings going on somewhere on the globe discussing and developing ISO standards. Simply put, ISO would not exist without the dedication, skills, experience and shear determination of the experts who develop ISO standards. To say "thanks" is an inadequate salute but it is a most sincere "thanks!!"
- Around 5 000 highly skilled people are involved in standards development activity in ISO member organizations.
- Around 155 highly skilled people work in the ISO Central Secretariat to assist and support the ISO process.
- ISO's core policy committees, CASCO, COPOLCO and DEVCO have worked effectively and with great enthusiasm during the year. CASCO has progressed on an impressive number of documents on conformity assessment, while the COPOLCO plenary meeting earlier this year in Indonesia was a great success with the Vice–President (technical management) who addressed the meeting describing COPOLCO as the "terrier of ISO" continually reminding ISO to be consumer-focused. DEVCO continues to go from strength-to-strength with 250 registrations (at the time of writing) for the meeting in Oslo. To everyone involved in these committees, thank you for your hard work and focus to promote ISO.

Talking about customers: as you were informed in June, in order to satisfy its main customers – i.e. the ISO members – the ISO/CS has developed a database of General Assembly resolutions allowing you to search electronically for any resolution adopted by the General Assembly since its first meeting in 1949. The next database, the one of Council resolutions, will be available in October and will be followed by databases of the TMB, CASCO, COPOLCO and DEVCO resolutions.

Looking ahead

I said at the General Assembly in 2009 that ISO needed to be better than just "good"; we need to be "great". I also asked you to imagine "It is 24 September 2016. The ISO General Assembly for 2016 is meeting and everyone is absolutely thrilled because ISO is meeting members' and stakeholders' needs. What is ISO doing to meet these needs?" and I asked you to please let me know as part of your thoughts on the *ISO Strategic Plan 2011-2015*.

The last 12 months have seen this consultation with ISO members and key organizations in liaison with ISO on the *ISO Strategic Plan 2011 – 2015*.

Your ideas for what ISO should be doing, and what we should do to ensure the celebrations in 2016 are suitably based, have been included in the draft of the Strategic Plan that will be considered at this General Assembly. The Strategic Plan provides the platform to recognize what ISO is doing well, and do more of that, and look at what we can do differently or new, and do that as well.

But we have not been exactly sitting around waiting for the new Strategic Plan to be approved. Council approved a number of key initiatives in March this year, some of which you will hear about in more detail in the next days. In summary though:

First, Council approved a number of significant investments that demonstrate the commitment to ISO's strategic direction and core principles following a good financial result for 2009.

- A project to introduce XML to allow ISO's publications and documents to be formatted in new ways to meet or anticipate customer needs.
- A project to develop a "Living Laboratory", as foreshadowed in my presentation in 2009, which will provide a computer model of the standards development process and allow evaluation of new ideas.
- A project to provide communication tools to show the benefits of standardization to business and government leaders but also to the public.
- An extension of the project on the economic benefits of standards, to support the development of case studies and the use of the methodology across a range of industries and countries.
- A significant financial commitment to the 2011 ISO development and training budget to allow ISO to further develop solutions that meet training needs, especially amongst developing countries, and to demonstrate to ISO's funding partners the commitment and opportunities to leverage these programmes.
- An increase in the retrocession's paid by ISO to members for sales made in their countries using the ISO Webstore

Second, Council has overseen the completion or further development of a number of other special projects approved prior to 2009:

- A project to consider ISO's involvement in the Food sector was completed and presented to Council in September 2009. As a result, ISO has increased involvement and visibility amongst leaders in this sector. The Deputy Secretary General has been very active engaging with senior leaders in the food sector and he now represents ISO on the Advisory Board of the Global Food Safety Initiative (GFSI) and has presented key note speeches at CODEX events and other major food conferences.
- A project to consider the ISO Business Model is underway and results are expected to be presented to the March 2011 Council meeting.
- Proposals to conduct workshops in the area of financial services and biotechnology are being evaluated. I expect workshops to consider how ISO might contribute in these sectors will be underway in the next six to nine months.

Third, ISO is in the process of adopting the Balanced Scorecard as a basis for setting targets and measuring progress. The "Scorecard" is a framework for looking at what we want to achieve from the perspective of the customer – what does the customer want, and what are the people and skills (learning and growth); processes and systems and financial resources needed to meet or anticipate customer needs.

If we consider ISO's strengths and weaknesses and the opportunities and threats associated with what we are doing and plan to do then using the Scorecard allows the development of an Implementation Plan that drives towards achieving our strategic goals while retaining the flexibility to adjust the priorities and resources assigned. A further key point is that the Scorecard can be used throughout ISO at increasing levels of detail as the focus of the people involved in implementation becomes more detailed. Again, the focus is on meeting, and perhaps even anticipating, customer needs.

In summary there is a lot going on, and there needs to be!

Turning to the challenges facing ISO, in my view there are a few:

- The first is complacency. As I mentioned earlier we are good, but we need to be great. Our processes, despite huge improvement, are still regarded by many of our customers as being too slow and unnecessarily bureaucratic.
- The second is communication. We are getting increasingly better at communicating and we have a compelling message about the value ISO standards can bring to industry, as an adjunct to explaining public policy or to contributing to sustainability but we need to not just preach to those who have already embraced the message. We are the most wonderful solution to global, regional and national issues nobody has every heard of. We need to mass customise our message in ways that answer the "what's in it for me" question, whether that question is being asked by a captain of industry, a senior politician or public official, or

the person in the street who buys the product or service that meets the ISO Standard!

- The third is that we have been so successful in explaining to legislators and regulators that ISO standards are the answer that they need, that they now want to give our standards away for free! While I say this in a light-hearted manner, the issue is very serious. The ISO system relies heavily on the ability to recover a significant proportion of our costs of developing and promulgating standards from the sale of those standards. The system is also complicated in that it consists of 163 members, plus a Central Secretariat that all have subtly or radically different business models – so a change in such a fundamental source of revenue would have an uneven impact across the system. A further, but obvious complication is the fact that ISO standards are sold through Webstores in many parts of the World that can be generally accessed by anyone in the world. Having ISO standards available for free anywhere in the World therefore impacts the whole system, or at least that part of the system that sells the standard in that language.

- The fourth is the view by some that all standards are equal. Simply put, they are not! Any organization may claim to have developed a "standard" and, may even subsequently establish a certification / marketing / labelling scheme that demonstrates conformance to such a "standard". International Standards, such as those developed by ISO and IEC, follow the principles set out in World Trade Organization agreements and disciplines established through acceptance of the code of good practice, and should be distinguished from standards that are developed that do not meet these principles.

  These "private standards" may have clear value amongst the constituencies who developed the standard. But when organizations and governments begin referring to or applying such standards to a wider audience that has had no understanding or opportunity to participate in the development of the private standard, then I think ISO should point out to the fundamental principles that differentiate an International Standard from a private standard. This situation is especially of concern when the WTO TBT and SPS[2] committees enter into increasingly detailed discussions on "private standards". This is why ISO published an information brochure earlier this year entitled "International Standards and Private Standards".

- The fifth is the need to better identify our existing and potential customers. Throughout this report, I have deliberately used the word "customer". But when you stop and think about it our "customer" wears many hats. Depending on your viewpoint our customer may be someone in one of ISO's member organizations; the expert on a technical committee; a person in industry, government, an NGO or academia; a consumer; someone in the many partners and liaisons ISO has; someone who has the same or a different language; someone from a particular country or region. In fact our customers are as diverse as the subject matters covered in the ISO Catalogue and may, in some

[2] SPS : Sanitary and Phytosanitary

cases, even be the same person wearing different hats at different times.

While all of these customer groups are important we need to focus on the customer with the hat that reads “user”. Do we know the number of organizations or individuals who currently use our standards? Do we know the potential number we could approach, and how we would do that? Most organizations have a view on the size of their actual and potential customer base. However, in ISO’s case this view is imperfect at best. Such information is not simply to increase or supplement revenue from sales, although it would almost certainly do that, but to take a more focused look at how we do our job, developing globally relevant standards and letting the World know about it!

Conclusion

I believe that the genesis to address the above issues is included in the *Strategic Plan 2011-2015* that you will consider and hopefully approve at this General Assembly. Further, these are issues you have raised in your thoughtful commentaries and ideas for this Strategic Plan, so there is a will and a need to address them. I believe a focus on our customers and on meeting their needs among which is a need for confidence, is at the core of what ISO has achieved and by even greater effort, will be the cause of our future success.

Finally, I would like to say thanks. 2009 was a challenging year for us all and yet ISO again showed the great value of developing globally relevant solutions to customers using an open, consensus-based, transparent and inclusive process in existing and new sectors and subjects. We did so and we created further opportunities to develop and improve. Some of the standards we published, or made solid progress in developing, have huge potential to raise ISO’s profile still further and, as a result, further enhance our ability to bring even more customers to ISO standards.

And I think that is worth noting and celebrating!

DEVELOPMENTS IN THE ISO MEMBERSHIP SINCE THE 2009 GENERAL ASSEMBLY (situation at 1 July)

At 1 July 2010, the **total ISO membership** stands at 163 (comprising 106 member bodies, 46 correspondent members, and 11 subscriber members).

Since the last General Assembly in September 2009, the following changes have taken place in the membership:

a) Member bodies

- **Readmission after withdrawal**
  - The *Direction Nationale des Industries (MLIDNI)* of Mali has been readmitted as a member body with retroactive effect as of 1 January 2010. MLIDNI had been withdrawn from correspondent membership in January 2007 for non-payment of its dues in arrears.
- **Change in membership status**
  - NSI (Namibia) has been upgraded from correspondent member to member body with retroactive effect as of 1 January 2010.
- **Transfer of membership**
  - The ISO membership for Cameroon has been transferred from the *Division de la Normalisation et de la Qualité (CDNQ)* to the *Agence des Normes et de la Qualité (ANOR)*.
- **Withdrawal from membership**
  - FONDONORMA (Venezuela) has been withdrawn from membership following a resolution issued by the Government of Venezuela.

b) Correspondent members

- **Reinstatements after withdrawals**
  - CSN (Togo)[1], DIGENOR (Dominican Republic), FASONORM (Burkina Faso), and UNBS (Uganda), withdrawn for non payment of their dues in arrears, have been reinstated (CSN in June, DIGENOR and FASONORM in April, and UNBS in February 2010).

c) Subscriber members

- **New subscriber member**
  - SNQCA (Central African Republic) has been admitted as a subscriber member as of 1 January 2010.
- **Transfer of membership**
  - The ISO membership for Cambodia has been transferred from the Department of Industrial Standards of Cambodia (ISC) to the Institute of Standards of Cambodia (ISC).

[1] CSN had been reinstated in August 2009

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ISO'S RELATIONS WITH INTERNATIONAL/REGIONAL PARTNERS

AGENDA ITEM 6.1 COOPERATION WITH IEC AND ITU (INCL. WITH THE WORLD STANDARDS COOPERATION – WSC)

Under this agenda item, the IEC President Elect, Dr. Klaus Wucherer, and the ITU-T[1] Deputy to the Director, Mr. Reinhard Scholl, will be addressing the General Assembly. The report below highlights the main developments in ISO/IEC/ITU cooperation since the last General Assembly.

1 Developments in ISO/IEC/ITU cooperation (World Standards Cooperation)

The tripartite cooperation between ISO, the IEC and the ITU takes place through the World Standards Cooperation (WSC), as well as through regular contacts between the CEOs and staff of the three organizations. (The membership list in 2010 and the terms of reference of the WSC are attached at Annex 1 for ease of reference.)

The World Standards Cooperation (WSC), established in 2001, held its ninth meeting in Geneva on 12 February 2010. A brief report on the outcome of the meeting, circulated at the same time to the ISO Council and IEC Council Board, is attached at Annex 2.

An update on some of the initiatives, undertaken by ISO, IEC and ITU under the aegis of the WSC is given below:

– Workshop on *The Fully Networked Car*

The 2010 workshop on *The Fully Networked Car*, held on 3-4 March at the Geneva International Motor Show, focused on the latest developments in technology and network requirements for electric cars. Among the discussions featured at this workshop were the car industry's new challenges and major changes, such as responding quickly and innovatively to the pressures resulting from the economic crisis, and the call for sustainability at the economic, environmental and societal levels.

– Workshop on accessibility

A workshop on accessibility, organized under the aegis of the WSC, will take place on 3-4 November 2010 in Geneva. The event is organized around the following themes: e-accessibility; accessibility in the built environment; and consumer products and accessibility. The draft programme is attached at Annex 3.

– World Standards Day (WSD)

As decided by the WSC in 2009, the theme of the **2010** World Standards Day (14 October) is **Accessibility**. A joint message by the ISO and IEC Presidents and the ITU Secretary-General, and a common poster will be sent to the ISO membership end of July/beginning of August.

The theme chosen by the WSC for the **2011** World Standards Day is **Global confidence**. This theme will cover, *inter alia,* how International Standards offer practical tools for providing confidence, reducing uncertainty and managing risk in a globalized world.

[1] ITU-T: ITU Telecommunication Standardization Sector

– WSC Academic Week, 5-9 July 2010, Geneva

It is recalled that, at its meeting in February 2009, the WSC endorsed a proposal from ISO for a WSC Academic Week to be organized in 2010 to promote dialogue between academic institutions the three organizations of the WSC and their members, and to strengthen relations.

As it can be seen from the draft programme attached at Annex 4, the 2010 WSC Academic Week, to be held in Geneva on 5-9 July 2010, comprises the following events: the "ICES[2] workshop on the various dimensions of education about standardization" (5-6 July); one day devoted to "Standards and Academia: recognizing academic excellence" (7 July); one day devoted to "Cooperation between international standardization organizations and academic institutions" (8 July); and the last day devoted to the "Economic benefits of standards" (9 July).

2 Developments in ISO/IEC cooperation

Contacts with the IEC at policy level have taken place in the framework of the WSC (see item 1 above) and through regular meetings between the two Chief Executive Officers.

The technical collaboration between ISO and IEC is satisfactory. Over the last year a major focus has been the updating of the 1990 Memorandum of Understanding between ISO and IEC in the area of automotive electronics.

Annual meetings were held in June between representatives of the TMB and SMB, at which views were exchanged on strategic/policy issues and on technical cooperation issues. Items for discussion at the June 2010 meeting included the results of a market relevance pilot programme which was carried out in parallel in ISO and IEC with selected committees and the conclusion of the joint deliberations concerning a possible simplification of the range of ISO and IEC deliverables. The latter in particular demonstrated that mixed messages are being received from the market place with the result that the TMB and IEC SMB have decided not to pursue this issue at this time. A meeting of the ISO/IEC Joint Directives Maintenance Team was also held in conjunction with the June meetings of the two management boards.

Good collaboration continues between the TMB and SMB strategy groups addressing energy efficiency and renewable energy resources and, based on a joint recommendation from these groups, the TMB and SMB established a joint project committee to develop standardized terminology in that field.

- Participation in meetings

IEC participates in the work of ISO's policy development committees (mainly CASCO and COPOLCO).

Where relevant, there is joint ISO/IEC representation (through a single representative) at certain meetings; for example the IEC President, Mr. Jacques Régis, will also represent ISO at the World Energy Congress to take place in Montreal (Canada) in September 2010; the ISO President also represented IEC at the meeting of the Euro Asian Interstate Council for Standardization, Metrology and Certification (EASC) in Odessa (Ukraine) in June 2010; and the IEC representatives at the WTO/TBT Committee's Sixth Special Meeting on Procedures for Information Exchange will make a statement on the subject of transparency in standards development process on behalf of ISO and IEC.

- Communication

The ISO and IEC communication teams consult each other and cooperate on media and public relations initiatives relating to both organizations. In addition to the regular cooperation (also with ITU) on the joint World Standards Day message, poster and press release, or on the

[2] ICES: International Cooperation on Education about Standardization

communication on the World Standards Cooperation activities, examples of this cooperation include consultation on statements in response to media enquiries, or the preparation of press releases on issues common to ISO and IEC, including ISO/IEC standards.

- Action plan for the sustainability of ISO's business model

A consolidated argumentation to support the current ISO and IEC business models is being jointly developed by ISO and IEC in the form of a document entitled "ISO and IEC business models in brief". Following the comments made by the ISO Council at its meeting in March 2010, the ISO Commercial Policy Steering Group (CPSG) and the IEC Sales Advisory Group (SAG) have further considered the document at their respective meetings in June, and a revised version should be shortly submitted to the ISO Council and the IEC Council Board for endorsement by correspondence.

- Second ISO and IEC Marketing and Communication Forum

Building on the success of the first ISO and IEC Marketing and Communication Forum held in Geneva in December 2006, ISO and IEC organized on 3-4 December 2009 in Geneva the second edition of this Forum – it was attended by over 100 marketing and communication experts from more than 60 organizations around the world.

The objective of the forum, open to ISO member bodies and correspondent members, IEC national committees, and ISO and IEC distributors and resellers, is to exchange views and experiences, as well as look at new opportunities to communicate around standards and standardization activities, and to increase the use and sales of standards.

During the two days attendees, under the guidance of renowned experts, looked at the possible strategies to communicate to new audiences through the use, in particular, of social media tools like Twitter, Facebook, LinkedIn and the other Web 2.0 channels. From a marketing and sales perspective, XML, e-books, standards in mobile format or e-learning platforms were presented as opportunities for the development of new products and services.

- ISO/IEC Information Centre

The ISO/IEC Information Centre, accessible on the Web since 2004, provides a focal point for enquiries on the two organizations, in particular in relation to WTO issues. The creation of two new sections *Economic and social benefits of standardization* (an inventory of studies in this field) and *Standards and regulations* (including using and referencing ISO and IEC standards for technical regulations) was reported last year. The site is appreciated by ISO and IEC customers, and on average more than 35 000 users visit the site monthly.

3 Developments in ISO/ITU cooperation

Contacts with the ITU at policy level have taken place in the framework of the WSC (see item 1 above) and through communication as appropriate between the two Chief Executive Officers.

As reported in previous years, ISO's collaboration with ITU principally falls in the area of ISO/IEC JTC 1 *Information technology,* where there is strong collaboration with the ITU Telecommunication Standardization Sector (ITU-T) as a result of the convergence of IT and telecommunication technologies. In recent years, the collaboration has expanded into new areas, especially IT security (JTC 1/SC 27) and radio-frequency identification (RFID) (JTC 1/SC 31) while there is also collaboration in the areas of intelligent transport systems (ISO/TC 204) and e-health (ISO/TC 215). ISO, IEC and ITU have for several years jointly organized a workshop in conjunction with the Geneva Motor Show on the Fully Networked Car.

Following the successful collaboration between JTC 1 and ITU in the the Joint Video Team, for which ISO, IEC and ITU received the Emmy Award in 2008, a new collaborative project has been initiated in relation to new video coding and Advanced IPTV[3] Terminals.

ISO, IEC and ITU staff continue to meet periodically to exchange information and experience in the implementation of the common ISO/IEC/ITU patent policy as well as the common implementation guidelines and patent statement and licensing agreement.

GENERAL ASSEMBLY ACTION

The General Assembly is invited to comment on the above and other matters arising from this report and from the addresses made under this item at the meeting.

[3] IPTV: Internet Protocol television

GOALS, MEMBERSHIP AND TERMS OF REFERENCE FOR THE IEC, ISO, AND ITU WORLD STANDARDS COOPERATION (WSC)

1 Goals

The primary functions of the WSC are:

- to strengthen and advance the voluntary consensus-based international standards system of IEC, ISO, and ITU through specific policies and cooperation, and by the sharing of information on experiences;
- to promote and increase the worldwide visibility of international consensus-based standardization and related conformity assessment matters;
- to resolve expeditiously any issue regarding cooperation in the technical work of the three organizations, if the matter has failed to be resolved in a timely manner at all lower levels of coordination.

2 WSC membership in 2010

For IEC	For ISO	For ITU
President *Mr. Jacques Régis*	President *Dr. Alan Morrison*	Director, Telecommunication Standardization Bureau *Mr. Malcolm Johnson*
Deputy President (President Elect) *Dr. Klaus Wucherer*	Vice-President (policy) *Mr. Sadao Takeda*	Deputy to the Director, Telecommunication Standardization Bureau *Mr. Reinhard Scholl*
Vice-President and Standardization Management Board (SMB) Chairman *Mr. Frank K. Kitzantides*	Vice-President (technical management) and TMB Chairman *Mr. Jacob Holmblad*	Chairman, Telecommunication Standardization Advisory Group (TSAG) *Mr. Bruce Gracie*
General Secretary *Mr. A. Amit*	Secretary-General *Mr. Rob Steele*	Deputy to the Director, Radiocommunication Bureau *Mr. Fabio Leite*

3 Terms of reference

The WSC shall seek:

- to develop policy and strategy on the promotion of international consensus-based standards, including the guides and standards on which global conformity assessment may be based, to industry, the business community, governments, the World Trade Organization (WTO), other international organizations and users, including consumers;
- to develop a promotion and orientation programme aimed at educational institutions, in particular engineering schools and management schools;

- to guide the Joint Technical Advisory Board (JTAB), when needed, on technical issues of work delineation – the ITU-T[1] will be invited to attend JTAB meetings;
- to address issues of common interest;
- to set up, when needed, ad hoc task forces with participation as required.

The chairmanship and the secretariat will be from the same WSC member organization, and will rotate annually.

The WSC members will report to their respective bodies on agreements reached. Approval of executive actions on such agreements and recommendations remains at the discretion of each organization.

[1] ITU Telecommunication Standardization Sector

IEC CB/553/R	2010-03-03
ISO Council 05/2010 (Add.)	

SUMMARY REPORT OF THE NINTH MEETING OF THE IEC/ISO/ITU WORLD STANDARDS COOPERATION (WSC)

Geneva, 12 February 2010

Following the agreement that the WSC chairmanship and secretariat would be provided by the same WSC member organization and would rotate annually, the meeting held on 12 February 2010 was chaired by the ISO President, Dr. Alan Morrison, and the secretariat was provided by the ISO Central Secretariat. The main items discussed at the meeting were as follows:

1 WSC Workshops

WSC members noted that the fifth in the series of annual WSC workshops on information and communication technologies (ICTs) in automobiles, entitled **"The fully networked car"** and having the ITU as lead organizer, was due to be held once again in conjunction with the March 2010 Geneva Motor Show. The particular focus in 2010 would be "the latest developments in technology and network requirements for electric vehicles". At ISO's suggestion, a paper is being written on how the three organizations could collaborate in this area.

Having considered the different positions on the focus of the **IPR workshop**, the WSC members agreed that the three CEOs would work together to reach an agreement on the programme for a workshop on IPR to take place in China, and on dates. However, from ISO's and IEC's perspective, should this workshop not be organized as a WSC event, this should not be regarded as a lack of interest.

WSC members were informed that the **workshop on accessibility** would take place on 3-4 November 2010 in Geneva, within the premises of the World Meteorological Organization. An initial agenda for the workshop would include: E-accessibility; accessibility in the built environment; and consumer products and accessibility.

Noting that ISO/IEC/ITU **Strategic Advisory Group on Security** (SAG-S) had been requested to submit its final report at the respective SMB and TMB meetings in June 2010, the WSC agreed that the three organizations thoroughly cooperate in the field of security and that SAG-S should be asked to also consider in its final report ways of further coordination and cooperation, and how their activities could have an increased promotion and exposure.

2 Academic Week, 5-9 July 2010, Geneva

The WSC Academic Week 2010 (5-9 July 2010 in Geneva, Switzerland) has been conceived by ISO, IEC and ITU as a way to promote the dialogue between academic institutions and the International Standards community, to raise awareness and to foster cooperation and possible joint initiatives. A WSC project team is currently working on the organization of the event.

The WSC agreed that the CEOs of the three organizations should take steps for relevant publicity to be made around the event. During the week, the three organizations would listen to academic institutions, in order to understand how they could assist them in a more effective way.

3 Participation in the World Energy Congress 2010 (Montreal, Canada)

WSC members were informed that the XXIst World Energy Congress, taking place in Montreal (Canada) on 12-16 September 2010, would include a session on *Energy efficiency: a "new" energy source and its metrics*. At this session, the IEC President would be a panelist and would ensure that the WSC is in the forefront and receives good exposure.

4 WSC Standardization community management course

Having considered a number of issues resulting from the previously organized standardization community management courses (e.g. no-shows, expected financial support, participants not from target audience, or different operating methods of ITU compared to IEC and ISO), the WSC agreed that the CEOs of the three organizations look at the way to organize future such WSC standardization community management courses in the light of the comments made after the last course in September 2008 and of the comments made during this WSC meeting.

5 Conformity assessment

Following a proposal by IEC, the three WSC member organizations IEC, ISO and ITU, through their respective decision making bodies, endorsed the expansion of the WSC terms of reference to include conformity assessment. The latter appeared on the WSC agenda for the first time in 2009. At this meeting, the WSC noted the report on the activities of each of the three organizations during the last year.

6 World Standards Day

WSC members agreed on "Global confidence" as the World Standards Day theme for 2011 and asked the CEOs of the three WSC member organizations to work on a catchy slogan.

7 WSC e-newsletter

The WSC reacted positively to the establishment of a WSC e-newsletter to increase awareness of the system of international standardization, and asked the CEOs of the three organizations to launch the project emphasizing that it was highly advisable that there be only one editor responsible for the newsletter.

8 Possible additional activities for WSC

The ISO President indicated that ways should be found to enhance the cooperative efforts of the three organizations and to further promote the themes of concern to the entire world being dealt with by the three organizations.

The WSC agreed to ask the CEOs of the three WSC member organizations to produce a paper for the next meeting to serve as a common basis for discussion, which would show the direction that the three organizations believe they should follow and propose actions/steps that could be taken to develop more awareness from a strategic perspective.

9 Date of the next meeting

The next WSC meeting will take place in Geneva during the morning of Friday 18 February 2011 with ITU holding the chairmanship and the secretariat.

ACTION ISO Council and IEC Council Board are invited to note the results of the 2010-02-12 WSC meeting.

WSC-Accessibility workshop, 3-4 November 2010 - Draft programme

1 Overall structure of the workshop

TIME	EVENTS		
2010-11-03 (Wednesday) **10:00 - 12:00**	**Plenary**		
	Welcome and opening comment: ISO Secretary-General Other comments: WSC partners IEC and ITU		
	Opening keynote 1: Representative from UN or regulating agency		
	Opening keynote 2: Representative of a disability organization		
	Opening keynote 3: Setting the stage on accessibility and standardization: Representative from the ISO/IEC/ITU standards community		
Lunch break **12:00 - 13:30**			
Afternoon Day 1 **13:30 - 15:30**	**Meetings of the 3 breaks-out groups**		
	Consumer/everyday products	Buildings	eAccessibility
Break **15:30 - 15:50**			
Afternoon Day 1 **15:50 - 17:30**	Continuation of 3 break-out groups		
Evening **17:50 - 20:00**	**Social event**: Cocktail		
2010-11-04 (Thursday)	**Meetings of the 3 breaks-out groups (continued)**		
9:00 - 10:30	Consumer/everyday products	Buildings	eAccessibility
Break **10:30 - 10:45**			
10:45 - 12:00	Consumer/everyday products	Buildings	eAccessibility
Lunch break **12:00 - 13:30**			
Afternoon Day 2 **13:30 - 15:30**	**Plenary**: Reports to the plenary from the rapporteurs of the 3 break-out groups		
	Questions from the plenary to the 3 rapporteurs [after each report to the respective rapporteur] Overall discussion at the end of the reports		
Break **15:30 - 15:50**			
Final session **15:50 - 16:20**	**Plenary**: Summary of the key outcomes of the workshop (by one of the three WSC organizations)		

2 Break-out group meetings

2.1 Individuals with the following roles should be represented in each break-out group:

- Moderator
- Rapporteur
- Speaker(s)
- Participants
- Note taker (by WSC staff)

2.2 Structure for each of the break-out group meetings

Time	Events
Day 1 13:30 - 15:30	Moderator: Objectives of and plan for the break-out session (Day 1 & 2) (10 min) Setting the stage: Speaker 1 - Overview of sub-topic (1): Formulation of key issues (15 min) Questions to speaker Speaker 2 - Overview of sub-topic (2): Formulation of key issues (15 min) Questions to speaker Speaker 3 - Overview of sub-topic (3): Formulation of key issues (15 min) Questions to speaker Discussion
Afternoon break 15:30 - 15:50	
15:50 - 17:00	Discussion (using a number of leading questions. The moderator and the three speakers function as a panel in the discussion)
Day 2 9:00 - 10:45	Moderator: Summary of day 1 - Where does the group stand with regard to the objectives for the break-out session? / Planning for the day Discussion
Morning break 10:45 - 11:00	
11:00 - 12:00	Discussion Rapporteur - Key results from the work of the group & tentative conclusions for standardization: - Evaluation of current initiatives and work - Key issues and future initiatives

Note 1 The sub-topics need to be closely related to the topic of the break-out group. It is important that they provide key perspectives on the topics to be discussed and stimulate discussion. Different perspectives may be expressed by representatives of different stakeholders.

Note 2 It could be considered that the moderators and rapporteurs of the 3 groups meet e.g. in the evening of day 1 or the morning of day 2 to exchange key information about the issues being discussed in the groups and identify similar topics which could then possibly be taken up in the discussions of day 2.

3 Side events

- Display of a selection of accessibility-relevant consumer goods (during the breaks on both days and the social event in the evening of Day 1)

- Possibility for the presentation of the organizations participating in the workshop with an own booth and display of their work (leaflets, brochures, publications etc.) (during the breaks on both days and the social event in the evening of Day 1)

- City of Geneva-event (to discuss) (possibly on Friday, 2010-11-05) "City-tour under the aspect of accessibilty programs and measures"

4 Other considerations

- An e-accessible website would be established for the event indicating programme, how to register, and eventual full listing of presentations provided

- Given the nature of the event, imperative that physical accessibility to the meeting premises be assured

- The registration of participants should request if there would be any accessibility needs for the attendee. We would indicate that ISO, IEC and ITU would make efforts to accommodate where possible

WSC Academic Week 2010

5-9 July 2010
International Conference Centre (CICG)
Geneva, Switzerland

WSC [1] Academic Week 2010

Standardization in general and International Standards in particular are of interest and can be promoted to academia from various standpoints:

- Standards are the collective and consensual crystallization of knowledge and can be used as pedagogical tools
- The nature, role and importance of standards in technology, trade, marketing and legal matters is, in itself, a subject which may be incorporated in curricula of technical universities, business schools and law faculties
- Standards can also be the subject for academic studies and research work aiming at investigating the multi-faceted relation between standards and innovation, international trade, business strategy, public welfare and sustainable development
- Standards assist academic institutions' infrastructures and management processes
- Participation of academia in the standards development process can be beneficial to both academia and the standards developing organizations.

ISO, IEC and ITU recognize the fundamental contribution that educational institutions can give on teaching what international standardization is and what can be achieved through it. The three organizations are keen to support these institutions in their efforts and have developed a variety of initiatives contributing to encourage them to share their knowledge, experience and expertise in this domain.

Furthermore, academia's work on the cutting edge of research and technology can be beneficial for the development of standards. Increasing their participation in the standards setting process should be encouraged.

The WSC Academic Week 2010 (5-9 July 2010 in Geneva, Switzerland) has been conceived by ISO, IEC and ITU as a way to promote the dialogue between academic institutions and the international standards community, to raise awareness and to foster cooperation and possible joint initiatives.

Further information about the event can be found at
www.iso.org/wscacademicweek

To register:
www.iso.org/sites/WSCAW2010/registration.html

1) The World Standards Cooperation was established in 2001 by the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU) in order to strengthen and advance the voluntary consensus-based International Standards systems of ISO, IEC and ITU.

The event

Target audience:

- Representatives of academic institutions (such as professors in charge of courses or research programmes dealing with standardization, and staff members in charge of administration, planning and business development)
- Representatives of National Standards Bodies, ITU Member States, Sector Members and Associates, other standards developing organizations
- Representatives of government agencies and international organizations dealing with standardization matters
- Representatives from industry and other stakeholder groups
- News and media.

Expected outcome:

- Strengthen the relations of standards bodies (national and international) with academic institutions involved in activities covering standardization
- Extend the network of contacts and partnerships with academic institutions
- Promote the interest in and initiatives of the standardization community targeting academia
- Facilitate the dialogue between stakeholders involved in standardization and academic institutions
- Increase the awareness of academia about the standards development process and priority issues addressed by ISO, IEC and ITU
- Launch/develop new initiatives and projects (regarding education and research) based on the cooperation between standards bodies and academic institutions.

Agenda of the week:

- 5-6 July: **ICES**[2] **workshop**, focused on the dialogue between "users" (industry, governments, standards developing organizations) and "providers" (academic institutions) of education services covering standardization
- 7 July: **Recognizing academic excellence**, presentation of the most important initiatives promoted by ISO, IEC and ITU to stimulate cooperation with academia and to recognize academic excellence
- 8 July: **Cooperation between international standardization organizations and academic institutions**, presentation and discussion of initiatives aiming at promoting cooperation in education and research between international standardization organizations and academic institutions – with a specific focus on the academic institutions of the Lake Geneva region
- 9 July: **Economic and social benefits of standards**, presentation and discussion of existing research, studies and methodologies as well as of initiatives and projects to be undertaken, fostering cooperation between academic institutions and standards developing organizations

2) The International Cooperation on Education about Standardization is a network of individuals and organizations interested in education about standardization.

Programme summary

5 - 6 July 2010

ICES [3] Workshop

The various dimensions of education about standardization

The objective is to analyze the different types of needs to be met by education about standardization, to provide examples of academic programmes targeting such needs, with a view to share experiences and stimulate discussion between "users" and "providers" of education services.

5 July 2010

Morning: Education needs

8:15 - 9:00 Registration

9:00 - 9:15 Welcome
Malcom Johnson, Director of ITU-T and
Tineke M. Egyedi, Chair of ICES
Chair: John Hill, Vice-Chair of ICES, Pennsylvania State University, USA

9:15 - 10:15 Kent Baker, Vice President of IPR Policy and Compliance, QUALCOMM Inc.
Claude Breining, Senior Vice President Standardization, and Environment Strategy at Schneider Electric and member of the IEC Market Strategy Board
Thomas Korssell, Managing Director at SEK Svensk Elstandard, the IEC National Committee of Sweden

10:15 - 10:45 Coffee break

10:45 - 12:30 Bernard Dugerdil, Standards & Strategy Senior Manager, Freescale Semiconductor, long time ITU participant and board member of several standards organizations
Erik Wijkstrom, Counsellor Trade and Environment Division, World Trade Organization
Leo Lehmann, Senior Technical Expert for Fix and Mobile Networks, OFCOM (Federal Office of Communication, Switzerland) and Vice-Chairman of ITU-T Study Group 13 (Future Networks)
Masami Tanaka, Past President of ISO and Vice-President, Japanese Industrial Standards Committee (JISC)

These speakers will highlight their views on the professional skills in standardization required by specific functions/roles (e.g. engineers, production and quality managers, process analysts, inspectors, etc.). They will also discuss the need for some *general knowledge* about standards, in particular for managers, in areas such as business strategy, regulations, societal issues and sustainable development.

12:30 - 14:30 Lunch

Afternoon: Education programmes

Chair: Wilfried Hesser, Chair of Standardization and Technical Drawing, Helmut Schmidt University, Hamburg, Germany

14:30-15:00 Overview
Donggeun Choi (Senior Researcher, International Standards Support Team, Korean Standards Association, KSA) and
Henk de Vries (Associate Professor in Standardization, Erasmus University, Rotterdam, the Netherlands)

15:00-15:20 Description of programmes and approaches
Mingshun Song, Dean of the College of Management Jiliang (Metrology) University, Hangzhou, China

15:20-15:50 Coffee break

15:50-17:45 Nicole Beauvais-Schwartz, Director of the Master's degree programme in competitive intelligence, Ecole Internationale des Sciences du Traitement de l'Information, Cergy-Pontoise and Pau, France
John Hill, Vice-chair of ICES, Pennsylvania State University, USA

These speakers, from academic institutions offering programmes/courses covering standards matters with different orientations, will describe the approach followed by their institutes, give examples of courses offered and highlight the relations with the work environment.

17:45-20:00 Cocktail reception

In the open space on the ground floor next to the conference room.

Display of books, other materials (e.g. games) on tables, posters providing information on educational courses and initiatives (from academia and standards developing organizations) will be available in the exhibition area next to the conference room. Participants are invited to visit the exhibition area particularly during coffee and lunch breaks and after the closure of the afternoon session.

3) The International Cooperation on Education about Standardization is a network of individuals and organizations interested in education about standardization.

6 July 2010

Interest-raising educational tools

The objective is to present and discuss educational tools aiming at raising awareness and enriching the education experience.

Morning: Case studies, games and simulations

1. Case studies as teaching material

Chair: Toshiaki Kurokawa, Member of the Board of ICES, CSK Fellow at CSK Holdings Corporation, Japan

9:00-9:40 Presentation of the International Standardization Case Study Competition for Students, co-sponsored by ICES, IEEE and ANSI,
Stephen Kwan, San Jose State University, USA

Followed by an open discussion concerning:

- The outline of the case studies for the Student Competition - which are to be focused on topics such as sustainability and green harmonization, with a strong international standards/standardization flavour
- Other initiatives and themes concerning case studies and standards-related matters

2. Games and simulations as educational tools

Chair: Tineke M. Egyedi, Delft University of Technology, The Netherlands, Chair of ICES, and President of the European Academy for Standardization (EURAS)

9:40-10:20 The Cognitive Science behind Simulation Based Learning: "Why simulations are the second best way to learn"
Roger Schank, President and CEO of Socratic Arts, Professor Emeritus of Computer Science, Education, and Psychology at Northwestern University, USA

10:20-10:50 Coffee break

10:50-11:10 Experiences with the use of the "Setting Standards" game within US Federal Government,
Erik Puskar, Programme Manager, National Institute of Standards and Technology (NIST), USA

11:10-11:30 Using the NORA: game to diffuse standards knowledge and use, Hans Goutier, IT-architecture advisor to the Dutch Government

11:30-12:30 Panel discussion with Roger Schank (Socratic Arts), Renaud di Francesco (Sony, General Manager European Technology Standardization), Erik Puskar (NIST), Arjan Widlak (CEO, United Knowledge) and Hans Goutier (IT Architect), to address the following issues:

- To what extent does the field of standardization possess the ingredients for developing an exciting game or simulation?
- What is the potential of simulations and games as a vehicle for creating interest in and gaining insight into standardization?

12:30-14:30 Lunch

Afternoon: Concluding discussions

14:30-15:30 Open discussion, moderated by
Tineke M. Egyedi, ICES Chair and
Daniele Gerundino (on behalf of WSC),
with a specific focus on the relations between ICES, national standards bodies and WSC

Topic 1: To what extent do existing programmes and educational materials meet the needs of stakeholders? What are the key areas for new initiatives?

15:30-15:45 Coffee break

15:45-16:30 Topic 2: How can the cooperation between academia and standards organizations be extended and further improved?

16:30 Conclusions: Round-up of the discussions and key results

Display of books, other materials (e.g. games) on tables, posters providing information on educational courses and initiatives (from academia and standards developing organizations) will be available in the exhibition area next to the conference room. Participants are invited to visit the exhibition area particularly during coffee and lunch breaks and after the closure of the afternoon session.

Standards and academia: recognizing academic excellence

ISO, IEC and ITU will present the most important initiatives to stimulate cooperation with academia and to recognize academic excellence.

Morning: Initiatives promoted by ISO, IEC and ITU-T

8:30 - 9:30 Registration

Chair: Masami Tanaka, Past President of ISO and Vice-President, Japanese Industrial Standards Committee (JISC)

9:30 - 10:20 The ISO Award

Rob Steele, ISO Secretary-General

Testimonials:

Mingshun Song, Jiliang (Metrology) University, China, winner of the ISO Award in 2007

Henk de Vries, Erasmus University, Rotterdam, winner of the ISO Award in 2009

10:20 - 10:50 Coffee break

10:50 - 11:40 The IEC Challenge and Schools competition

Ronnie Amit, IEC General-Secretary

Testimonials:

Georges Zissis, Université Toulouse III-Paul Sabatier, France, 1st prize winner of the IEC Challenge 2006

Akosombo International School, Ghana, 1st prize winner of the IEC Schools competition in 2009, presented by Jonathan Buck (IEC Director of Communication)

11:40 - 12:30 The ITU Kaleidoscope

Reinhard Scholl, Deputy Director, ITU Telecommunication Standards Bureau

Testimonials (in video conference):

Eva Ibarrola Armendariz, Escuela Técnica Superior de Ingeniería de Bilbao, Spain, winner of Kaleidoscope 2009 best paper's award

Kamugisha Kazaura, Visiting Researcher at the Research Institute for Science and Engineering, Waseda University, Japan, winner of Kaleidoscope 2009 best paper's award

12:30 - 14:30 Cocktail reception

Afternoon: WSC and National Standards Bodies' cooperation

Chair: Jack Sheldon, IEC Standardization Strategy Manager

14:30 - 15:30 Open discussion on how ISO, IEC, ITU and their members can stimulate collaboration between their standardization systems and academia

To stimulate the discussion, the invited speakers will provide examples of experiences and results achieved in their countries and regions in support of education about standardization

Bruce A. Harding, Chair of the American National Standards Institute Committee on Education, Professor of Mechanical Engineering Technology, Purdue University, USA

John Ketchell, Convenor of the CEN, CENELEC, ETSI Joint Working Group on Education about Standardization, Director, Innovation, CEN-CENELEC Management Centre, Belgium

Soyoung Joo, Director of Chemistry and Ceramics Standards Division, KATS, Korea

15:30 - 16:00 Coffee break

16:00 - 17:00 Open discussion

17:00 Conclusions

8 July 2010

Cooperation between international standardization organizations and academic institutions

Session developed in partnership with academic institutions of the Lake Geneva region to present existing (or new) academic activities covering standardization for which the presence of the three international standardization organizations in the area could be a factor of synergy.

Morning: Initiatives of the institutions of the Lake Geneva region

8:30 - 9:30 Registration
Chair: Simao Campos Neto, Counsellor, ITU-T Study Group 16

9:30 - 10:15 University of Geneva
The contribution from academia to standardization
Jean-Dominique Vassalli, Rector of the University of Geneva
The new Master on Standardization, Social Regulation and Sustainable Development
Prof. Bernard Morard and
Prof. Lucio Baccaro

10:15 - 10:45 Coffee break

10:45 - 11:30 Ecole Polytechnique Fédérale de Lausanne (EPFL)
Standards, Innovation and Productivity
Prof. Dominique Foray
Quality Management at EPFL
Dr. Michel Jaccard

11:30 - 12:00 University of Lausanne
The engagement of the University of Lausanne in standards-related activities
Prof. Jean-Christophe Graz

12:00 - 12:30 Concluding discussions
Panel discussion involving ISO, IEC and ITU and the representatives of the academic institutions of the Lake Geneva region

12:30 - 14:30 Lunch

Afternoon: Interactions with academic networks

Session dedicated to academic networks – with a view to getting their view on how standards issues fit into their objectives and programmes and to discuss possible cooperative developments

14:30 - 16:30 Chair: Simao Campos Neto, Counsellor, ITU-T Study Group 16
Kai Jakobs, Vice-President of European Academy for Standardization (EURAS), Aachen University (Germany)
Invited representatives from USA
Invited representatives from Asia

16:30 Conclusions

Economic and social benefits of standards

Day dedicated to present and discuss research, studies, methodologies and projects covering the theme, with particular attention to the cooperation between international standardization organizations and national standards bodies with academic institutions (see *ISO Focus+*, June 2010).

Morning: Experiences, studies and methodologies

8:15 - 9:00 Registration
Chair: Bernard Dugerdil, Standards & Strategy Senior Manager, Freescale Semiconductor

9:00 - 9:30 Valuation of microeconomic benefits of standardization work in a multinational corporation
Markus Reigl, Head, Corporate Standardization, Siemens AG, Germany

9:30 - 10:00 Benefits of participation in standards development and in the use of standards
Neil Reeve, Standards Manager, Royal Dutch Shell, The Netherlands, and Chairman of ISO/TC 67 (petroleum and gas sector)

10:00 - 10:30 The ISO Methodology to assess the economic benefits of standards
Daniele Gerundino, Strategic Adviser to the ISO Secretary-General
Michael Hilb, Roland Berger Strategy Consultants and Lecturer in Strategic Management and Entrepreneurship at the Universities of Fribourg and St. Gallen, Switzerland

10:30 - 11:00 Coffee break

11:00 - 11:30 The macroeconomic studies on the economic benefits of standards: A summary, assessment and outlook
Knut Blind, Chair of Innovation Economics, Berlin University of Technology, Faculty of Economics and Management, Germany, and Chair of Standardization, Rotterdam School of Management, Erasmus University, Rotterdam

11:30 - 12:00 Assessing costs and benefits of participation in international standardization
Henk de Vries, Associate Professor of Standardization at the Rotterdam School of Management, Erasmus University, Rotterdam,
The Netherlands

12:00 - 12:30 The return on investment from standards development and implementation: NIST's case studies
Erik Puskar, Programme Manager, National Institut of Standards and Technology (NIST), USA

12:30 - 14:00 Lunch

Afternoon: Interactions with academic networks

14:00 - 16:00 Open discussion on how standards institutes, companies and academia can develop cooperation to progress with the development of studies and methods to highlight and measure the economic and social benefits of standards.

16:30 Closure of the academic week

Further information about the event can be found at
www.iso.org/wscacademicweek

To register:
www.iso.org/sites/WSCAW2010/registration.html

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ISO'S RELATIONS WITH INTERNATIONAL/REGIONAL PARTNERS

AGENDA ITEM 6.2 COOPERATION WITH THE WTO

Under this agenda item, a WTO representative will address the General Assembly. New developments in the WTO that are of specific relevance to ISO are carefully analysed on a continuing basis by the ISO Central Secretariat. The report given below highlights the cooperative work carried out by the WTO and ISO since the last ISO General Assembly in Cape Town in 2009.

1 High level contacts between the WTO and ISO

Since the last General Assembly, the Secretary-General has been in regular contact with the Director of the Trade and Environment Division, Mrs. Vesile Kulacoğlu, and on 8 March 2010 he met with the Director General, Mr. Pascal Lamy, at the WTO premises, to discuss ISO's contribution to assisting international trade. Mr. Lamy's enthusiasm for ISO's work and encouragement for ISO to develop more standards on the basis that ISO standards do indeed enhance trade was unequivocal.

As a follow-up to the meeting with Mr. Lamy, the Secretary-General has met with WTO representatives on 29 March 2010 to discuss specific cooperation actions such as developing country training and capacity building, participation at each other's events, and cooperation with academic institutions. Regarding the latter, the Secretary of the WTO Committee on Technical Barriers to Trade has participated in the 2010 WSC[1] Academic Week held in Geneva on 5-9 July 2010 and made a presentation on the skills in standardization required for professionals working in international organizations, taking the WTO as an example.

2 Cooperation with specific WTO committees and Working parties

2.1 WTO Committee on Technical Barriers to Trade (WTO/TBT Committee)

2.1.1 Operation of the WTO Code of Good Practice for the Preparation, Adoption and Application of Standards

The *WTO Code of Good Practice for the Preparation, Adoption and Application of Standards* (Annex 3 to the *Agreement on Technical Barriers to Trade*) designates the ISO/IEC Information Centre in Geneva as the channel for notifications by standardizing bodies of their acceptance of the WTO TBT Standards Code.

In accordance with the "ISO/WTO Memorandum of Understanding on a WTO Standards Information Service Operated by ISO", information on standardizing bodies accepting the WTO TBT Standards Code is published annually in the *WTO TBT Standards Code Directory* and is updated monthly in the magazine *ISO Focus+,* on a cost recovery basis. The 15th edition of the *WTO TBT Standards Code Directory* was issued in January 2010. The WTO/TBT Committee appreciates the fact that the Directory is also regularly updated in the *WTO, ISO and World Trade* section of the *ISO/IEC Information Centre* Web site.

At 1 July 2010, 172 standardizing bodies from 132 countries/customs territories and three regional standards organizations had accepted the Code, of which 123 are ISO members (95 member

[1] The tripartite cooperation between ISO, the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU) takes place through the World Standards Cooperation (WSC).

bodies, 24 correspondent members and 4 subscriber members). **ISO members not having yet accepted the Code are encouraged to join in line with the *ISO Code of Ethics*.**

2.1.2 Cooperation with the WTO/TBT Committee

ISO has the status of permanent observer on the WTO/TBT Committee and is allowed to provide information to the Committee on matters regarding international standardization and conformity assessment.

The TBT Committee is being regularly updated on ISO programmes relevant to its activities.

ISO was represented at the three regular meetings of the TBT Committee held since the 2009 General Assembly:

– on 5-6 November 2009, at which the TBT Committee concluded the “Fifth Triennial Review of the Operation and Implementation of the Agreement on Technical Barriers to Trade ” (attached at Annex). This triennial review contains substantive recommendations in the following five areas that will guide the TBT Committee's work over the next three years: Good regulatory practice; Conformity assessment procedures; Standards; Transparency; and Technical assistance. At this meeting, the Secretary-General updated the TBT Committee on the state-of-play of the consultation process for the *ISO Strategic Plan 2011-2015.* In addition, with respect to private standards, he emphasized the importance of ensuring a clear understanding of international standards and international standardization under the terms of the TBT Agreement and in accordance with the principles as laid out in the Annex to the TBT Agreement.

– on 24-25 March 2010, at which the TBT Committee held an initial exchange of views on the recommendations of the Fifth Triennial Review. It is to be noted that the following publications were available to WTO delegations at the meeting: *Building trust – The Conformity Assessment Toolbox, International Standards and "private standards"* and the *2010 ISO/IEC WTO Standards Code Directory*.

– on 23-24 June 2010, at which the publication *ISO – A trusted partner for development donors* was available to WTO delegations at the meeting. This TBT meeting was preceded by the TBT Committee's Sixth Special Meeting on Procedures for Information Exchange on the 22nd. On this occasion, a joint ISO/IEC statement was presented on the subject of transparency in the standards development process.

The participants in the "2010 Advanced Course on the WTO Agreement on Technical Barriers to Trade", organized by the WTO on 14-25 June 2010 in Geneva, paid a visit to the ISO Central Secretariat on 16 June 2010. On this occasion, the participants received an update on ISO, including on the new challenges faced by the Organization, and on the importance of International Standards to developing countries. At the request of the TBT secretariat, a panel session was organized at the end of the visit to discuss international standards more generally with representatives of both ISO and the WTO.

In regard to technical assistance, ISO participated in the following two WTO Regional Workshops on technical barriers to trade and made presentations on ISO’s activities in general, on conformity assessment, on capacity building for developing countries, and on the importance of international standards to the respective regions:

– for Asian Economies, in Hanoi (Viet Nam), 24-26 November 2009;

– for Latin American countries, in Mexico City (Mexico), 1-3 March 2010.

The next meeting of the TBT Committee is scheduled for 3-4 November 2010.

2.2 Committee on Trade and Environment (CTE)

ISO has the status of permanent observer on the Committee on Trade and Environment for items related to standardization. The CTE is closely following the work of ISO related to environmental labelling and carbon footprint. ISO is represented at CTE sessions as appropriate and contacts are maintained at secretariat level. ISO (the Secretary-General and a representative of ISO/TC 207 *Environmental management*) made a presentation on carbon footprint standardization at a WTO CTE workshop on 17 February 2010 in Geneva (Switzerland).

2.3 Committee on Sanitary and Phytosanitary measures (SPS Committee)

The SPS Committee is specifically mandated to monitor the use of international standards in its field. The Committee brings any identified problems to the attention of the standards organization concerned. To date, no problems with ISO standards have been identified. The ISO Central Secretariat informs the SPS secretariat regularly of the progress of the ISO standardization programme relevant to their activities.

In 2007, the SPS Committee started to include a standing agenda item on the subject of "private standards". The main concerns expressed by members on this issue relate to requirements and standards set by food retailers (so-called “private standards”). ISO is represented at WTO SPS Committee meetings to ensure that relevant information, necessary clarification and replies to questions are provided on this subject, as well as to promote the complementary role that ISO Standards play in the marketplace and in support of the work of the Codex Alimentarius Commission.

The SPS Committee has also now established a "limited informal Working Group on the issue of SPS-related private standards". On 28 June 2010, the ISO Deputy Secretary-General presented information on ISO including an overview of the information publication *International standards and "private standards"*.

GENERAL ASSEMBLY ACTION

The General Assembly is invited to comment on the address of the WTO representative and on the above report.

WORLD TRADE ORGANIZATION

G/TBT/26
13 November 2009

(09-5651)

Committee on Technical Barriers to Trade

FIFTH TRIENNIAL REVIEW OF THE OPERATION AND IMPLEMENTATION OF THE AGREEMENT ON TECHNICAL BARRIERS TO TRADE UNDER ARTICLE 15.4

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ANNEX 19

A. LIST OF RELEVANT DOCUMENTS BY TOPIC (NOVEMBER 2006 – NOVEMBER 2009) 19

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I. INTRODUCTION

1. Article 15.4 of the Agreement on Technical Barriers to Trade (TBT Agreement) provides that:

> "Not later than the end of the third year from the date of entry into force of the WTO Agreement and at the end of each three-year period thereafter, the Committee shall review the operation and implementation of this Agreement, including the provisions relating to transparency, with a view to recommending an adjustment of the rights and obligations of this Agreement where necessary to ensure mutual economic advantage and balance of rights and obligations, without prejudice to the provisions of Article 12. Having regard, *inter alia*, to the experience gained in the implementation of the Agreement, the Committee shall, where appropriate, submit proposals for amendments to the text of this Agreement to the Council for Trade in Goods."

2. The TBT Committee concluded the First, Second, Third and Fourth Triennial Reviews of the Operation and Implementation of the Agreement on 13 November 1997 (G/TBT/5), 10 November 2000 (G/TBT/9), 7 November 2003 (G/TBT/13) and 9 November 2006 (G/TBT/19), respectively.

3. Pursuant to the Fourth Triennial Review, the Committee has followed-up both on specific recommendations for action contained in that Review, as well as on recommendations agreed at previous Reviews of the Committee. Relevant work undertaken by the Committee since the Fourth Triennial Review (November 2006) until the completion of the Fifth Triennial Review (November 2009) ("review period") is described in the various sections below. An up-to-date compilation of the Committee's Decisions and Recommendations adopted since 1 January 1995 is contained in document G/TBT/1/Rev.9. This document also contains the Committee's Rules of Procedure, including Guidelines for Observer Status for Governments and International Intergovernmental Organizations. Annex 1 to this Report lists documents circulated in the TBT Committee, by topic, during the review period.

4. The Committee concluded the Fifth Triennial Review of the Agreement on 6 November 2009.

II. IMPLEMENTATION AND ADMINISTRATION OF THE AGREEMENT

A. GOOD REGULATORY PRACTICE

5. Good Regulatory Practice can contribute to the improved and effective implementation of the substantive obligations under the TBT Agreement. Effective implementation through best practices is seen as an important means of avoiding and minimizing unnecessary technical barriers to trade. Since the entry into force of the Agreement, the Committee has engaged in an in-depth exchange of experiences on various aspects of Good Regulatory Practice in order to foster a common understanding of the issues involved. This exchange of information has continued during the review period.[1]

6. With a view to deepening the understanding of the contribution Good Regulatory Practice can make to the implementation of the TBT Agreement, the Committee held a Workshop on Good Regulatory Practice on 18-19 March 2008. At this Workshop Members discussed: general approaches

[1] Canada provided the Committee with information on the implementation of a new Canadian Cabinet Directive on Streamlining Regulation (G/TBT/2/Add.6/Rev.2); the United States presented a submission on the importance of strong central government management, effective interagency trade policy coordination and robust public consultation (G/TBT/W/315); and Costa Rica and Canada jointly described efforts to identify good practices in the delivery and receipt of technical assistance, including with respect to the development of a procedural manual (G/TBT/W/283).

of Members to Good Regulatory Practice; internal transparency and consultative mechanisms; and Regulatory Impact Assessments (RIAs) as well as regulatory cooperation initiatives between Members.[2]

7. In addition to information exchange, and building on the various aspects of Good Regulatory Practice identified in the Committee's Fourth Triennial Review Report[3], the following issues were discussed in more depth during the review period.

1. Processes and procedures at the national level

8. Members emphasize the importance of various mechanisms, processes and procedures as a means of giving effect to Good Regulatory Practice. Transparency, openness and accountability are essential in this regard. In particular, the Committee stresses the importance of transparency in processes and procedures used in the development and application of technical regulations and conformity assessment procedures. Participation by interested parties helps ensure legitimacy to what a government does, and the measures it chooses to implement. It also enhances the outcome of the regulatory process by contributing to the creation of higher quality technical regulations and conformity assessment procedures and helps to increase awareness about government actions and avoid unnecessary obstacles to trade.

9. It is important to institutionalize mechanisms used for Good Regulatory Practice, including through laws, regulations, procedures, guidance, as well as through the creation and designation of institutions within Member governments to oversee regulatory processes. Having a basic process backed by some form of legal instrument (whether Decree, Guide, Act or Executive Order) can strengthen efforts to integrate Good Regulatory Practice into development and implementation of Members' domestic regulatory structures.

10. Finally, Members stress the importance of effective internal policy coordination, including among regulators, standardizing bodies and trade officials implementing the TBT Agreement. Such coordination may, for instance, include mechanisms: to ensure that technical regulations and conformity assessment procedures are consistent with international obligations, including transparency obligations pursuant to the TBT Agreement[4]; and mechanisms to address "specific trade concerns" (see paragraph 64, below) raised by other Members, whether bilaterally, at the level of enquiry points or in the Committee itself.

11. With the purpose of enabling Members to ensure improved compliance with the obligations set out in the TBT Agreement in the preparation of technical regulations and conformity assessment procedures, the Committee agrees to:

(a) *Compile* a list of guidelines for Good Regulatory Practice taking into account Members' experiences and existing relevant work of other organizations;

(b) *Prepare* an illustrative list of mechanisms used for the implementation of Good Regulatory Practice based on contributions from Members including, for instance, mechanisms used for: public consultation; use of RIA tools; use of performance-based regulations; use of relevant international standards, guides or recommendations

[2] A Summary Report of the WTO TBT Workshop on Good Regulatory Practice is contained in document G/TBT/W/287. More information, including the programme and presentations made, is also available on the WTO TBT Website at the following address:
http://www.wto.org/english/tratop_e/tbt_e/wkshop_march08_e/wkshop_march08_e.htm

[3] G/TBT/19, paras 7-18.

[4] This may include mechanisms to facilitate internal coordination for the effective implementation of the TBT Agreement's notification obligations (see the recommendations contained in para 34 (a-c), below).

as a basis for technical regulations and conformity assessment procedures; and methods of referencing standards in regulations; and,

(c) *Continue* to share views and experiences on aspects of regulatory coordination and administrative mechanisms to facilitate internal coordination between competent authorities, including between trade policy and regulatory authorities, and interested parties.[5]

2. Identifying the need to regulate

12. During the review period, the Committee considered one aspect of Good Regulatory Practice – the determination of the need to regulate.[6] This issue was also discussed in-depth at the Committee's March 2008 Workshop[7] in connection with Regulatory Impact Assessments (RIAs).

13. RIAs can be a useful decision-making tool. As such, they can induce governments to better assess whether or not government intervention is necessary. One important benefit of RIAs is that they facilitate the identification of the need for regulation. In this regard the Committee stresses the importance of considering alternatives - and, in some cases, even reconsidering the need for regulation in the first place. RIAs can help filter the flow of new regulations and help ensure that they are less likely to create trade problems. Because RIAs are public, they can boost accountability. In this sense RIAs can also be a tool for transparency.

3. Regulatory cooperation between Members

14. The Committee notes that regulatory cooperation between Members is an effective means of disseminating Good Regulatory Practice. It can also build confidence between trading partners through enhancing mutual understanding of regulatory systems, thereby supporting efforts that aim at removing unnecessary barriers to trade.

15. A fundamental component to regulatory cooperation is the promotion of dialogue between Members, including at senior level. A wide variety of approaches can be employed by regulators to collaborate with each other – from information sharing to negotiating specific agreements.[8] The appropriate approaches in any given situation will differ based on a number of factors, including, for example, the compatibility of regulatory environments and systems, the sector, type and degree of regulation already in place, or the level of technical and institutional capacity of the Members involved.

16. To further enhance information on regulatory cooperation between Members, the Committee agrees to:

(a) *Exchange information* on the different approaches to regulatory cooperation between Members that aim at, *inter alia*, enhancing mutual understanding of regulatory systems and identifying, where possible, avenues for greater regulatory convergence[9]; and

[5] For instance, New Zealand has described the establishment of a new model for regulatory coordination, the "Regulators' Forum" (G/TBT/W/294).

[6] G/TBT/W/285.

[7] Footnote 2, *supra*.
http://www.wto.org/english/tratop_e/tbt_e/wkshop_march08_e/wkshop_march08_e.htm

[8] A joint submission from Mexico, the United States and Canada shed light on how a wide variety of collaborative approaches can provide substantial benefits to regulators, suppliers and the public (G/TBT/W/317).

[9] This information exchange may inform the development of practical guidelines referred to in paragraph 19, below.

(b) *Hold a workshop* on regulatory cooperation.

B. CONFORMITY ASSESSMENT PROCEDURES

17. Articles 5-9 of the TBT Agreement establish obligations of a substantive and procedural nature with regard to conformity assessment that concern central government bodies, local government bodies, non-governmental bodies and international and regional systems. The Committee has regularly engaged in information exchange with a view to furthering the understanding and the implementation of Articles 5-9 of the TBT Agreement. To this end, four events dedicated to discussion on various aspects of conformity assessment have been held to date: in 1999, 2004, 2005 and 2006.[10] In 2000, Members developed an "Indicative List of Approaches to Facilitate the Acceptance of the Results of Conformity Assessment".[11]

1. Information exchange

18. An important part of the Committee's recommendations to date aim at promoting information exchange on the various aspects of conformity assessment procedures, including on: (i) approaches to conformity assessment; (ii) the use of relevant international standards, guides or recommendations, or the relevant parts of them, as a basis for their conformity assessment procedures; and (iii) facilitating the recognition of conformity assessment results.[12] In particular, during the review period a number of Members presented their experiences with respect to mutual recognition arrangements (MRAs).[13]

19. With a view to facilitating trade, the Committee agrees to:

(a) Continue to *exchange information* on different approaches to facilitating acceptance of conformity assessment results;

(b) *Exchange information* on the criteria, methods of analysis and concepts used by Members to inform their evaluation of the range of choices in conformity assessment procedures, including in the context of a risk management framework;

(c) Based on these exchanges, and those referred to in paragraph 16 above, *initiate work* on developing practical guidelines on how to choose and design efficient and effective mechanisms aimed at strengthening the implementation of the TBT Agreement, including the facilitation of acceptance of conformity assessment results (*inter alia* MRAs, equivalence agreements and Supplier's Declaration of Conformity (SDoC)); and

[10] These events were: (i) a Symposium on Conformity Assessment Procedures, held on 8-9 June 1999 (G/TBT/9, 13 November 2000, Annex 1); (ii) a Special Meeting dedicated to Conformity Assessment Procedures, held on 29 June 2004 (G/TBT/M/33/Add.1, 21 October 2004); (iii) a Workshop on Supplier's Declaration of Conformity (SDoC), held on 21 March 2005 (Annex 1 of G/TBT/M/35, 24 May 2005); and, (iv) a Workshop on the Different Approaches to Conformity Assessment, including on the Acceptance of Conformity Assessment Results, held on 16-17 March 2006 (G/TBT/M/38/Add.1, 6 June 2006).

[11] G/TBT/1/Rev.9, Part I, Annex A, pp. 35-36.

[12] G/TBT/19, paras 21-46.

[13] Japan, on behalf of APEC members, introduced a Case Study to Clarify Effectiveness of MRAs (G/TBT/W/276) and also introduced its own experience in the area of "cross-border designation systems" (G/TBT/W/277). New Zealand presented its approach, including with respect to mutual recognition arrangements (MRAs) (G/TBT/W/295 and W/306). Singapore also provided information on its experience with the use of MRAs (G/TBT/W/312).

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(d) *Consider*, in light of the above work, the need to build on the current "Indicative List of Approaches to Facilitate the Acceptance of the Results of Conformity Assessment".

C. STANDARDS

20. The provisions concerning the preparation, adoption and application of standards are contained in Article 4 of the TBT Agreement and in the Code of Good Practice for the Preparation, Adoption and Application of Standards (the "Code of Good Practice"). In addition, Articles 2.4, 2.5, 5.4, and Paragraph F of Annex 3 of the Agreement promote the use of relevant international standards, guides and recommendations as a basis for standards, technical regulations and conformity assessment procedures. Articles 2.6, 5.5 and Paragraph G of Annex 3 emphasize the importance of Members' participation in international standardization activities related to products for which they have either adopted, or expect to adopt, technical regulations.

21. The Committee has regularly discussed the importance of the use of relevant international standards in trade. With a view to developing a better understanding of international standards, the Committee agreed, in 1997, on a process of information exchange with international standardizing bodies[14] and held an Information Session of Bodies Involved in the Preparation of International Standards in 1998.[15] In 2000, the Committee adopted a Decision containing a set of principles it considered important for international standards development.[16] These principles were seen as equally relevant to the preparation of international standards, guides and recommendations for conformity assessment procedures. On 16-17 March 2009, the Committee held a Workshop on the Role of International Standards in Economic Development. In sharing their experiences at the Workshop, Members illustrated how the use of standards has contributed to economic and social development.[17]

22. During the review period, the following areas were discussed in more depth.

1. Development and use of standards

23. Members underline the need to promote a greater understanding of how standards are used as a basis for technical regulations and conformity assessment procedures, how coordination between national and international standard development processes is ensured, and how standardizing bodies ensure that standards are not prepared, adopted or applied with a view to, or with the effect of, creating unnecessary obstacles to international trade. The Committee notes that improving documentation, including through quantitative methods, regarding the benefits of standards use remains a key challenge.

24. The Committee reiterates the importance of basing technical regulations and conformity assessment procedures on relevant international standards, guides or recommendations in line with Articles 2.4 and 5.4 of the TBT Agreement and stresses the importance of developing country Members' participation in the development of relevant international standards (paragraphs 27-28, below). International standards should be an opportunity – a pool for technological know-how and an important link between research, innovation and markets – that can contribute positively to economic growth. As

[14] G/TBT/1/Rev.9, p.11.

[15] G/TBT/9, 13 November 2000, Annex 1.

[16] Decision on Principles for the Development of International Standards, Guides and Recommendations with Relation to Articles 2, 5 and Annex 3 of the TBT Agreement, contained in document G/TBT/1/Rev.9, Part I, Section III (pp. 10-12) and Annex B (pp. 37-39).

[17] A report by the Secretariat (G/TBT/W/310) provides a summary of key points and issues that arose from the presentations and discussions during the Workshop. The full presentations made by speakers are available on the WTO TBT Website (http://www.wto.org/english/news_e/news09_e/tbt_16mar09_e.htm).

such, standards can contribute to promoting technical progress and are an important instrument to facilitate competition in markets, and transfer of technology between Members.

25. The Committee emphasizes the importance of transparency in the standards development process, at the national, regional and international level. Creating awareness among all interested parties, including Small and Medium-sized Enterprises (SMEs), of the importance of being involved in standardizing activities is seen as key. Broader stakeholder involvement helps ensure an open and transparent process, in line with the disciplines on standardizing bodies contained in the TBT Agreement, as well as those contained in the principles of the Committee's 2000 Decision[18] on the development of international standards.[19] The Committee recognizes the need for international standards to be relevant and effectively respond to regulatory and market needs, as well as scientific and technological developments, while not creating unnecessary obstacles to international trade. In light of the above, the Committee:

(a) *Encourages* Members, Observer organizations and relevant bodies involved in the development of standards to exchange experiences and circulate case studies – or other research – on the impacts of standards on economic development and international trade;

(b) *Stresses* the importance of ensuring the effective application of the Code of Good Practice for the Preparation, Adoption and Application of Standards (Annex 3 of the TBT Agreement); and

(c) *Encourages* the full application of the six principles set out in the above-mentioned Decision, and the sharing of experiences in respect of their use.

26. The Committee notes that several Members have raised concerns regarding "private standards" and trade impacts thereof, including actual or potential unnecessary barriers to trade.[20] The Committee also notes that other Members consider that the term lacks clarity and that its relevance to the implementation of the TBT Agreement has not been established. Without prejudice to the different views expressed, the Committee recalls that Article 4.1 of the TBT Agreement requires that Members shall take such reasonable measures as may be available to them to ensure that standardizing bodies accept and comply with the Code of Good Practice. The Committee further expresses the need to strengthen implementation of Article 4. In view of this, the Committee:

(a) *Recalls* its discussion in the Third Triennial Review[21] regarding standards developed by bodies that are not commonly considered standardizing bodies;

(b) *Reiterates* its 1997 invitation to Members to share their experiences with respect to steps taken to fulfil their obligations under Article 4, and to exchange information regarding the reasons some standardizing bodies have not yet accepted the Code of Good Practice[22]; and

(c) With a view to facilitating an informed discussion on the development and use of standards in general, including with regard to standards developed by non-governmental bodies, Members are invited to *share their experiences* related to the

[18] Footnote 16, *supra*.
[19] During the review period, the United States shared its experience with the Committee's Decision on the principles important for the development of international standards (G/TBT/W/305).
[20] The Committee notes that the issue has been discussed in other fora.
[21] G/TBT/13, para. 25.
[22] G/TBT/1/Rev.9, p.21.

implementation of the TBT Agreement, including the Code of Good Practice. Discussions will neither prejudge the role of the TBT Committee nor the scope of the TBT Agreement with respect to any issue that may arise.

2. Participation

27. During the review period, Members continued to explore ways and means of enhancing Members' awareness of, and participation in, the work of international standardizing bodies, thereby improving the implementation of the TBT Agreement. In this regard, the Committee notes the advances made in increasing meaningful participation by developing country Members in standardizing activities in areas of interest to them, but notes that for many developing country Members challenges remain, both financially and technically. The Committee welcomes the various initiatives taken to date to promote greater participation and encourages Members, through their national standardizing bodies, to promote innovative and effective ways of increasing such participation, including participation of SMEs. Building expertise in developing country Members and filling information gaps needs to be done in ways that reflect the needs of each individual Member. In view of achieving further progress, the Committee:

(a) *Encourages* Members, Observer organizations and relevant bodies involved in the development of standards, to exchange information on initiatives implemented, successes achieved and obstacles encountered.

28. The Committee stresses the importance of continuing to explore ways and means of enhancing Members' awareness of, and participation in, the work of international standardizing bodies so as to enhance the implementation of Articles 2.6, 5.5, 11.2, 12.5 and paragraph G of the Code of Good Practice.

D. TRANSPARENCY

29. The Committee reiterates the importance of Members fully complying with their transparency obligations under the TBT Agreement and in particular those related to the notification of technical regulations and conformity assessment procedures, as required under Articles 2.9, 2.10, 5.6, 5.7 and 10.7. The Committee stresses that transparency is a fundamental pillar in the implementation of the TBT Agreement and a key element of Good Regulatory Practice.

30. During the review period, the Committee has continued to share experiences, discuss and further refine its procedures for the implementation of the TBT Agreement's transparency provisions and Members have shared their experiences in this regard.[23] Experience sharing also took place at the Committee's Fifth Special Meeting on Procedures for Information Exchange on 7-8 November 2007[24], held pursuant to its 1995 Decision to hold "regular meetings of persons responsible for information exchange, including persons responsible for enquiry points and notifications".[25]

31. The Committee welcomes the web-based application, the TBT Information Management System (TBT IMS)[26] which was developed by the Secretariat and launched in July 2009. The TBT IMS is a comprehensive source of information on TBT notifications and other transparency-related documents. The system contains information on all types of notifications under the TBT Agreement,

[23] The European Communities illustrated its experience in implementing the Committee's decisions and recommendations in the area of transparency (G/TBT/W/309) and Mexico explained how it fulfils the obligation to publish a notice at an early appropriate stage as required by Article 2.9.1 of the TBT Agreement (G/TBT/W/313, para. 7)

[24] A Summary Report of this meeting is contained in Annex 1 of G/TBT/M/43.

[25] G/TBT/1/Rev.9, page 31.

[26] http://tbtims.wto.org

such as notifications of technical regulations and conformity assessment procedures, notifications of agreements under Article 10.7 and notifications made under the Code of Good Practice of the TBT Agreement. The system also contains Members' Statements on Implementation and Administration of the TBT Agreement made under Article 15.2, the list of TBT National Enquiry Points, as well as standardizing bodies that have accepted the Code of Good Practice. The TBT IMS allows for advanced searching and reporting on notifications based on a variety of criteria, such as, *inter alia*, geographic grouping, product codes, notification keywords, objectives of the notified measures and dates for comments.

32. The Committee notes the significant stock of decisions and recommendations that it has developed since 1995, set out in G/TBT/1/Rev.9 (Section IV). To this end, the Committee:

(a) *Stresses* the importance of full implementation of this existing body of decisions and recommendations by Members.

1. Notifications[27]

(a) Technical Regulations and Conformity Assessment Procedures

33. Articles 2, 3, 5, and 7 of the TBT Agreement contain the notification obligations related to technical regulations and conformity assessment procedures. Since 1995, the TBT Committee has put in place detailed procedures for the implementation of these provisions and these have been successively refined. Members have reiterated the importance of fulfilling these provisions regularly. Notifications provide Members with the opportunity to influence the development of technical requirements of other Members and thereby make an important and significant contribution towards avoiding unnecessary obstacles to trade.

34. During the review period, Members have shared their experiences with the implementation of notification obligations and, in light of this work, the Committee:

(a) *Reiterates* the importance of ensuring that Members comply fully with the notification requirements in Articles 2.9 and 5.6 of the TBT Agreement;

(b) *Encourages* Members to endeavour to submit those notifications at an early stage, when measures are still in draft form, to ensure time and adequate opportunity for comments, for comments to be taken into account and for proposed measures to be modified; and

(c) *Reaffirms* the importance of establishing mechanisms to facilitate internal coordination for the effective implementation of the TBT Agreement's notifications obligations.[28]

(i) Submission of notifications (format and guidelines)

35. Article 2.9 of the TBT Agreement provides that Members have an obligation to notify a proposed technical regulation whenever a relevant international standard does not exist or when the technical content of the proposed technical regulation is not in accordance with the technical content of relevant international standards and if the technical regulation may have a significant effect on trade of other Members. Similarly, Article 5.6 of the TBT Agreement provides that Members have an

[27] The subtitles in this section follow the structure contained in document G/TBT/1/Rev.9, Section IV.

[28] The establishment of processes and procedures at the national level, including internal coordination mechanisms, is also relevant to Good Regulatory Practice (paras 8-11, above).

obligation to notify a draft conformity assessment procedure whenever a relevant international guide or recommendation issued by international standardizing bodies does not exist or the technical content of the proposed conformity assessment procedure is not in accordance with relevant international guides or recommendations issued by international standardizing bodies and if the conformity assessment procedure may have a significant effect on trade of other Members.

36. The Committee notes that, in practice, for the sake of greater transparency, some Members choose to notify draft measures when they are in accordance with relevant international standards, guides or recommendations. With a view to increasing transparency on the use of international standards, the Committee:

(a) *Encourages* Members, whenever possible and on a voluntary basis to indicate in Box 8 of the notification format whether or not they consider that a relevant international standard exists and, if appropriate, to provide information about deviations; and

(b) *Notes* the provisions contained in Articles 2.9.3 and 5.6.3 of the TBT Agreement stating that Members, upon request, provide other Members with particulars or copies of a proposed technical regulation or conformity assessment procedure and, whenever possible, identify the parts which, in substance, deviate from relevant international standards or from relevant guides and recommendations issued by international standardizing bodies.

(ii) Notifications of Proposed Technical Regulations and Conformity Assessment Procedures of Local Governments at the Level Directly Below that of the Central Government

37. Pursuant to Articles 3.2 (technical regulations) and 7.2 (conformity assessment procedures), Members are required to ensure that technical regulations and conformity assessment procedures of local governments at the level directly below that of Members' central governments are notified in accordance with Articles 2 and 5. Since 1995, the Committee has reiterated the importance of Members fulfilling these notification obligations and has invited Members to indicate the local government bodies in their jurisdiction whose measures are required to be notified under these obligations.[29]

38. During the review period, the Committee has continued to discuss the implementation of these obligations. The Committee notes, despite an increase in the number of measures notified under Articles 3.2 and 7.2, that this level remains generally low. In light of this, the Committee:

(a) *Recommends* that Members continue to discuss possible ways to improve coordination between relevant authorities at the central level and the local level directly below the central level with respect to notifications under Articles 3.2 and 7.2, including through dissemination of good practices; and

(b) *Requests* the Secretariat to remain engaged in providing statistical information with respect to Articles 3.2 and 7.2.

(iii) Length of time allowed for comments

39. Pursuant to Articles 2.9.4 and 5.6.4, Members are required, without discrimination, to allow *sufficient time* for other Members to make comments in writing, discuss them and take the results of the written comments and of the discussions into account.

[29] G/TBT/1/Rev.9, pages 17-18.

40. During the review period, the Committee has further discussed the implementation of these provisions. In light of this, the Committee:

(a) *Recalls* its earlier recommendation that the normal time limit for the presentation of comments should be at least 60 days, and its encouragement to Members to provide, whenever possible, a time limit beyond 60 days, such as 90 days;[30]

(b) *Recalls* that developed country Members are encouraged to provide more than a 60-day comment period, to improve the ability of developing country Members to make comments on notifications consistent with the principle of special and differential treatment; and[31]

(c) *Reiterates* that an insufficient period of time for presentation of comments on proposed technical regulations and conformity assessment may prevent Members' from adequately exercising their right to submit comments.[32]

(iv) Handling of comments

41. Pursuant to Articles 2.9.4 and 5.6.4, Members are required, without discrimination, to allow sufficient time for other Members to *make comments in writing, discuss them and take the results of the written comments and of the discussions into account*.

42. During the review period, Members continued to share their experiences on the handling of comments and their dissemination, including through the use of electronic means. In light of this, the Committee:

(a) *Stresses* the importance of an efficient and effective handling of comments on notified measures and, in this respect, *reiterates* its previous recommendations on the handling of comments, including the recommendation to voluntarily respond to comments in writing, if so requested, and to share these replies with the TBT Committee and to encourage Members to draft their responses in one of the three official languages of the WTO;[33]

(b) *Notes* the importance of domestic coordination to ensure that comments received are followed up and taken into account in finalizing the draft measure;

(c) *Recalls* its earlier recommendations about the sharing, on a voluntary basis, of comments on notified draft measures and replies thereto, including through the use of websites; and[34]

(d) *Recommends* that the Committee continues to discuss ways to improve the effective implementation of the provisions of the TBT Agreement on handling of comments, including assessing the feasibility of utilizing the TBT Information Management System (TBT IMS) as a platform where comments on notified measures, and replies thereto, could be posted on a voluntary basis.

[30] G/TBT/1/Rev.9, page. 18
[31] G/TBT/1/Rev.9, page 18.
[32] G/TBT/19, para. 57.
[33] G/TBT/1/Rev.9, pages 18-19.
[34] G/TBT/1/Rev.9, page 19.

(v) Follow-up

43. During the review period, Members have continued to discuss ways to ensure appropriate follow-up to notified measures. In light of this, the Committee:

(a) *Recalls* its earlier recommendation encouraging Members to notify the availability of the adopted final text as an addendum to the original notification and to provide information on where the final text can be obtained, including website address;[35]

(b) *Stresses* the importance of making such addenda when a proposed regulation is either adopted, published or enters into force and especially in cases where the relevant dates have not been provided in the original notification or have been changed; and

(c) *Recommends* that the Committee establish common procedures on how and under which format (addendum, corrigendum, revision) to notify modifications or any other information relevant to previously notified measures.

2. Dissemination of information

(a) Publications

44. Articles 2.9.1 and 5.6.1 of the TBT Agreement provide that Members publish a notice in a publication at an early appropriate stage, in such a manner as to enable interested parties of other Members to become acquainted with the fact that they propose to introduce a particular technical regulation or conformity assessment procedure.

45. During the review period, Members have noted that different approaches are used to fulfil this obligation. These variations notwithstanding, a common element is the increasing use of the internet as one means to fulfil the Article 2.9.1 obligation.[36] It is noted that the Secretariat provides information on Members' publications in relation to technical regulations, standards and conformity assessment provisions in the document G/TBT/GEN/39-series.[37]

46. With a view to seeking a broader and more consistent implementation of this provision, the Committee:

(a) *Reiterates* its earlier recommendation to examine ways in which the publication of such notices and their content are made available, so as to enable all interested parties to become acquainted with them.[38]

(b) Texts of Notified Technical Regulations and Conformity Assessment Procedures

47. Articles 2.9.3 and 5.6.3 of the TBT Agreement state that Members, upon request, provide to other Members copies or particulars of the proposed technical regulation or conformity assessment procedures.

48. During the review period, the Committee has continued to discuss ways to improve access to texts of notified measures. With the purpose of facilitating access to notified draft texts, in 2008, the

[35] G/TBT/1/Rev.9, page 24.
[36] G/TBT/M/43, Annex I, para. 4.
[37] The latest version of the list of Members' Publications in relation to technical regulations, standards and conformity assessment procedures is contained in document G/TBT/GEN/39/Rev.3. Information on publications can also be extracted from the TBT IMS (http://tbtims.wto.org).
[38] G/TBT/1/Rev.9, page 23.

Committee established a facility whereby Members may, on a voluntary basis, provide the WTO Secretariat with an electronic version of the notified draft text together with the notification format. Texts are stored on a WTO server and are accessible through a hyperlink in the notification format.[39]

49. In light of the above, the Committee:

(a) *Reiterates* its earlier recommendation to indicate a website address in Box 11 "Text available from" of the notification format;[40]

(b) *Encourages* Members to use the facility provided by the WTO Secretariat and to send electronic versions of notified texts together with the notification format to be hyperlinked in the notification itself.

(c) Provision of Translations

50. Article 10.5 of the TBT Agreement provides that developed country Members shall, if requested by other Members, provide translations of notified documents, or summaries of such translations in one of the WTO official languages. Since 1995 the Committee has taken a number of decisions and recommendations related to translations, in particular to encourage sharing of existing unofficial translations, on a voluntary basis.

51. During the review period, Members have continued to discuss the implementation of the Committee's recommendations with respect to translations. Recognizing that the non-availability of texts in one of the WTO official languages poses a challenge for many Members, and in particular developing country Members, in 2008 the Committee, with a view to enhancing the sharing of translations of documents referred to in notifications and facilitating information-sharing by Members on the availability of unofficial translations on the Internet, agreed on a mechanism whereby Members were invited, on a voluntary basis, to provide information about the availability of unofficial translations.[41] A supplement to the original notification submitted is then circulated by the Secretariat. Since 1 January 2008, 178 such supplements have been circulated. It is noted that, in the absence of a translation, Section 6 of the notification format "Description of the content", as well as prompt replies to specific questions on the content, are important sources of information for understanding the proposed measure and the main basis for comments from interested parties.

52. In light of the above, the Committee:

(a) *Reaffirms* its recommendation that Members share, on a voluntary basis, unofficial translations of documents referred to in notifications, for example by posting them on Members' websites or by providing these unofficial translations to the WTO Secretariat for further dissemination through the agreed mechanism; and

(b) *Encourages* Members, in cases when a notified document is not in one of the WTO official languages, to provide a comprehensive description of the measure in Section 6 "Description of the content" of the notification format.

[39] G/TBT/1/Rev.9, page. 24.
[40] G/TBT/1/Rev.9, page 24.
[41] G/TBT/1/Rev.9, page 25.

3. Enquiry Points

53. Pursuant to Article 10.1, each Member shall ensure that an enquiry point exists that is able to answer all reasonable enquiries from other Members and interested parties in other Members. To date, 136 Members have submitted information on their enquiry points.[42]

54. During the review period, the Committee has continued to discuss ways to improve implementation of provisions related to the work of the Enquiry Points. In this regard, the Committee:

(a) *Stresses* the importance of operational capacity of Enquiry Points, especially with respect to the provision of answers to enquiries and the promotion of a dialogue; and

(b) *Recommends* that developing country Members identify challenges which they face with respect to the establishment and operations of their enquiry points and indicate the nature of the technical assistance needed to overcome these difficulties.

E. TECHNICAL ASSISTANCE

55. The TBT Agreement's provisions on technical assistance are contained in Article 11. Since the Committee's establishment, technical assistance has been considered an area of priority work and it figures on the agenda of the Committee on a permanent basis. Members have regularly, and on a voluntary basis, exchanged experiences and information on technical assistance in order to enhance the implementation of Article 11 of the Agreement.

1. Good Practices

56. At the Fourth Triennial Review, the Committee agreed to exchange experiences in respect of the delivery and receipt of technical assistance with a view to identifying good practices in this regard.[43] During the review period, a number of Members shared experiences on the implementation of Article 11.[44]

57. Building on the previous recommendation that Members exchange experiences in respect of the delivery and receipt of technical assistance with a view to identifying good practices in this regard[45], the Committee:

(a) *Encourages* Members and relevant bodies involved in the provision of technical assistance to exchange information to identify such practices.

2. Capacity Building

58. The Committee notes that standardization and conformity assessment are tasks that require specialized expertise with knowledge and skills that take time and resources to build. Members emphasize the need for durable vehicles to reinforce the technical capacity of government agencies

[42] List of enquiry points are circulated in document G/TBT/ENQ series. Information is also kept up-to-date on the WTO website and in the TBT IMS.

[43] G/TBT/1/Rev.9, p.32.

[44] This included: a joint submission form Canada and Costa Rica on the identification of good practices in the delivery and receipt of technical assistance with respect to the development of a national quality system in Costa Rica (G/TBT/W/283); information on a "Mentorship Programme" in Sweden aimed at reinforcing the implementation of the TBT Agreement in seven East African Members, *inter alia* by supporting participation in the work of the TBT Committee and through the establishment of national working plans on the implementation of the TBT Agreement.

[45] G/TBT/1/Rev.9, p.32.

responsible for applying the TBT Agreement, for instance by systematizing and documenting responsibilities, procedures and principles to be observed in the conduct of their activities. The Committee encourages Members that have utilized quality assurance systems – or other management tools – to document and assign internal responsibilities for implementation of specific provisions of the TBT Agreement to share their experiences in this regard.

59. Also, in light of the issues dealt with in the other areas of this Report, and consistent with the Committee's agreement on a demand-driven approach to technical assistance, the Committee encourages Members to review their capacity building needs and priorities in the following areas in particular:

(a) Good Regulatory Practice.[46] The Committee considers that experience gained in the area of good regulatory practice for the effective implementation of the TBT Agreement should be shared. Technical assistance in the area of Good Regulatory Practice should be considered an integral element of capacity building activities to strengthen implementation of the TBT Agreement and draw on the expertise of both Members and other relevant organizations.

(b) Conformity assessment.[47] Members are encouraged to participate in technical cooperation activities in the area of conformity assessment consistent with sector-specific national priorities. Capacity building activities – at the national or regional level as appropriate – aimed at improving technical infrastructure (e.g. metrology, testing, certification, and accreditation) as well as capacity to enforce (including with respect to market surveillance and product liability) should be consistent with national priorities and take into account the existing level of technical infrastructure development.

(c) Standards development. Members should undertake efforts to build understanding of the strategic importance of standardization activities through increased outreach in sectors of priority interest. It may be beneficial to explore incentives to increase support and promotion of such activities, particularly in developing country Members.

(d) Transparency. Members stress the importance of reinforcing the operation of enquiry points.

3. Information on technical assistance activities

60. During the review period, some Members provided general information on technical assistance activities and projects in the TBT area.[48]

61. Members are informed, on a regular basis, of the Secretariat's technical assistance activities.[49] In particular, in 2007, the Secretariat launched e–Training courses on the TBT Agreement and held a Workshop on the Statement on Implementation and Administration of the TBT Agreement under Article 15.2 on 8 November 2007. This Workshop provided an opportunity for delegations to present

[46] See recommendation on Good Regulatory Practice in paragraphs 11 and 16, above.
[47] See recommendation on Conformity Assessment Procedures in paragraph 19, above.
[48] G/TBT/GEN/62 (Norway), European Communities (G/TBT/W/303) and Korea (G/TBT/W/322).
[49] This information is also provided on the WTO TBT webpage http://www.wto.org/english/tratop_e/tbt_e/tbt_act_list_activ_e.htm as well as in the TBT Annual Reviews.

and discuss different approaches to implementing the obligation contained in Article 15.2.[50] In 2008, the Secretariat organized the first two-week Specialized Course on the Implementation of the TBT Agreement for developing country Members and Observers.[51]

62. The Committee notes that Observers have provided regular updates on relevant work and activities. The UNIDO provided information on their technical assistance in the TBT area, including with respect to needs assessment methodologies.[52] Other input was received from the Codex[53], IEC[54], ISO[55], ITC[56], OECD[57], OIML[58] and the UNECE.

63. In light of the ongoing above-mentioned technical assistance activities, the Committee:

(a) *Encourages* Members to make use of the Format for the Voluntary Notification of Specific Technical Assistance Needs and Responses[59] as a complement to other bilateral and/or regional means of requesting technical assistance.

F. OPERATION OF THE COMMITTEE

1. Consideration of Specific Trade Concerns

64. Pursuant to Article 13 of the TBT Agreement, the TBT Committee was established with the purpose of: "affording Members the opportunity of consulting on any matters relating to the operation of this Agreement or the furtherance of its objectives, and shall carry out such responsibilities as assigned to it under this Agreement or by the Members." Since its first meeting, Members have used the TBT Committee as a forum to discuss issues related to specific measures (technical regulations, standards or conformity assessment procedures) maintained by other Members. These are referred to as "specific trade concerns" and relate normally to proposed draft measures notified to the TBT Committee or to the implementation of existing measures.

65. Members underline the value of the Committee's discussion on specific trade concerns, and the importance of the expeditious resolution of trade-related concerns arising between Members in the TBT area. Committee discussions provide an opportunity for multilateral review of specific trade concerns that enhance the transparency and predictability of standards, technical regulations and conformity assessment procedures. Regular Committee meetings provide opportunity for consultations in a bilateral or multilateral setting, in both formal and informal context. In certain cases, this has effectively facilitated the resolution of – or diffused at an early stage – issues arising between Members relating to specific trade concerns.

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[50] The programme of the workshop, as well as the presentations can be obtained at the following TBT webpage: http://www.wto.org/english/tratop_e/tbt_e/wkshop_nov07_e/tbt_article152_8march07_e.htm. A brief report is contained in G/TBT/M/43, paras 3-4.

[51] The Course was organized by the Trade and Environment Division as part of the 2008-2009 Technical Assistance and Training Plan (WT/COMTD/W/160, page 54). The purpose of the Course was to promote greater understanding of the TBT Agreement and to address implementation challenges related to the Agreement in a practical manner. It was also intended to enhance and give more effectiveness to participation in the TBT Committee's work.

[52] G/TBT/GEN/63, p.14 in particular.

[53] Codex: G/TBT/GEN/51, G/TBT/GEN/53-54, G/TBT/GEN/60, G/TBT/GEN/69, G/TBT/GEN/71 and G/TBT/GEN/81.

[54] IEC: G/TBT/GEN/55, G/TBT/GEN/64 and G/TBT/GEN/68, G/TBT/GEN/72, G/TBT/GEN/76.

[55] ISO: G/TBT/GEN/50 and G/TBT/GEN/83.

[56] ITC: G/TBT/GEN/52, G/TBT/GEN/57.

[57] OECD: G/TBT/GEN/79.

[58] OIML: G/TBT/GEN/84.

[59] G/TBT/1/Rev.9, Annex G, p. 48.

66. The significant increase in specific trade concerns raised in the TBT Committee is to a certain extent an indication of the increased participation of Members in the work of the TBT Committee and may well signify enhanced awareness of the importance of the implementation of the requirements of the TBT Agreement.[60] It is noted that the most frequently invoked reason for raising a concern in the TBT Committee is the need for more information or clarification about the measure at issue. Two-thirds of specific trade concerns raised in the TBT Committee are only raised once or twice. A few, however, have been raised at more than five meetings of the Committee, and some have remained on the Committee's agenda for several years.

67. Noting the accelerated growth in the number of specific trade concerns raised at Committee meetings, as well as in the number of WTO Members raising concerns or substantively supporting those of other Members, the Committee emphasizes the importance of making the discussion more efficient in order to secure a more prompt response to concerns raised. In this regard, there is need to streamline the organization of the Committee's discussion in order to allow for:

(a) Adequate preparation of the discussion of concerns and improved follow-up on those discussions, including through domestic consultation processes and mechanisms as well as consultations between Members; and

(b) More efficiency both when supporting the arguments of other Members on the same concern, as well as when reiterating concerns raised and recorded in the minutes of prior TBT Committee meetings.

68. In order to streamline the consideration of STCs, the Committee:

(a) *Agrees* to apply the following procedures, to the extent practicable:

(i) Members wishing to propose the inclusion of a specific trade concern in the annotated draft agenda should directly inform both the Secretariat and the Member(s) involved of their intention to do so no less than fourteen calendar days prior to the convening of the TBT Committee meeting;

(ii) The annotated draft agenda issued by the Secretariat in advance of each Committee meeting will include all specific trade concerns communicated by Members to the Secretariat; it will indicate which concerns are being raised for the first time and which have been previously raised. It should be circulated as early as possible but no less than ten calendar days before the meeting;

(iii) Requests to include specific trade concerns on the agenda should be accompanied by a reference to the symbol of the notification. In cases where the measure has not been notified, the request should provide a brief description of the measure, including relevant references; and

[60] Since 1995, 258 concerns have been raised for discussion in the TBT Committee. During the review period, over 99 new specific trade concerns were raised as compared to 59 in the period 2004 – 2006.

(iv) There may be instances where a Member wishes to bring a concern to the Committee's attention after the deadline has passed. In this case, additional specific trade concerns can still be included in the agenda of the TBT Committee meeting under "Specific Trade Concerns", provided that Members wishing to raise the relevant concerns have previously informed the Member(s) involved of their intention to do so. However such concerns will only be addressed after all specific trade concerns contained in the annotated draft agenda have been discussed.

69. Furthermore, the Committee emphasizes the importance of avoiding unnecessary barriers to trade and notes the work done on monitoring and surveillance in the context of the Trade Policy Review Body.[61] The Committee encourages the Secretariat to continue to compile information about the status of specific trade concerns and to make this available to Members regularly[62] with a view to providing a useful database for Members to track concerns of importance to them.

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[61] WT/TPR/OV/W/2.

[62] G/TBT/GEN/74/-series of documents contain an overview of specific trade concerns raised in the TBT Committee. It provides statistical information on the concerns raised since the first meeting of the TBT Committee in 1995 and lists the specific trade concerns sorted by date, frequency and the number of Members that have expressed concern.

ANNEX

A. LIST OF RELEVANT DOCUMENTS BY TOPIC (NOVEMBER 2006 – NOVEMBER 2009)[1]

Member	Symbol & Date	Title / Reference
Good Regulatory Practice		
Malaysia	JOB(09)/145 22 October 2009	Comments on JOB(09)/97
Chile	JOB(09)/133 9 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
New Zealand	JOB(09)/123 1 October 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97
Canada	JOB(09)/111 28 September 2009	Comments on JOB(09)/97
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
Korea	JOB(09)/88 18 August 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
China	JOB(09)/80 23 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Brazil	JOB(09)/75 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Guatemala	JOB(09)/72 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
New Zealand	JOB(09)/74 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Israel	G/TBT/W/320 20 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Canada, Mexico, United States	G/TBT/W/317 15 June 2009	The Importance of Regulatory Cooperation for Improving Governments' Ability to fulfil Legitimate Policy Objectives while Facilitating Trade: The North American Experience
United States	G/TBT/W/315 10 June 2009	Good Regulatory Practice: The Role of Strong Central Government Coordination in TBT Agreement Implementation
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Jordan	G/TBT/W/311 8 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
New Zealand	G/TBT/W/295 30 October 2008	A Menu of Options: New Zealand's Approach to Mutual Recognition Arrangements (MRAs) and Regulatory Cooperation Arrangements

[1] Where a submission is relevant to more than one topic it may appear more than once.

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Member	Symbol & Date	Title / Reference
New Zealand	G/TBT/W/294 28 October 2008	The Regulators' Forum: A New Zealand Example of Domestic Regulatory Coordination
Secretariat	G/TBT/W/287 6 June 2008	Summary Report of the TBT Workshop on Good Regulatory Practice 18-19 March 2008
United States	G/TBT/W/285 19 March 2008	Determining the Need to Regulate
Canada and Costa Rica	G/TBT/W/283 7 November 2007	Canada - Costa Rica Competitiveness Development Fund Projects National Quality System of Costa Rica
Canada	G/TBT/2/Add.6/ Rev.2; 4 July 2007	Revision of 15.2 Statement (on the Cabinet Directive on Streamlining Regulation)
OECD	G/TBT/GEN/48 23 April 2007	Good Regulatory Practice and Market Openness
Conformity Assessment Procedures		
India	JOB(09)/152 28 October 2009	Comments on JOB(09)/97/Rev.1
Malaysia	JOB(09)/145 22 October 2009	Comments on JOB(09)/97
Japan	JOB(09)/142 16 October 2009	Comments on JOB(09)/97
Chile	JOB(09)/133 9 October 2009	Comments on JOB(09)/97
Singapore	JOB(09)/130 5 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
New Zealand	JOB(09)/123 1 October 2009	Comments on JOB(09)/97
China	JOB(09)/117 30 September 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97
Canada	JOB(09)/111 28 September 2009	Comments on JOB(09)/97
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
India	JOB(09)/106 25 September 2009	Comments on JOB(09)/97
India	JOB(09)/102 22 September 2009	Rebuttal by India to the Submissions made by Members for the TBT Fifth Triennial Review
China	JOB(09)/80 23 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Guatemala	JOB(09)/72 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
India	G/TBT/W/321 22 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade – Revised Proposal
New Zealand	JOB (09)/74 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting

Member	Symbol & Date	Title / Reference
Singapore	JOB(09)/77 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Israel	G/TBT/W/320 20 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
India	G/TBT/W/318 23 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade: Indian Proposal
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Singapore	G/TBT/W/312 8 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
New Zealand	G/TBT/W/306 16 March 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade: Mutual Recognition, Regulatory Cooperation and other Trade Facilitation Arrangements
New Zealand	G/TBT/W/295 30 October 2008	A Menu of Options: New Zealand's Approach to Mutual Recognition Arrangements (MRAs) and Regulatory Cooperation Arrangements
ISO	G/TBT/GEN/78 15 December 2008	Update on ISO and Conformity Assessment
Japan	G/TBT/W/277 10 July 2007	Japan's Experience Concerning Cross-border Designation Systems
Japan	G/TBT/W/276 19 March 2007	Report on the Case Study to Clarify Effectiveness of MRAs
Standards		
India	JOB(09)/152 28 October 2009	Comments on JOB(09)/97/Rev.1
Malaysia	JOB(09)/145 22 October 2009	Comments on JOB(09)/97
Japan	JOB(09)/142 16 October 2009	Comments on JOB(09)/97
Chile	JOB(09)/133 9 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
China	JOB(09)/117 30 September 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
Canada	JOB(09)/111 28 September 2009	Comments on JOB(09)/97
India	JOB(09)/106 25 September 2009	Comments on JOB(09)/97
India	JOB(09)/102 22 September 2009	Rebuttal by India to the Submissions made by Members for the TBT Fifth Triennial Review
China	JOB(09)/80 23 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting

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Member	Symbol & Date	Title / Reference
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Guatemala	JOB(09)/72 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
India	G/TBT/W/321 22 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade – Revised Proposal
New Zealand	JOB (09)/74 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Israel	G/TBT/W/320 20 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
India	G/TBT/W/318 23 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade: Indian Proposal
India	G/TBT/W/314 10 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
United States	G/TBT/W/305 12 March 2009	Decision of the Committee on Principles for the Development of International Standards, Guides and Recommendations with relation to Articles 2, 5 and Annex 3 of the Agreement (G/TTBT/1/Rev.9 Annex B): The Experience Of The United States
Secretariat	G/TBT/W/310 20 May 2009	Summary Report of the TBT Workshop on the Role of International Standards in Economic Development
Transparency		
India	JOB(09)/152 28 October 2009	Comments on JOB(09)/97/Rev.1
Japan	JOB(09)/142 16 October 2009	Comments on JOB(09)/97
Chile	JOB(09)/133 9 October 2009	Comments on JOB(09)/97
Singapore	JOB(09)/130 5 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
China	JOB(09)/117 30 September 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
Korea	JOB(09)/112 29 September 2009	Comments on JOB(09)/97
Canada	JOB(09)/111 28 September 2009	Comments on JOB(09)/97
Switzerland	JOB(09)/108 25 September 2009	Comments on JOB(09)/97
India	JOB(09)/106 25 September 2009	Comments on JOB(09)/97

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Member	Symbol & Date	Title / Reference
India	JOB(09)/102 22 September 2009	Rebuttal by India to the Submissions made by Members for the TBT Fifth Triennial Review
Korea	JOB(09)/88 18 August 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
China	JOB(09)/80 23 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Turkey	JOB(09)/79 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
India	G/TBT/W/321 22 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade – Revised Proposal
Brunei Darussalam	JOB(09)/76 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Brazil	JOB(09)/75 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
New Zealand	JOB (09)/74 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Guatemala	JOB(09)/72 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Israel	G/TBT/W/320 20 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Costa Rica	G/TBT/W/319 24 June 2009	Fifth Triennial Review of the Operation and Implementation of the Agreement on Technical Barriers to Trade
India	G/TBT/W/314 10 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Singapore	G/TBT/W/312 8 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers To Trade
Jordan	G/TBT/W/311 8 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
European Communities	G/TBT/W/309 11 May 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade: Transparency
Technical Assistance		
India	JOB(09)/152 28 October 2009	Comments on JOB(09)/97/Rev.1
Malaysia	JOB(09)/145 22 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
New Zealand	JOB(09)/123 1 October 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97

jnb/15594390

Member	Symbol & Date	Title / Reference
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Guatemala	JOB(09)/72 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Jordan	G/TBT/W/311 8 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to trade
Canada and Costa Rica	G/TBT/W/283 7 November 2007	Canada - Costa Rica Competitiveness Development Fund Projects National Quality System of Costa Rica
Operation of the Committee		
Chile	JOB(09)/133 9 October 2009	Comments on JOB(09)/97
European Communities	JOB(09)/126 1 October 2009	Comments on JOB(09)/97
United States	JOB(09)/116 30 September 2009	Comments on JOB(09)/97
Pakistan	JOB(09)/113 28 September 2009	Comments on JOB(09)/97
Canada	JOB(09)/111 28 September 2009	Comments on JOB(09)/97
India	JOB(09)/106 25 September 2009	Comments on JOB(09)/97
India	JOB(09)/102 22 September 2009	Rebuttal by India to the Submissions made by Members for the TBT Fifth Triennial Review
China	JOB(09)/80 23 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Turkey	JOB(09)/79 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Brazil	JOB(09)/75 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Canada	JOB(09)/73 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
India	G/TBT/W/321 22 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade – Revised Proposal
New Zealand	JOB(09)/74 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
United States	JOB(09)/78 22 July 2009	Comments on the Proposals discussed at the 25-26 June 2009 TBT Committee meeting
Israel	G/TBT/W/320 20 July 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Costa Rica	G/TBT/W/319 24 June 2009	Fifth Triennial Review of the Operation and Implementation of the Agreement on Technical Barriers to Trade
India	G/TBT/W/314 10 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade

jnb/15594390

Member	Symbol & Date	Title / Reference
Korea	G/TBT/W/316 10 June 2009	Work Programme to Evaluate the Trade Restrictive and Trade Distortive Effects of Technical Regulation
Mexico	G/TBT/W/313 9 June 2009	Fifth Triennial Review of the Agreement on Technical Barriers to Trade
Canada	JOB(09)/50 27 May 2009	Specific Trade Concerns in the TBT Committee

ISO'S RELATIONS WITH INTERNATIONAL/REGIONAL PARTNERS

AGENDA ITEM 6.3 COOPERATION WITH OTHER INTERNATIONAL PARTNERS

ISO has liaison relations with some 670 international organizations, including the UN and its specialized agencies. Since the last General Assembly, a substantial number of developments have taken place regarding ISO's cooperation with international organizations. A summary highlighting the main developments is given in the report below.

For the sake of clarity, the international organizations in liaison with ISO mentioned in this document have been divided into two groups:

- the UN and its specialized agencies and bodies (section 1), and
- other international organizations (section 2).

[The cooperation with IEC and ITU is covered under agenda item 6.1 and with the WTO under agenda item 6.2.]

1 The UN and its specialized agencies and bodies

The UN system is a key "partner" for ISO, since most UN specialized agencies and bodies working in fields related to technical harmonization or technical assistance have liaison status with ISO. Moreover, ISO has general consultative status with the UN Economic and Social Council (ECOSOC) and equivalent status with nearly all other bodies and specialized agencies of the UN system.

1.1 CAC (FAO/WHO Codex Alimentarius Commission)

The 33rd Session of the Codex Alimentarius Commission was held in Geneva (Switzerland) on 5-9 July 2010. ISO was represented for part of the meeting. An informative paper was submitted by ISO and circulated as a Codex document for that meeting. During the week, a FAO/WHO Meeting on Private Food Safety Standards was organized on 8 July 2010 to address the relationship of private food standards with trade and international standards in this field. ISO was a panelist in this session along with WTO and representatives from various private standard schemes. (The above informative paper and the CAC document prepared for the meeting on private food safety standards were sent by the Secretary-General to the ISO membership for information under cover of the circular letter dated 2010-06-17.)

The CAC has liaison relations with 24 ISO technical committees and subcommittees.

1.2 IAEA (International Atomic Energy Agency)

The IAEA has liaisons with the ISO Committee on reference materials (REMCO) and 14 ISO technical committees and subcommittees. ISO has a dedicated Memorandum of Understanding (MoU) with IAEA. The most prominent activity is the reciprocal collaboration between IAEA and ISO/TC 85 *Nuclear energy*. This takes place in the subject areas of: safety, radiological protection, transport and waste management. A recent IAEA Safety Requirement promotes the use of integrated management systems for nuclear activities. ISO/TC 85 has also just completed a survey to assess the need to develop a Management System Standard (MSS) for

nuclear activities. The result of the survey will be further discussed in the committee. Experts of ISO/TC 85/SC 5 *Nuclear fuel cycle* also attended the last meeting of the International Radioactive Waste Technical Committee (IAEA/WATEC) held at IAEA's Headquarters in Vienna.

1.3 ILO (International Labour Organization)

Cooperation between ISO and ILO is particularly active in the field of social responsibility (SR). Other liaison activities include such technical areas as biometrics, ergonomics, and protective clothing and equipment. It is recalled that a Memorandum of Understanding between ISO and ILO was signed in March 2005 to govern cooperation in the field of social responsibility and remains in place to help guide cooperation after the publication of ISO 26000.

ILO has liaison relations with 35 ISO technical committees and subcommittees.

1.4 IMO (International Maritime Organization)

IMO has liaison relations with 24 technical committees and subcommittees. In particular, IMO continues to be a strong supporter and client of ISO/TC 8, *Ships and marine technology*.

The ISO 28000 series related to security in the supply chain has been published upon IMO's request. To date, the 28000 series consists of three published standards, with three additional standards currently under development. The ISO 30000 series related to specifications for ships recycling management systems is also being developed with IMO's active support and currently consists of five separate standards at various stages of development.

1.5 ITC (International Trade Centre UNCTAD-WTO)

The Secretary-General met with the Executive Director of ITC on 8 April 2010 to take stock of cooperation to date and map out future collaboration.

Implementation of the following joint activities has taken place since mid-2009:

– *Quality Management: Linking TPOs and NSBs for Export Success*

  The regional consultation on "Quality Management: Linking trade promotion organizations (TPOs) and NSBs for Export Success" was held in Kuala Lumpur (Malaysia) from 1 to 3 December. A joint publication on the event will be available in the second half of 2010.

– *ISO 14001 – Environmental Management Systems – Are You Ready?*

  The first draft of this publication/tool was reviewed by an expert group from ISO/TC 207 *Environmental Management*. Comments were provided to the author and the reviewer and it is expected that the English version of the publication will be available in the second half of 2010.

– *ISO 9001 for Small Businesses*

  This ISO publication with a joint ITC/ISO foreword was released in June 2010.

The Secretary-General presented a written note to the ITC Executive Director pointing to the commonality of some of the strategic objectives contained in the *ITC Strategic Plan 2009-2012* and the *ISO Strategic Plan 2011-2015* with regard to assistance to developing countries. He also presented a chart describing how these objectives intersect and target common beneficiaries and suggested this could form the framework for further cooperation.

The ITC has liaison relations with four ISO technical committees and subcommittees.

1.6 UNCTAD (United Nations Conference on Trade and Development)

ISO and UNCTAD collaborate in the following areas:

– social responsibility and the current development of the ISO 26000 standard;
– energy efficiency and renewable sources, in particular energy management and biofuels;
– food safety management and the ISO 22000 series of standards;
– environmental management, GHG emissions credit trading and the ISO 14000 series of standards;
– trade facilitation in general, particularly in transportation, and the ISO 28000 series on security management in the supply chain.

ISO participated in the UNCTAD Symposium "Responding to global crises: New Development Paths" on 10-11 May 2010 in Geneva.

On 5 July, UNCTAD organized a panel discussion on "Implementing the future WTO commitments on trade facilitation", and invited the Secretary-General to take part as a panelist in Session 2 "What role do standards play in the implementation of commitments?", and more specifically on the subject of "Standard setting processes and the participation of developing countries".

UNCTAD has liaison relations with 10 ISO technical committees and subcommittees, and also takes part in the ISO/TMB Working Group on SR.

1.7 UNECE (United Nations Economic Commission for Europe)

ISO was represented at the annual session of Working Party 6[1] (WP 6) held in Geneva in November 2009. WP 6 agreed to consider establishing a Group of Experts on Risk Assessment and Management, and to identify the mandate to be given to such a group, including the priorities related to the Working Party's work areas. In this respect, the ISO representative informed the participants that CASCO planned to organize a workshop on risk assessment and management in conjunction with the CASCO plenary to be held in November 2010. He further presented the latest and ongoing developments within the committee. These include, *inter alia*, expanding and updating the CASCO toolbox, initiating the CASCO Quarterly Newsletter, and developing an information document on good practice in market surveillance.

An International Conference on *Risk Assessment and Management* was held back to back with the above meeting. The Secretary-General was the keynote speaker at the opening session of the Conference. On this occasion, he addressed the audience on "International Standards – A vital tool to assess and manage risk in daily life and in business", and introduced Quality Management System Standard ISO 9001:2008 and Risk Management Standard ISO 31000:2009.

The annual (20th) Session of WP 6 will take place in Geneva on 1-3 November 2010 when it will celebrate 40 years of standardization work in the UNECE.

Experts from ISO committees participate in the work of the following groups which also refer as needed to relevant ISO standards in their publications:

- UNECE Working Party 1: Road Traffic Safety
- UNECE Working Party 3: Technical & Safety Requirements in Inland Navigation
- UNECE Working Party 15: Transport of Dangerous Goods
- UNECE Working Party 29: World Forum for the Harmonization of Vehicle Regulations

[1] UNECE Working Party on Regulatory Cooperation and Standardization Policies

Experts from ISO also participate in the work of UN/CEFACT (United Nations Centre for Trade Facilitation and Electronic Business) with which there is a number of common UNECE/ISO publications; and a close working relationship is maintained with the UNECE Inland Transport Committee.

The UNECE has liaison relations with 81 ISO technical committees and subcommittees.

1.8 UNEP (United Nations Environment Programme)

In November 2009, ISO and UNEP signed a Memorandum of Understanding highlighting the areas of cooperation between the two organizations. They include close cooperation on standardization-related matters in areas such as environmental management and social responsibility, a good exchange of information to explore the relevance of the environmental principles and norms contained in multilateral environmental agreements (MEAs) to standardization, and technical cooperation as well as cooperation in promotion and capacity-building.

The first technical areas of common interest identified are: carbon footprint, water footprint and Ecolabelling, covered by ISO/TC 207 *Environmental management* on the ISO side.
UNEP has also indicated four other specific sectors of interest to them, i.e.: tourism and sustainable tourism, sustainable building and construction initiative, energy efficiency, and biofuels.

Regular meetings (physical or e-meetings) between the two organizations are being held to review this ongoing cooperation.

UNEP has liaison relations with the ISO/TMB Working Group on SR and six ISO technical committees and subcommittees.

1.9 UNFCCC (United Nations Framework Convention on Climate Change)

A meeting between representatives of ISO and of the UNFCCC accreditation programme took place on 28 October 2009 to review the CASCO toolbox and the work of ISO/TC 207, and to discuss overall cooperation with ISO. UNFCCC has since established liaison with ISO/TC 207, CASCO, and has participated in two meetings of the CASCO Strategic Alliance and Regulatory Group (STAR).

ISO participated in meetings of the UNFCCC 15th Conference of the Parties (COP15) in December 2009 in Copenhagen (Denmark) where it hosted an official side event on 12 December describing its work programme and activities relative to climate change. In addition, ISO speakers were featured in two side events of the International Emissions Trading Association (IETA) highlighting the role of ISO Standards and their potential to contribute to consistent emissions trading regimes and measurable/reportable/verifiable greenhouse gas assessments.

A proposed UN-ISO framework for the development of guidance materials, standards and reporting guidelines in support of Essential Climate Variables (ECVs) was also approved by the Conference of the Parties during its meetings.

1.10 UNGCO (United Nations Global Compact Office)

The Secretary-General participated in the UN Global Compact Leaders Summit 2010 "Building a New Era of Sustainability" held in New York on 24-25 June. This year marked the tenth anniversary of the UN Global Compact's launch. The Summit, chaired by the UN Secretary-General, brought together approximately 1 000 leaders representing business, government, civil society and labour.

In line with the Memorandum of Understanding (MoU) signed in November 2006 between ISO and UNGCO regarding ISO's standardization work on social responsibility (SR), cooperation has been enhanced to help ensure consistency of the efforts of the ISO Working Group on SR with the UNGC Ten Principles addressing human rights, labour, the environment and anti-corruption. To date, 7 000 organizations are advancing the Ten Principles.

1.11 UNIDO (United Nations Industrial Development Organization)

As provided for in the updated MoU signed in June 2009 between ISO and UNIDO, the UNIDO-ISO annual bilateral meeting was held at the margin of the 2009 ISO General Assembly in Cape Town. The excellent cooperation between the two organizations was underlined by both parties.

The CEOs of both Organizations met in Vienna on 23 March 2010 to review progress in cooperation and map the way forward. From discussions, it was noted that there is much scope for UNIDO and ISO to work together with regional economic communities (RECs) and regional/ subregional standards organizations to build awareness around sound standardization practices and conformity assessment leading to mutual recognition and thus enhancing trade. Both UNIDO and ISO have to plan for the increasing importance of energy efficiency and energy management standards for climate change mitigation, as well as the ensuing trade implications of such standards for products and services. It was also noted that whilst UNIDO could enable more developing countries to participate in ISO’s standardization work by funding their participation, ISO could assist UNIDO in deploying awareness on technology standards in favour of developing countries by mobilizing its own experts. A roadmap on ISO UNIDO cooperation for the next three years is being prepared through joint consultation.

ISO and UNIDO continue to work closely for the delivery of training seminars and workshops on standardization, including on energy management, greenhouse gas quantification and reporting, and conformity assessment.

A joint ISO/UNIDO publication on conformity assessment was published in February 2010. *Building trust* is intended to help those in developing countries, whether they have governmental, business or consumer interests, to understand conformity assessment and to create an effective infrastructure within their economy.

UNIDO has liaison relations with four ISO technical committees and one subcommittee, and takes part in the ISO/TMB Working Group on SR.

1.12 UPU (Universal Postal Union)

Following the signature of the ISO/UPU cooperation agreement in January 2008, a meeting of the joint contact committee was held in November 2008 to discuss arrangements for improving cooperation, including identification of ISO committees working in fields relevant to UPU.

The Secretary-General and the UPU Director General met on 28 August 2009 at the UPU headquarters in Bern (Switzerland) to discuss matters of common interest, including the consultation for the *Strategic Plan 2011-2015* (UPU is one of the 32 selected international organizations invited to submit comments). ISO was also represented at the meetings of the UPU Standards Board in November 2009 and of the Postal Operations Council in April 2010.

UPU has liaison relations with 14 ISO technical committees and subcommittees.

1.13 WHO (World Health Organization)

Good cooperation between ISO and WHO has been maintained. ISO continues to be represented each year at WHO World Health Assemblies and Executive Board meetings, and now also

regularly at certain specialized meetings such as the Regulatory Meeting for Healthcare Professionals, their "Standards" body connected with Pharmacopoeia, etc.

There has been increased interest by WHO in the activities of ISO/TC 126 *Tobacco and tobacco products* (with which it maintains its category A liaison) which resulted in more participation, for example, in the Framework Convention on Tobacco Control, a high-profile body with regular participation by governmental and health representatives from around the world each time.

Two potential ventures proposed by WHO for ISO to consider (writing Guidelines on drug procurement and some interest in ISO/PC 241 on road safety) have not developed as was anticipated and have been put on hold for the time being. They continue to be monitored by the Central Secretariat.

WHO pursues its liaison relations with REMCO, the ISO/TMB Working Group on SR and over 50 ISO technical committees and subcommittees.

Following contacts between WHO officers and ISO/CS Technical Group Managers for ISO/TC 215 *Health informatics* and the newly created TC 249 *Traditional Chinese medicine* respectively, ISO was invited to send a representative to the first WHO meeting (of some twenty people) on the International Classification of Traditional Medicine (ICTM). The ISO representative presented a paper on the processes of standardization. As a direct result, WHO was represented at the first meeting of ISO/TC 249 in Beijing on 7-8 June by the officers who ran the ICTM meeting. It is believed that excellent synergy can result, and the presence of WHO in liaison, with great expertise in the closely related field, can only add to the activities of ISO/TC 249. Because there had been some fear of overlapping interests, it is anticipated that these contacts will reduce this risk.

1.14 WIPO (World Intellectual Property Organization)

ISO has an observer status with WIPO and regularly receives WIPO's documents and invitations to its meetings and conferences. The Secretary-General met with the Director General of WIPO on 26 August 2009. In addition, staff members of the ISO Central Secretariat have regular informal consultations on IPR issues with their WIPO colleagues.

In the past, ISO has successfully used the WIPO Arbitration and Mediation Center to address complaints related to domain names infringing ISO trademarks. It is now considering using the WIPO Arbitration Centre in case of disputes related to contracts with third parties dealing with IPR.

WIPO has liaison relations with ten ISO technical committees and subcommittees.

2 Other international organizations

2.1 OECD (Organisation for Economic Co-operation and Development)

ISO and OECD signed a Memorandum of Understanding in 2005 on cooperation in the development of standards associated with agricultural tractor testing. This MoU was renewed in 2008 for a further three-year period (August 2008 – August 2011).

OECD also takes part in the work of the ISO/TMB Working Group on SR. In May 2008, ISO and OECD signed a Memorandum of Understanding in the field of SR along the same lines as the one signed with the United Nations Global Compact Office (UNGCO). Related to this work, the Deputy Secretary-General participated in the 10th OECD Roundtable on Corporate responsibility on 30 June-1 July 2010 in Paris (France), this year focussing on “Launching an Update of the OECD Guidelines for Multinational Enterprises”.

ISO also continues to cooperate with and monitor the activities of the International Energy Agency (IEA) and the International Transport Forum (ITF), both inter-governmental organizations within the OECD family.

OECD has liaison relations with COPOLCO and 24 ISO technical committees and subcommittees

2.2 WCO (World Customs Organization)

Cooperation is maintained concerning the use of the ISO 28000 series related to security in the supply chain, electronic port clearance, containers (specifications, seals, etc.), and data exchange, as well as ISO 17712 (to be published in June 2010) on mechanical seals for freight containers. Increased cooperation between the WCO and ISO is expected in the area of anti-counterfeiting, with the creation of ISO/TC247 – *Fraud countermeasures and controls*

In total, the WCO has liaison relations with 107 ISO technical committees and subcommittees, including ISO/TC 8, *Ships and marine technology,* and ISO/TC 104, *Freight containers.*

2.3 WEF (World Economic Forum)

ISO was represented at the WEF Annual meeting 2010 held in Davos (Switzerland) on 27-31 January, which was devoted to "Improve the State of the World: Rethink, Redesign, Rebuild". The Secretary-General took part in various sessions during the meeting. This allowed him to meet a number of senior government and business leaders, including from the Young Global Leaders[2], to whom he emphasized the role of ISO standards as practical tools to help tackle many of the challenges discussed in Davos. He further outlined the core contribution of ISO standards to assist business in becoming more efficient from the economic, environmental and societal perspectives. In this respect, he pointed out the ongoing development of the ISO standard on social responsibility.

What emerged from the Annual Meeting is the need for global solutions based on mutual understanding – a message which was reinforced by speaker after speaker.

The Deputy Secretary-General took part in the 2010 World Economic Forum on Europe held in Brussels (Belgium) on 10-11 May 2010 and dedicated to the theme "Renewed Leadership, New Vision".

3 Regional organizations[3]

3.1 EC (European Commission)

The Secretary-General participated in the European Commission DG Enterprise and Industry World Standards Day Conference in Brussels (Belgium) on 14 October 2009 where he gave an address entitled "Standards issues: A strategic perspective".

The Secretary-General is actively monitoring European Commission activities related to proposals for revising the European standards system, and contributing international standardization perspectives, in cooperation with the IEC, when asked and as appropriate. In this respect, ISO and IEC joint responses to the Commission's impact assessment study and public consultation on standardization in Europe are attached at Annexes 1 and 2 respectively.

[2] Young Global Leaders: a group established by the WEF to ensure younger generations are heard at the Forum.

[3] Other than regional standards organizations which are covered in document General Assembly 08/2010.

The Deputy Secretary-General made a presentation on behalf of ISO and IEC on the international standardization perspectives at the Public Hearing organized by the European Parliament Committee on Internal Market and Consumer Protection (IMCO) on 23 June 2010 in Brussels.

The EC has liaison relations with 173 ISO technical committees and subcommittees.

3.2 NATO (North Atlantic Treaty Organization)

ISO and the NATO Standardisation Agency (NSA) signed a Technical Cooperation Agreement in 2006. Under the terms of the Agreement, besides work on standards, cooperation between ISO and NSA can also include other forms of cooperation as agreed by the parties, including the organization of and participation in conferences.

ISO is represented in the NATO Civil Standards Management Working Group which in particular is overseeing the transfer of appropriate NATO standards to civil standards organizations for maintenance purposes.

NATO has liaison relations with two ISO technical committees and subcommittees.

GENERAL ASSEMBLY ACTION	The General Assembly is invited to note/comment on the above report.

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Your ref.
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Date 2010-01-28

Impact assessment study on the standardization package

Dear Sir / Madam,

Thank you for the opportunity to respond to the questions you have asked.

We understand that the questions relate to only one of five different options being considered in an impact assessment study by the European Commission and we would appreciate further background on the specific options as there may well be other options which might affect ISO and IEC. We would also be interested to receive further information on the background to each of the options since our response to your two questions is predicated both on limited information and therefore understanding of the intent of the European Commission.

Given the above, and in specific response to your questions we make the following points:

Question 1: *What would be the implications, if any, on respectively the Vienna (ISO – CEN) and Dresden (IEC – CENELEC) Agreements were the European standardisation system to move away from the national delegation principle*

ISO and IEC understand this question assumes having the European Standards Organisation (ESOs, particularly CEN and CENELEC) developing European standards in Technical Committees (TCs) managed directly by the Central Secretariats of the ESOs, rather than by European National Standards Bodies (NSBs) and, presumably, National Committees (NCs). On this point, ISO and IEC express concern that appropriate expertise, resources and support for the Secretariat work of these committees, especially related to Vienna and Dresden Agreement projects, would need to be assured.

ISO and IEC understand that, although there would continue to be a system of formal national voting on draft standards developed by EU-level TCs, consideration is also being given to the idea that participation in the TCs would “no longer be organised around a system of national representation”. The absence of national mirror committees would make it more difficult for some stakeholders (e.g. SMEs and consumer organizations) to take part in or have access to the work and would therefore cast doubt on the representativeness of the national votes.

Having consulted with members both inside the European Union and globally, it is clear that “moving away from the national delegation principle” would have substantial impacts and would place the future of the Vienna and Dresden Agreements in doubt. International standardization is premised on a national connection to stakeholders, and this European Commission proposal jeopardizes this essential principle. A lack of expertise identified and appointed by European NSBs and NCs (who are also active members of ISO and IEC), means that key concerned interests will not be engaged in the development process. There is therefore a great risk of developing European Standards that are contested at formal national voting, or approved with decreased market relevance and coherence with international issues. Having different parties developing a standard and voting on it may contribute to significant difficulties

In addition, the concept of one country/one vote would seem impacted by this proposal, so it is uncertain whether individual European NSB and NC participation in ISO and IEC would need to be revised to reflect a new single consolidated European representation and standards development process. A potential outcome, given the ISO and IEC organizations are based on national membership could be that, at least in the case where a European TC is formed without national delegations, Europe would hold only one vote in the ISO and IEC voting process instead of as many votes as European P-members (participating members).

On a broader view of the implications of this question, ISO and IEC wish to express our reservations with the uncertainty that would be created if such a strategic direction was taken. The Vienna and Dresden Agreements have provided effective mechanisms to ensure that European standardization is transparently and integrally linked with international standardization through NSBs and NCs that have similar roles at the regional and international levels. The agreements recognise the primacy of ISO and IEC International Standards. But they also consider the particular needs of the Single European Market that might require the development of standards for which a need has not been recognized internationally, or where a European standard may, in time, have international applicability. These changes seem to place in question these modalities, and thus ISO and IEC would insist that our respective agreements with the ESOs be critically reviewed, to ensure that the commitment and appropriate mechanisms remain in place to continue to recognize the primacy of International Standards, whilst recognizing the particular needs of Europe. Such a review would also allow members from the rest of the World to express their views.

Question 2: *What would be the implications for ISO/IEC and its members if European NSBs began to make freely available some of the European standards that are based on ISO/IEC standards*

On this question, the proposed approach would result in European NSBs and NCs immediately contravening copyright and exploitation obligations of their membership in ISO and IEC.

In the context of ISO, Members must respect ISO POCOSA 2005 wherein Clause 3.4 states “*Each ISO member is funded in accordance with its local statutes and rules, but the commercial exploitation of ISO Publications remains fundamental to the maintenance of the ISO system as a whole. Protecting the value of ISO Publications and compliance with the terms and procedures set out in ISO POCOSA 2005 are fundamental obligations of all ISO members and their national distributors. Thus, free accessibility of ISO Publications shall not be considered*.” This commitment is also addressed in the ISO Code of Ethics.

In the context of IEC, its National Committees and NC-appointed sales outlets shall follow the IEC Sales Policy 2005-09, Clause 3 "Guiding Principles" of which states:

"3.1. In accordance with the IEC Statutes and Rules of Procedure, IEC NCs by their membership of the Commission commit:
3.1.1. To promote the object of the Commission;
3.1.2. To support the Commission's work;
3.1.3. To implement, in a transparent way, to the maximum extent possible, the Commission's International Standards, in their national and regional standards.
3.2. NCs (supported by CO) take primary responsibility for ensuring optimal distribution and sales of IEC International Standards and other IEC priced deliverables in their own respective countries. Sales of IEC priced deliverables should be undertaken in such a way as not to compete with sales of national or regional standards. These policies are intended to help ensure the financial integrity of the IEC.
3.3. The text exploitation rights pertaining to any IEC documents belong to the IEC. The practice of using an indication of copyright in IEC publications and stating that reproduction in any form requires permission in writing from the organization shall continue .
3.4. Each NC shall take such actions as may be authorized under the laws of their country to protect the integrity, and to prevent unauthorized reproduction or sale, of the text of IEC International Standards and other priced deliverables. The General Secretary shall co-operate in such actions on behalf of the full membership..."

The situation contemplated by the question would also put in jeopardy the process by which the costs of international standardization are spread across stakeholders and users. In the cost matrix, ISO and IEC Central Offices are themselves only partly financed by the subscriptions of their national members: both organizations get significant revenues from the sale of their standards. However, the operations of the ISO and IEC Central Offices represent only a small part of the total direct costs of the system. The main direct costs are borne by the ISO and IEC member organizations.

A certain number of these national organizations rely only on national government funding, direct national industry funding in the form of membership fees, and project sponsorship or other grants. However, for the majority of Members and National Committees holding secretariat responsibilities, revenue comes from the sale of standards and other use of the copyright invested in standards. Making freely available some of the European standards that are based on ISO/IEC standards would compromise the entire ISO and IEC systems and dramatically impact operations. Indeed, without the revenue from the sale of standards, or with reduced revenues, it would be impossible to maintain standardization activity at the level that business and other stakeholders have identified as essential. Without these commercial activities, the system would not survive in its current form.

It is essential to remind all parties that the costs borne by the ISO and IEC member organizations are not negligible. These national members run the secretariats of the international committees, host many of the meetings, organize and support the national mirror committees, gather the views of their national stakeholders, provide an infrastructure for physical and electronic working, conduct the national enquiry, agree and submit the national vote and distribute the published standards. In addition, they participate in the development of the policy, procedures, strategy and governance of ISO and IEC. Also, ISO and IEC have to maintain a sophisticated infrastructure of programme management, document distribution and tools for committee management, voting and collaborative working, as well as supplying information and providing technical, editorial and publishing expertise to their committee experts and national members.

The loss of revenue from commercial activities resulting from standards made freely available would prevent the global standardization system from working efficiently. It is inappropriate that such loss of revenue would be the result of a European Commission decision imposed on European NSBs and NCs - impacting not just European members, but the entire ISO and IEC communities.

As for the price of standards, numerous studies have been conducted to measure the economic benefits of standards and have confirmed that the price is negligible in relation to the value it adds. It has to be recalled that ISO and IEC International Standards are voluntary and that stakeholders will only participate to their development and implement them if they add value. Participation in International Standardization gives industry and commerce the opportunity to identify and address the real needs in their sectors, set their own priorities and shape their own technical and commercial environment. Implementing International Standards maximizes compatibility with the products of other companies, reducing costs and extending market reach. They promote effective communication along the supply chain and with regulatory bodies. They reduce business risks, streamline internal processes giving users a competitive edge, and protect and improve everyone's life. As consumers become increasingly informed about their choices, compliance with recognized standards becomes a crucial product differentiator. In summary, International Standards:

- Attract and reassure customers;
- Demonstrate market leadership;
- Create competitive advantage;
- Develop and maintain best practice.

Finally as for access to ISO and IEC International Standards by SMEs, it has to be noted that it has never been easier for users to identify the standards that they need and to obtain them in the most convenient way. ISO, IEC and their members offer standards in various formats, languages and media, together with a rapidly growing range of supporting products and services, tailored to the local context and to the needs of different customers, including individuals, small and medium enterprises, or the largest multi-national organizations, often with special arrangements for public bodies and academic institutions.

We shall be pleased to answer any questions you may have and understand that there will be an opportunity for formal comment on proposals that are to be developed by the European Commission.

Yours faithfully,

[signed]	[signed]
R. Steele ISO Secretary-General	A. Amit IEC General Secretary

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Your ref.
Our ref.

Date 2010-05-20

Public Consultation – Standardization

Dear Sir/Madam,

We have been following with interest the ongoing review of the European Standardization System, initiated by the European Commission in 2008. For this reason, and considering that ISO and IEC have already been consulted by the Commission a number of times on various standardization issues, we take the opportunity of the latest *Open Consultation on the review of the European Standardization System* to provide a contribution to the ongoing dialogue.
As we are involved in international standardization and the questions raised in the consultation document relate mainly to Europe, it is not appropriate for us to respond directly. However, the implications of the matters being raised do have international ramifications and we hope that a contribution from ISO and IEC that covers these implications will be helpful.

ISO and IEC also have the following general comments on some of the subject areas covered in the Consultation document:

1. Cooperation between the international and the European standardization systems

The decision by the European Union to formulate legislation in terms of very general essential requirements - the "*New Approach to technical harmonization and standards*" (resolution of the Council of the European Union, 7 May 1985), and to require that the so-called "New Approach Directives" be supported by a portfolio of European voluntary standards, was a significant event in modern standardization.
Through this decision, governments in Europe gave explicit recognition of the role that standards can fulfill in achieving a political objective (in this case, the creation of a single European market).

However, there was a widespread perception among European and international stakeholders that the single European market needed to be integrated into the wider, global market and that this could best be achieved by encouraging that the standards used to support creation of the single European market were also those that supported the development of the global market. With this in mind, a set of procedural mechanisms were put in place (the Vienna and Dresden agreements) to ensure that, to the largest possible

extent, International Standards and European Standards were compatible or, even better, identical.

ISO and IEC believe that the same considerations apply today. Indeed, given the significant growth in global trade in the 15 years since the *"New Approach"* was implemented and the complexity of the global challenges facing the planet, there are now even more reasons to pursue this strategic approach.

It is also important that there is recognition that, at the international level, regulations that use existing standards, such as the New Approach suggests, are not transforming *per se* the standards into public documents. The notion of free standards (even when these standards are mandated ones) and their possible promotion at a regional level, would jeopardize the relationship between International and European standardization, since the business model widely used at the international level is based on the sales of standards.

We hope that the review of the European Standardization System will at least preserve and preferably further develop the integration of European and international standardization.

2. Standards and Innovation

ISO and IEC strongly believe that International Standards are enablers for bringing innovation to the market place, facilitating the development of new markets and the improvement of consumer understanding and confidence.

However we note that simplistic measures by policy makers in other markets to encourage the take-up of standards, such as referring to consortia documents in legislation, or linking the funding of standards projects to the speed of delivery, have actually resulted in perverse outcomes that have inhibited competition and the development of new markets. For this reason we urge caution in considering the use of such incentives.

The key issues that need to be addressed to reap the benefits of the strong link between standards and innovation, in our view, are:

– strengthening the cooperation between research and development and standardization. In particular, it is important to ensure that companies are fully aware of the potential opportunities offered by standardization *prior to having invested* in proprietary designs

– improving the process of selection and prioritization of projects dealing with rapidly evolving technologies

– achieving maximum understanding of the objectives and scope of these standards projects *at the outset*. In particular, it is essential to consider potential links/implications to public policy and regulation (e.g. safety aspects, energy efficiency requirements, environmental impact, etc.). In addition, there are certain subjects in which broader and more targeted stakeholder engagement (e.g. consumer interests) would be essential to ensure acceptance and take-up of technologies and applications

– Policy makers can play an important role in these matters, by:

– sensitizing government stakeholders on the importance of being involved in standards development covering areas relevant to them,

– helping the promotion of cooperation between standards and R&D (e.g. by funding research projects having a clear link with standards, making use of incentives, etc.)

– contributing to a better understanding of the links between standards and innovation (supporting e.g. cooperation with academic institutions)

3. Further improvement of the efficiency of the standards development process

Over the past few years, ISO and IEC have achieved substantial improvements – including i.e. significant reduction in the *average* time needed to publish International Standards.

We are committed to continual improvement and are making important efforts, including use of technology, project management, communication and training, to match the evolving needs of our customers and stakeholders.

In this regard ISO and IEC also have processes which enable them to take specifications produced by other standards development organizations or from fora or consortia and expose them to the review of the full range of our stakeholders, through our national members, with a view to publishing the specifications as International Standards. These processes ensure the broad applicability of the specifications while still maintaining the coherence of the system.

However, in relation to the specific issue of the time needed to publish an international normative document, it is important to distinguish type of deliverable in relation to the expected use. For example, purely technical specifications relevant for a limited category of market players may not require such an extensive process, as standards that may be used to support public policies. The process of ISO and IEC take these different needs into account.

4. Facilitating access to standards, especially by SMEs

It has never been easier for users to identify the standards that they need and to obtain them in the most convenient way. ISO, IEC and their members offer standards in various formats, languages and media, together with a rapidly growing range of supporting products and services. These are tailored to the local context and to the needs of different customers, including individuals, small and medium enterprises, or the largest multinational organizations, often with special arrangements for public bodies and academic institutions.

Discussions with industry stakeholders (including SMEs) have made it clear that the price-performance ratio for the technical expertise provided with standards is considered as reasonable and appropriate. There is no evidence that the cost of standards have a negative impact on their application. Making standards freely available would not have a notable impact for the total cost of enterprises. Instead, it would jeopardize the viability of the international standardization system, and could have a negative impact for the Vienna and Dresden Agreements."

In any case, this is an area of continuing attention for ISO, IEC and their members, and we are committed to identify and promote all mechanisms (at the technical and commercial level) that will help to further facilitate and expand access to standards by SMEs and other stakeholders.

We would like to thank the Commission for the opportunity to make this submission and would be happy to provide further information or to participate in discussions on international standardization issues

Yours sincerely,

[signed]	[signed]
R. Steele ISO Secretary-General	A. Amit IEC General Secretary & CEO

ISO'S RELATIONS WITH INTERNATIONAL/REGIONAL PARTNERS

AGENDA ITEM 6.4 REGIONAL PARTNERS

Recognizing that the regional level is particularly well suited for exchanging information and experience, encouraging the dissemination and implementation of International Standards, organizing training and awareness-raising workshops and seminars, and ensuring an optimal use of technical resources and expertise, ISO has established organized institutional links with seven regional standards organizations. The existing relationship with these regional organizations has been confirmed and consolidated by Council at its meeting in March 2008.

The current membership of each of these bodies is set out at Annex 1. This report gives the highlights of ISO's relations with these bodies since the 2009 General Assembly.

1 ACCSQ (ASEAN Consultative Committee for Standards and Quality)

Due to conflicts of dates, ISO was not represented at the ACCSQ meeting held in October 2009 (usually scheduled in August) in Jakarta (Indonesia).

2 AIDMO (Arab Industrial Development and Mining Organization)

On 25-27 March 2010 in Cairo (Egypt), the Vice-President (technical management) represented ISO at both the 35th meeting of the High Consultative Committee for Standardization (HCCS) of AIDMO and the Workshop on "Mutual recognition, mechanism to facilitate trade" organized on the occasion of the Arab Standardization Day.

At the Workshop, the Vice-President reported on the ISO-AIDMO cooperation and on the latest developments within ISO presenting a particular concern to the region. In his concluding remarks, he emphasized the endeavours of the Arab region to strengthen the exchange of goods and services between countries in the form of a free trade area.

The report submitted by AIDMO is attached at Annex 2.

3 ARSO (African Regional Organization for Standardization)

It is recalled that the current Secretary General of ARSO, Mr. Andrew Maiyo, took office in March 2009 for a period of six months and, since then, had his term of office extended until September 2010.

The report submitted by ARSO is attached at Annex 3.

4 CEN (European Committee for Standardization)

The Director General of the newly-created CEN-CENELEC Management Centre (CCMC), Mrs. Elena Santiago Cid, paid a visit to the Secretary-General on 11 February 2010. Their discussions focused on continuing collaboration, including cooperation in the context of the European Commission's initiatives on the future of standardization in Europe and use of the Open Text LiveLink system.

On 17 February, while paying a visit to the Swiss Association for Standardization (SNV), the ISO President had the opportunity to meet with the President of CEN, Mr. Juan Carlos López Agüí.

At the 36th CEN Ordinary General Assembly held in St Julians (Malta) on 1 June 2010, ISO was represented by its Vice-President (technical management) who updated the participants on the

following items: special projects approved by Council at its meeting held in March 2010; *ISO Strategic Plan 2011-2015;* and ISO (and IEC's) responses to the initiatives of the European Commission on the future of standardization in Europe.

At the technical level, the cooperation between ISO and CEN committees working in related fields continues to be good and there were no requests to address technical coordination issues at the June 2010 meeting of the ISO/CEN Joint Coordination Group (JCG). Over the last year, the TMB has reviewed both the Vienna Agreement itself as well as the guidelines for its implementation. The review did not highlight any need for change. It has however requested that statistical information be prepared, including information concerning the committees/sectors which are making the most use of the Agreement, for discussion at the JCG and TMB meetings in June 2010. It is recognized that there are some concerns about the extent to which CEN continues to lead the development of standards in particular sectors, but these are under review by the TMB.

The report submitted by CEN is attached at Annex 4.

5 COPANT (Panamerican Standards Commission)

In March 2010, Mrs. Kory Eguino (former CEO of the ISO member for Bolivia) succeeded Mr. Manuel Díaz Portocarrero as Executive Secretary of COPANT.

The President participated in COPANT's annual General Assembly held on 27-29 April 2010 in Mexico City where he reported on the latest developments in ISO and on ISO's 2010 initiatives (including the *ISO Strategic Plan 2011-2015 and* ISO's special projects). He also presented – in figures – the contribution of the region to ISO's activities.

The report submitted by COPANT is attached at Annex 5.

6 EASC (Euro-Asian Council for Standardization, Metrology and Certification)

The President represented ISO at the 37th EASC meeting in Odessa (Ukraine) on 7-9 June 2010. In his address to the audience, he used examples of the recent "ash crisis" and economic crisis to give evidence of the relevancy of ISO International Standards. He also shed light on some areas where ISO standards are of particular interest and relevancy to the region, and on contributions of EASC membres to ISO's activities. He concluded his remarks with a special focus on ISO's future strategy and special projects.

The report submitted by EASC is attached at Annex 6.

7 PASC (Pacific Area Standards Congress)

The Vice-President (policy) and Secretary-General attended PASC 33 in Ulaanbaatar (Mongolia) on 29-30 May 2010. On this occasion, the Vice-President presented the key issues for the next Strategic Plan as well as a number of areas where International standards can contribute to solving the global agenda. In his address, the Secretary-General reviewed the 2009 highlights and ISO initiatives for 2010.

As part of the resolutions it adopted, PASC 33 agreed it was important that guidance be developed by ISO (and IEC) regarding the use of IT tools when conducting ISO (and IEC) committees using IT tools. PASC 33 requested ISO (and IEC) to provide an update on the status of guidance materials being produced to assist conveners of virtual meetings.

The report submitted by PASC is attached at Annex 7.

GENERAL ASSEMBLY ACTION The General Assembly in invited to note/comment on the above report.

MEMBERSHIP OF THE REGIONAL STANDARDS ORGANIZATIONS formally recognized by the ISO Council under Resolution 26/1992

ACCSQ (ASEAN Consultative Committee for Standards and Quality)

Brunei Darussalam
Cambodia
Indonesia
Lao People's Democratic Republic
Malaysia
Myanmar
Philippines
Singapore
Thailand
Viet Nam

AIDMO (Arab Industrial Development and Mining Organization)

Algeria
Bahrain
Egypt
Djibouti
Iraq
Jordan
Kuwait
Lebanon
Libyan Arab Jamahiriya
Mauritania
Morocco
Oman
Palestine
Qatar
Saudi Arabia
Somalia
Sudan
Syria
Tunisia
United Arab Emirates
Yemen

ARSO (African Regional Organization for Standardization)

Burkina Faso
Cameroon
Congo, The Dem. Rep. of the
Congo, Rep. of
Egypt
Ethiopia
Gabon
Ghana
Guinea
Kenya
Libyan Arab Jamahiriya
Madagascar
Malawi
Mauritius
Nigeria
Rwanda
Senegal
South Africa
Sudan
Tanzania
Tunisia
Uganda
Zimbabwe

CEN (European Committee for Standardization)

Members

Austria
Belgium
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Norway
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden
Switzerland
United Kingdom

Affiliates

Albania
Armenia
Azerbaijan
Belarus
Bosnia-Herzegovina
Egypt
Georgia
Israel
Jordan
Lebanan
Libyan Arab Jamahiriya
Moldova
Montenegro
Morocco
Serbia
The former Yugoslav Republic of Macedonia
Tunisia
Turkey
Ukraine

COPANT (Panamerican Standards Commission)

Argentina
Barbados
Bolivia
Brazil
Canada
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Guyana
Honduras
Jamaica
Mexico
Panama
Paraguay
Peru
Saint Lucia
Trinidad and Tobago
Uruguay
USA

EASC (Euro-Asian Council for Standardization, Metrology and Certification)

Armenia
Azerbaijan
Belarus
Georgia
Kazakhstan
Kyrgyztan
Moldova, Rep. of
Russian Federation
Tajikistan
Turkmenistan
Ukraine
Uzbekistan

PASC (Pacific Area Standards Congress)

Australia
Bolivia
Brunei Darussalam
Canada
Chile
China
Colombia
Fiji
Hong Kong, China
India
Indonesia
Japan
Korea, Rep. of
Malaysia
Mongolia
New Zealand
Papua New Guinea
Peru
Philippines
Singapore
South Africa
Thailand
USA
Viet Nam

Report of AIDMO for the 33rd ISO General Assembly Oslo (Norway) 15-17 September 2010

Report of AIDMO for the 33rd ISO General Assembly Oslo (Norway) 15-17 September 2010

We are highly honored to be addressed to the General assembly meeting on behalf of the Arab Industrial Development and Mining Organization (AIDMO) member states, which most of them are members in your respectful organization.

Our organization operates in three major sectors, namely: Industrial development, Mining and Standardization. Also, it is the only legal agency authorized to issue unified Arab standards for the Arab region.

AIDMO and its Member States developed a new Arab Standardization Strategy aiming at unifying Arab standardization System which contributes in activating the industrial integration, raising the Arab production level, enhancing the Arab competitiveness in the global markets and strengthening efforts to achieve the Arab comprehensive development. In addition to Improving the Arab standardization Bodies to play a distinct role at the national, regional and international levels in the areas of Standardization; meeting the requirements of health, environment and safety in accordance with the international practices and agreements.

Furthermore, working on raising awareness of the importance of standardization for economy and meeting the needs of business, industry, government, and consumers in the Arab Region are of paramount importance for AIDMO. Thus we share with others, the celebration of the World Standards Day on the 14th of October every year. The Arab standards Day is also celebrated in our region on the 25th of March each year (The last theme for this Day was: "Mutual Recognition, Mechanism to Facilitate Trade".

AIDMO's new strategy for issuing unified Arab standards is based on speeding up the adoption of the unified Arab standards, AIDMO issued so far 8776 standards in both, original and Arabic languages, (In addition to other standards to be ratified within the next meeting of AIDMO's High Consultative Committee for Standardization next October).

New Developments in AIDMO's Activities

- Many achievements and developments have been made in the fields of standardization in our region. We have reengineered our process to speed up the development of AIDMO's standards. We appreciate the efforts of our member bodies, who take the effort of preparing, translating or updating AIDMO's standards.
- Preparing and adopting interactive Standards Database in order to speed up the Arab Standards project proposal, preparation and electronic publishing process.
- Preparing of Database for adopted Arabic standards and make it available on the network to users, which contribute in expanding the use of adopted Arabic standards.
- Adopting the study of mutual conformity certificates recognition between Arab countries and the cooperation mechanism in the field of accreditation.
- Adopting the Arab Agreement of mutual conformity certificates recognition and quality marks. AIDMO'S High Consultative Committee for Standardization (HCCS) has formed a committee consisting of certain Arab countries and AIDMO, held in Tunisia from 6 - 8 July 2009, to set up the implementation mechanism of this Agreement.
- Launching the project of harmonizing the technical regulations (mandatory standards) and conformity assessment procedures in the Arab Countries.
- Adopting the Arab coordination for Accreditation bylaws, and preparing to hold the First General Assembly during next October.

- Organizing a workshop specialized in Mutual Recognition (Egypt, Cairo 25/03/2010)
- Launching the execution of the Arab Standardization Strategy (2009-2013) operational programs, which include axes covering all the areas of Quality Infrastructure such as:

    1. Developing National Standardization and Accreditation Bodies.
    2. Establishing the Arab Coordination for Accreditation Body.
    3. Increasing Mutual recognition of Certification issued by National Accreditation Bodies.
    4. Obtaining an international recognition of the Arab Coordination for Accreditation Body.
    5. Supporting the establishment and development of the National Metrology Institutes in the Arab Countries.
    6. Working on creating a unified Arab Metrology system through cooperation with regional and international organizations to be compatible with the global systems.
    7. Developing and unifying the Conformity Assessment procedures in accordance with International guides, including conformity certificates and quality marks.
    8. Creating a unified mutual recognition system among Arab countries in the conformity assessment procedures, in line with the TBT agreement and International guides.
    9. Enhancing and Promoting cooperation, and collaboration with related regional and international Organization.
- Implementing the recommendations of the Arab ministerial councils, such as the Arab Electricity Ministers Council and Arab committee for Construction material Codes in Arab Housing Ministers Council.

- Contributing in the awareness efforts of the importance of standardization activities in the protection of health and safety of citizens as well as the environment and supporting the economy (through Celebrating in the Arab Standardization Day and the International Standards Day)
- Cooperating with regional and international organizations in the areas of standards, accreditation and metrology as well as coordinating the Arab standardization activities within its framework and profiting from its technical and financial Capabilities in the development of standardization activities in the Arab countries
- Adopting the Arab Quality Award bylaws, and holding the Award Experts Committee on July 2010.
- Holding the Metrology Experts Committee on July 2010.
- Creating AIDMO's Standardization and Metrology Center Website which includes issues related to Standards, Metrology, Quality, Conformity Assessment and Accreditation.
- Holding two training programs on ISO \ IEC 17011 standard on (25-27/04/2009 in Dubai – United Arab Emirates) and ISO \ IEC 17025 standard on (29-31/05/2009 in Tripoli - Libya).

Finally, AIDMO hopes that this occasion would be a good opportunity to strengthen cooperation between our organizations. In this context, AIDMO suggests that this cooperation involves, at first phase, these subjects:

1. **Allowing AIDMO to access ISO international standards online, especially those that are adopted in their original language as an unified Arab standards.**
2. **Participating in the organization of workshops and training sessions for Arab Standardizations Bodies**
3. **Participating in the project of harmonizing technical regulations and conformity assessment procedures in the Arab countries.**

African Organisation for Standardisation (ARSO)

1. ORGANIZATIONAL PROFILE

The African Organisation for Standardisation (ARSO) is Africa's continental standards body formed by OAU (currently AU) and UNECA in 1977. The fundamental mandate of ARSO is to develop tools for standards development, standards harmonization and implementation of these systems to enhance Africa's internal trading capacity, increased Africa's product and service competitiveness globally, and uplift of the welfare of African consumers as well as standardization forum for future prospects in international trade referencing.

Increased trade and closer economic cooperation between developing countries represent a considerable potential for development, but realising this potential represents a major challenge especially in terms of an effective continental standardization infrastructure. This forms the basis for ARSO Strategic Direction as summarised in its Vision, Mission and Goals:

2. ARSO Programmes

To achieve its mandate, ARSO is undertaking all the possible steps, through joint initiatives, technical cooperation and partnerships with continental stakeholders such as African Union Commission (AUC), Regional Economic Communities (RECs), ARSO member States and key international organizations, to increase compliance of African products to the required standards of both local and international markets.

2.1 Formulation of ARSO Strategic Framework 2009-2014

The ARSO Strategic Framework, adopted by the ARSO Council in March 2010, is a comprehensive framework embodied in a roadmap mirroring ARSO, AU and Regional Economic Communities (RECs) strategic standardisation objectives in relations to the International standardisation strategies, and outlines the fundamental purpose for the existence of the Organisation expressed in the Mission, Vision Statement that serves as a guiding principle for the operations of the Organisation in the next five years. The strategies/activities present the preferred course of action that ARSO will undertake in order to achieve the objectives.

The strategic Framework underpins the high priority attached to standards for sustainable development by its parent organization (AU/AUC) and all the African national governments and their partner international organizations. *ARSO Strategic Framework 2009–2014* accords high priority to promoting cooperation in policy and harmonization of standards and the resultant regulatory frameworks at the continental, regional and national levels.

2.2. Implementation of African Ecolabelling Mechanism (AEM).

ARSO in collaboration with AU, UNEP, German Government, UNIDO, ARSCP, African RECs, among other stakeholders is implementing the AEM. In 2006, ARSCP-4 under the theme of the further development and implementation of the African 10-YFP on Sustainable Consumption and Production (SCP) identified the development of an African ecolabelling scheme to be one of the activities to be supported by the Marrakech Taskforce on Cooperation with Africa.

The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) through its engagement in the Marrakech Task Force on Cooperation with Africa, has commissioned (through GTZ - German Technical Development Organisation) and is funding under BMU's International Climate Initiative, the AEM project to support the elaboration of a continent-wide, cross-sectoral African eco-label. The implementation of AEM is taking place under the auspices of ARSO, which offers sound expertise in the field of standardisation as well as a broad political network.

2.3. ARSO/AU Study on Harmonization and Implementation of Standards in COMESA, EAC and SADC

ARSO recognises the fact that the Regional Economic Communities (RECs) in Africa and their attendant standardisation structures are the building blocks for a solid continental standardisation infrastructure. ARSO and the RECs in realising this onerous mandate and to facilitate the implementation of ASHAM have signed memoranda of understanding (MoU) in pursuit of the objective of increasing African share in global trade to match its current tangible resource base.

Currently ARSO has signed MoUs with EAC, COMESA and is in the process signing MoU s with ECOWAS and SADC. This will enable ARSO to consolidate REC standards into harmonised African standards.

As part of this process, the 39th ARSO Council, Addis Ababa, Ethiopia, July 2009, Commissioned ARSO to conduct a study on Harmonization and Implementation of Standards within the RECs starting with COMESA, EAC and SADC, driven by the need to understand the process matters covering the harmonization and implementation of standards and the challenges therein such that viable solutions to the challenges can be improved and institutionalized for the benefit of processes and the stakeholders within the African continent. The Terms of Reference of this project were adopted by the 40th ARSO Council in March 2010 in Nairobi Kenya.

2.4. ARSO Technical Harmonisation Committees.
To realise the implementation of ASHAM, ARSO is in the process of constituting the ARSO Technical Harmonisation Committee (THCs) to be managed by the ARSO member States. This include THC on Agriculture and Food Products, Basic and general Standards, Building and Civil Engineering, Chemical & Chemical Engineering, Electro-technology, Environmental Management Systems, Mechanical Engineering and Metallurgy, Natural Resources, Quality Management Systems Services, Textiles and Leather and Transport and Communication.

2.5. ARSO Sabbatical Programme

The ARSO Council in its 39th Session in July 2009 in Addis Ababa, Ethiopia, launched the ARSO Sabbatical Programme. The Programme involves the assignment of standardization and quality experts from Africa to the ARSO Headquarters in Nairobi to work briefly to gain experience and contribute their expertise to standardization activities in Africa. It is envisaged that the Sabbatical Programme will contribute immensely to the promotion of the Culture of Quality in Africa through enhancing exchange of technical competence and networking among the African National Bureau of Standards.

2.6. Databases on African Quality Experts and the African Register of Certified Auditors (ARCA)
ARSO has developed a database of African Standardisation, Environmental and Quality Experts from all over the continent and incorporates the African Register of Certified Auditors (ARCA). ARCA is intended to develop the capacity of African Management Systems Auditors to international level based on ISO 17024:2003 - Conformity assessment -- General requirements for Bodies operating certification of persons.

3. Conclusion
ARSO recognizes the increased international consensus on the development goals and national poverty reduction strategies, relating to trade and standardisation for Africa among the International Community. ARSO will continue to cooperate with ISO through ISO-DEVCO to achieve further increased awareness of standardisation and related activities within the continent in order to boost intra-African and global trade.

CEN's Contribution to the ISO AG 2010

Dear President,

Please find hereunder CEN's report to ISO's 2010 General Assembly.

The relation between ISO and CEN has never been better, clearly shown by:

- the Vienna Agreement which is still, despite almost 20 years of existence, a very useful instrument of collaboration, promotion, diffusion and implementation of the ISO Standards in Europe
  - At the end of May 2010, the CEN **collection** included 3,985 documents identical to ISO documents. 404 of these documents were published in 2009.
  - At the end of May 2010, the CEN **programme of work** included 1176 work items which should result in CEN documents identical to ISO documents
    - 1,046 of these projects were being developed in parallel (885 under ISO lead and 161 under CEN lead) and should be submitted to simultaneous adoption procedures and publication in ISO and CEN;
    - the other 130 projects correspond to the adoption as CEN documents of already finalized – available – ISO documents.
  - 384 of these work items had been registered in 2009:
    - 307 of these projects to be developed in parallel (242 under ISO lead and 65 under CEN lead) and to be submitted to simultaneous adoption procedures and publication in ISO and CEN;
    - the other 77 new projects corresponded to the adoption as CEN documents of already finalized – available – ISO documents.
  - These projects registered in 2009 are mainly in the following domains: textiles, plastics, paints and varnishes, metallic and other inorganic coatings, fasteners, equipment for the petroleum industry, medical devices and foodstuff (methods of analysis).

- The fruitful cooperation between CEN and ISO in the field of IT tools and eServices does not need to be demonstrated anymore. Key tools such as TC collaborative tools, e-Balloting, Global Directory and the National Mirror Committee services - largely used by our common members - are there as evidence. CCMC and ISO/CS are currently developing IT solutions to better support the cooperation in the framework of the Vienna Agreement, especially to ensure a better synchronization of the ISO and CEN work programmes and provide mutual access to balloting documents in case of parallel procedure.

But there is now a new challenge for the future:
CEN and CENELEC have decided to work more closely together and to think about a common CEN-CENELEC IT strategy for the future. All the CEN Members are also ISO Members and the alignment with our international partners is a key issue in the future discussions. ISO and IEC will be closely associated to the CEN-CENELEC WG IT Strategy's brainstorming which we hope will result in a coordinated multi-level vision and strategy in the coming years.

Further issues of great interest to CEN and the ISO community are as follows:

1) Review of the European Standardization System

The European Union has triggered last year a debate about the review of the European Standardization and, in Cape Town, the activities of the EXPRESS group were announced and they have now delivered recommendations, which are part of the debate. An open consultation organized by the European Commission took place during the spring and, obviously, CEN (and CENELEC) has responded.

It is interesting for the ISO community to be made aware of the Position Paper CEN and CENELEC have developed. On that occasion, CEN and CENELEC reaffirmed certain principles and values shared by all (voluntary and private character of the activities, commitment to the International work, respect of the WTO principles, National Delegation principle, financial sustainability).

In that context, CEN and CENELEC have undertaken a review of the criteria to be respected by a NSB to be recognized as a member. We want the NSBs in our region to respect minimal criteria regarding their status, their work, their behaviour that they are able to demonstrate and developed through Peer Assessment as requested by the EU Council Conclusions dated September 2008 on the relation between Innovation and Standardization.

2) CEN-CENELEC FLES (Future Landscape of European Standardization)

Another important item is the implementation as of 1 January 2010 of the decisions taken by the CEN and CENELEC General Assemblies in 2009 with, notably the creation of a common Management Center in Brussels. The CEN and CENELEC staff (some 90 people) is now grouped in a common building under the authority of a common Director General; they have developed common processes and procedures and work equally for both organizations. This is a great achievement which benefits not only CEN and CENELEC stakeholders providing a real single entry point but also the National Members most of them being members of both organizations.

The creation of a common Management Centre, which is accompanied by other measures (such as the creation of a Presidents Committee and specific working structures), is certainly the starting point for more integration

3) CEN Strategy

Taking into account the above and, more generally, the environment, challenges and opportunities in which the European Standardization System operates and works, CEN has undertaken the review of its strategy for 2011-2013. No drastic changes compared to the existing one but the accent is put on:

- Responses to the market needs (industry, public services, others), delivering standards to deploy Innovation and new technologies across key sectors including conformity assessment
- Continuous improvement throughout the System exchanging good practices and experience while developing a culture implementing innovative solutions and an effective communication strategy
- Build partnership meaning reinforcing relation with EC partners, with fora/consortia and the international level, and ensuring the continuous strengthening of the Vienna Agreement with ISO.
- Implement good governance including ensuring financial sustainability

It is our intention to develop beyond 2013 a common strategy for Europe 2020 between CEN and CENELEC.

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PAN AMERICAN STANDARDS COMMISSION – COPANT

REPORT TO 33rd ISO GENERAL ASSEMBLY – OSLO – NORWAY

SERGIO TORO, PRESIDENT

The principal object of COPANT is to promote the development of technical standardization and related activities in its member countries with the aim of promoting their commercial, industrial, scientific and technological development in benefit of the economic and commercial integration and the exchange of goods and services, while facilitating cooperation in the intellectual, scientific, economic and social spheres.

VISION

COPANT's leadership and support of the processes of regional standardization and harmonization in the Americas, based upon the principles of transparency and consensus, enable it to efficiently articulate a coherent regional voice toward the fulfillment of its mission and to be recognized and relied upon by industry, public authorities, consumers and other stakeholders. In this way, COPANT contributes to the competitiveness of the region, the well-being of its citizens, and a more efficient and sustainable world economy.

COPANT Authorities 2009-2011	• President – Sergio Toro, Chile • Vice-president – S. Joe Bhatia, USA • Treasurer - Mario Wittner, Argentina • Executive Secretary – Kory Eguino

COPANT General Assembly 2010	• Held in Mexico City, Mexico, on April 27 and 29, 2010 • 75 delegates, including COPANT Member, the COPANT Authorities, guests and observers. Establishing the presence of 14 Active Members, 3 Adherent Members (Spain, France, and Venezuela), the COPANT Authorities, and a total of 6 special guests from International and Regional Organizations [CANENA, CEN/CENELEC/ETSI, CROSQ, PASC, IEC (the IEC President and the Regional Manager for Latin America) and ISO (the ISO President)], and Observers. • During this meeting members paid a tribute to Manuel Diaz Portocarrero who retired after 20 years as Executive Secretary. • The new Executive Secretary of COPANT was appointed: Kory Eguino, former CEO from IBNORCA. • CT 151 Electrotechnic and CT152 Energy Efficiency had their meetings in parallel with the GA. Very well attended. • The Seminar "New Tendencies in Global Standardization", organized by DGN and FINCA, took place on April 28.

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Some Highlights of 2009-2010	✓ The COPANT Board of Directors held 2 meetings: Nº 18 Meeting in Bogotá, Colombia (November 16 and 17, 2009) and Nº 19 in Mexico City, Mexico (April 30, 2010). ✓ Approved four new COPANT standards produced by Technical Committees on Quality Management and Electrotechnic (COPANT/TC 120 and COPANT/TC 151). ✓ A COPANT Technological Standardization Support Group was created. ✓ The offices of the Executive Secretariat moved to La Paz, Bolivia. ✓ New Strategic Plan 2011-2015 is in process. ✓ A new Portal is being implemented to improve the communication with and among members. ✓ The COPANT 2010 Assembly took note of the following reports, information and have some discussions on the following issues: • Development of standards and conformity assessment activities by the NSBs. • World Modernization of the Electrical Smart Grid presented by Evan Gaddis (ANSI/NEMA); • Reports on ISO PC 248 - Project committee: Sustainability criteria for bioenergy and ISO TC 28/SC 7 – Liquid Biofuels, presented by Eugenio Guilherme Tolstoy De Simone (ABNT) and James P. Olshefsky (ANSI/ASTM); • Plugs and Socket outlets Brazilian Standard, presented by Fabián Yaksic (ABNT/ABINEE); • ICONTEC terminological data base, presented by Fabio Tobón and Jaime Restrepo (ICONTEC); • Activities and initiatives of the Forum of IEC National Committees of the Americas (FINCA), presented by Osvaldo D. Petroni (IRAM/ National Committee IEC) • Discussion of ISO Technical Management Board initiative to address the possibility of alternative ISO operational and participation models, introduced by Eugenio Guilherme Tolstoy De Simone (ABNT) • Study the possibility of an exchange of information and representation in the ISO TCs • International organizations such as ISO and IEC and regional organizations such as SIM, IAAC, CROSQ, AMN, RAN, CANENA, CEN/CENELEC/ETSI and PASC. ✓ The membership of MIFIC from Nicaragua was suspended. FONDONORMA is now an adherent member of COPANT. ✓ A survey to members is being carried out to update the strengths, weaknesses and needs of them.

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Standards Approved 2009 - 2010	COPANT General Assembly 2010 • Approval of four COPANT standards produced by the Technical Committees on Quality Management (COPANT/TC 120) and Electrotechnic (COPANT/TC 151): ➢ *COPANT - ISO TS 16949:2009 Quality management systems -- Particular requirements for the application of ISO 9001:2000 for automotive production and relevant service part organizations* ➢ *COPANT - IWA 4:2009 Quality management systems -- Guidelines for the application of ISO 9001:2008 in local government.* ➢ *COPANT - ISO 9004:2009 Quality management systems -- Managing for the sustained success of an organization – A quality management approach.* ➢ *COPANT 17110:2010 Household and similar electrical appliances – Safety. Part 1: General Requirements.*

Training 2009	• The 6th Standardization and Quality Internship took place in Bogota, Colombia, sponsored by COPANT/ICONTEC, November 2009. • The Itinerant Courses COPANT/UNIT took place in La Habana, Cuba, November 2009. • In Coordination with some of the NSB members of ISO and COPANT, some with sponsorship of ISO/DEVCO, the following activities were organized: ISO Regional Course: Adopting and Referencing International Standards; ISO Regional workshop: Social Responsibility (SR); and ISO/IRAM Regional Workshop on Conformity Assessment - Good Practices of Certification.

Promotion and Information	• Participation of COPANT in Regional and International Events: Annual Assembly of the Inter-American System of Metrology (SIM); ISO COPOLCO Workshop and Plenary Meeting; ISO General Assembly; and IEC General Assembly. • COPANT completed the translation of the document "Fast Forward", publication of ISO/UNIDO. The document in Spanish was send to UNIDO/ISO for its layout, print and distribution.

Next General Assembly of COPANT	• Santiago de Chile, Chile - May 2011

New address of Executive Secretariat: Calle 21, Torre Lydia, Piso 9, Oficina 907, Calacoto – La Paz – Bolivia. Tel/Fax: +591 2 2774517 – email: copant@copant.org – Web: www.copant.org

EURO-ASIAN COUNCIL FOR STANDARDIZATION, METROLOGY AND CERTIFICATION (EASC)

The activities that the EASC has carried out between the 32nd and 33rd sessions of the ISO General Assembly were influenced by the world financial and economic crisis. The crisis has vividly demonstrated to what extent everything is interconnected in the world and how important are mutual understanding and cooperation. It has aggravated problems that require coordinated decisions concerning the economic development of the EASC member States. These decisions concern primarily the intensification of integration processes, the development of mutual trade and the cooperative links between the EASC member States. When shaping its technical policy during this period, the EASC proceeded from the objectives of minimizing the consequences of the crisis and providing for the sustainable development of the CIS[1] member States' economies in the post-crisis period.

To minimize the consequences of the world financial and economic crisis, EASC decided at its meeting in December 2008 on measures for promoting the development of mutual trade between the CIS member States. In accordance with this Decision, national bodies for standardization, metrology and certification (hereafter referred to as National Bodies), keeping in mind the high degree of confidence developed between them, as well as the considerable degree of harmonization of the CIS member States' technical legislation in the field of mandatory attestation of conformity and normative requirements for production, have decided to take more efficient measures aimed at eliminating technical barriers (whenever they occur) to the interstate trade of goods produced in the CIS member States and to recognize conformity certificates issued in the States producing these goods.

At its meetings, the EASC regularly reviews the outcomes of the implementation of this Decision by the member States.

In 2010, the EASC priority areas of regional standardization for 2006-2010 are coming to an end. They prompted the member States to focus their efforts on the development of regional (interstate) standards in the most important areas of cooperation.

Due to limited financial resources, the EASC was confronted with the problem of defining which areas of mutual trade and scientific and technical cooperation during the post-crisis period are most important. To develop them, it is expedient to implement interstate standards that are harmonized with International Standards, keeping in mind above all the necessity of improving quality and competitiveness of products and making use of International Standards as evidential basis in the process of product conformity assessment to technical regulations.

[1] CIS: Commonwealth of Independent States

For this reason, the 37th EASC meeting that took place on 7-9 June 2010 in Odessa (Ukraine) decided to elaborate the priority areas of the EASC regional standardization for 2011-2015.

At the same meeting, the EASC adopted the Programme of work for interstate standardization for 2010-2012. The Programme envisages the development (revision) of over 320 interstate standards, the main part of work items is aimed at the implementation of International Standards as interstate standards.

As decided at its 35th meeting, the EASC develops drafts of Interstate Programmes on the standardization of food production, and in areas such as energy efficiency, energy saving and energy resources. First releases are now under consideration in the EASC member States.

The Programme drafts finalized on the basis of the outcomes of their discussion will be submitted at the 39th EASC meeting for adoption.

In the field of standardization, the EASC cooperates with international and regional standards organizations such as ISO, IEC, UNECE, CEN, CENELEC and with the national standards bodies from France, Germany, Poland, Spain, etc. Representatives of international and regional organizations for standardization, metrology and conformity assessment and a number of relevant national organizations participate in the work carried out by the EASC.

For example, Mr. Rob Steele, ISO Secretary-General, representing IEC as well, participated in the deliberations of the 35th EASC meeting, while Dr. Alan Morrison, ISO President, participated in its 37th meeting where he also represented IEC bodies.

CEN representatives and representatives of the National standards bodies from Austria, France, Germany, Poland, the United Kingdom and other countries participated in the discussions of the 37th EASC meeting.

The EASC highly appreciates the active participation of ISO's management in its work and the possibility to receive first-hand information about future areas of international standardization development and implementation of International Standards to resolve emerging problems.

The EASC is also interested in the cooperation with foreign organizations whose standards have found wide implementation in international practice.

Such organizations include the American Petroleum Institute (API), the American Society for Testing and Materials (ASTM) and the Society of Automotive Engineers (SAE). To foster cooperation with them, the EASC has addressed appropriate proposals, and hopes for a positive reply from them.

Since 1992, over 5 100 interstate standards have been developed and adopted, and 1 500 amendments have been introduced in the current interstate standards.

The average level of harmonization of adopted interstate standards with International Standards exceeds 50%.

The EASC activities are aimed at improving the quality and competitiveness of goods produced in the CIS member States, at securing citizens' life and health, at environmental protection and protection of the markets against low quality and unsafe goods and ensuring their compatibility and interchangeability, as well as at the prevention of misleading actions.

The interstate standards are developed in accordance with rules and procedures adopted in international practice. Standards are endorsed at the EASC meetings or adopted by votes on drafts of interstate standards placed in the EASC Integrated Automated Information System (EASC AIS). In order to expand the application of International Standards in the second half of 2009, the new edition of GOST 1.3-2008 «*Interstate system of standardization. Rules and methodology of adoption of the interstate and regional standards as interstate standards*» was introduced. It meets the requirements of ISO/IEC Guide 21-1:2005.

To ensure more effective application of information technologies, the 37th EASC meeting has endorsed the Technical task to finalize the EASC AIS on the basis of the trial operation outcomes and has simplified the procedure for providing information concerning the implementation of national and interstate standards in the EASC member States for the purpose of updating the databases of the «CIS Standard» Information Retrieval System.

Once operational, the EASC AIS will allow adopting information technologies at all stages of the EASC standards life cycle.

The EASC policy in the field of conformity assessment is aimed at ensuring a uniform approach to the recognition of conformity assessment results in the CIS member States, providing free movement of goods between the CIS countries and eliminating technical barriers to trade. With that end in view, the 37th EASC meeting has endorsed recommendations concerning modules and schemes of conformity assessment and dealt with the development of draft agreements concerning the basics of technical regulations harmonization.

Improvement of products quality and competitiveness is one of the key objectives for the EASC countries. Development and certification of quality management systems in compliance with the requirements of ISO 9000 (new version) is an important mechanism for reaching this objective. The availability within enterprises of a certified quality management system compliant with the requirements of ISO 9000 is one of the preconditions to participate in the Competition for the Commonwealth of Independent States Award in the field of products and services quality.

In March 2010, the results of the second Competition for the Commonwealth of Independent States Award in the field of products and services quality were reviewed. Six enterprises and organizations of the CIS countries were Award winners and 12 were Diploma winners.

Previous Competitions have shown that notwithstanding the economic crisis, enterprises and organizations are committed to achieving high results, while placing emphasis on ensuring high quality of products. The 37th EASC meeting decided to conduct the third Competition for the Commonwealth of Independent States Award in the field of products and services quality.

To train experts of the CIS countries, it is envisaged to hold in October 2010, on the premises of the standards body of Belarus, an Interstate seminar on ISO 9001:2008 and ISO 9004:2009 that will provide a mechanism for their direct introduction within enterprises in the region. In this connection, we request ISO to assist in providing participation of leading experts in this area in the seminar. The CIS countries are also very interested in holding jointly with ISO a seminar on ISO 26000 «Guidance on social responsibility», aimed at introducing in the daily practice of our enterprises and organizations the best practices in the implementation of social responsibility principles.

The EASC activities on the harmonization of technical regulations, the updating and harmonization of the existing corpus of interstate standards with International and European Standards, the implementation of uniform measurement instrumentation and the introduction of modern information technologies will promote the development of trade in the CIS and the integration of the member States' economies into the world economy.

It is envisaged that the 39th EASC meeting will be held in May-June 2011 in Turkmenistan.

We invite the ISO President and Secretary-General, the Heads of other international and regional organizations that maintain business relations with the EASC, as well as the Heads of national standards bodies eager to collaborate with the EASC to participate in the 39th EASC meeting.

N.V. Sonets

EASC Executive Secretary

Pacific Area Standards Congress ("PASC") report to ISO General Assembly
September 2010 – Oslo, Norway

Preamble	The importance of international standardization to trade and commerce is recognized throughout the world. Countries on the Pacific Rim agree on the need for a forum to: - • strengthen international standardization programmes of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) and to improve the ability of Pacific Rim standards organizations to participate in these programmes effectively • improve the quality and capacity of standardization in economies of the region • support free trade within the region and with economies in other regions • support improvement of economic efficiency and development of the region through the promotion of standardization • interact with other bodies that represent elements of the standardization technical infrastructure, industry, consumers and government The members of PASC have adopted by consensus a number of important resolutions concerning international standardization, the work of ISO and IEC, and communication and interrelationships among 23 PASC members. PASC is concerned not only with standards preparation but also with conformance..
PASC themes and issues	Key themes that PASC is working on are: 1. the importance of involving regulators in standardization and of meeting regulators' needs. 2. the need to clearly explain the value of a robust

	standards and conformance infrastructure in an economy to assist in economic growth and provide appropriate safety for citizens of that economy. 3. consideration as to how PASC and other Specialist Regional Bodies ("SRBs") in the Pacific region might work more effectively with APEC SCSC. This initiative led to an activity in the APEC SCSC in which a strategy paper to improve and coordinate capacity-building and awareness of standards and conformance in the APEC region was written and approved in 2007. 4. encouragement of closer working between ISO and IEC with Co- operation Agreements signed with each organisation in 2006 and 2007 respectively. 5. establishment of a mechanism (PASC priority "pilot projects") to further facilitate cooperation among PASC members in developing international standards to reflect regional views in standards which will be the basis for free trade in the region. 6. enhancement of collaboration with business people. PASC notes with satisfaction the continuing and productive PASC interaction with the Asia Pacific Business Advisory Council (ABAC), and looks forward to working with ABAC on new initiatives to enable ABAC members to realize greater value from standardization activities, while simultaneously understanding ABAC members' standards priorities and needs. All of the above are incorporated in a PASC Action Plan which records agreed projects and which is monitored by the PASC Executive Committee (EC). An updated Action Plan and progress on the actions is presented at each PASC annual meeting and PASC EC meeting.
PASC meetings in the last 12 or so months	**PASC Annual Meeting** • 33rd PASC Meeting held on 29-30 May 2010 in Ulaanbaatar, Mongolia.
	PASC EC meeting (3 times a year) • 34th PASC EC meeting held on 13 September 2009 in Cape Town, South Africa in conjunction with ISO/GA • 35th PASC EC meeting held on 3 March 2010 in Hiroshima, Japan in conjunction with the APEC SCSC1. • 36th PASC EC meeting held on 31 May in conjunction with

	the 33rd PASC meeting.
Participation in International and Regional Initiatives	• Participation in ISO General Assembly held in September 2009 in Cape Town, South Africa. • Participation in IEC Council and IEC/SMB held in October 2009 in Tel Aviv, Israel. • Cooperation with APEC Standards and Conformance Sub-Committee (SCSC) held in 2010 in Japan. • SRB Forum meeting held on 2 March 2010 in conjunction with APEC SCSC meeting in Japan. • PAC Plenary held on 18 June 2010 in Wellington, New Zealand.
Highlights in the last 12 or so months	• The PASC membership is composed of 23 countries/economies as it now stands. • PASC was represented and participated in the ISO General Assembly and the IEC General Meeting respectively. PASC also looks for further cooperation between ISO and IEC and suggests them to consider establishing a standing annual joint ISO/Technical Management Board and IEC/Standardization Management Board meeting as well as a mechanism between ISO/TMB and IEC/SMB which can anticipate resolving issues of converging technologies. • As the contribution for ISO Strategic Plan 2011-2015, PASC members were encouraged to share their draft inputs for it. As a consequence, 44 ISO members have submitted their comments to ISO/CS, and 17 out of them were PASC members (around 70% of PASC members). • PASC has identified ISO/IEC technical committees, sub-committees and working groups and international standardization subjects of greatest common interest to PASC members as PASC Pilot Project. Three on-going PASC pilot projects are on ISO/CASCO, IEC/TC111 (Environmental standardization for electrical and electronic products and systems), and newly approved ISO/TC22 (Road Vehicles) concerning which the related information has been shared and exchanged effectively. • PASC has involved the APEC SCSC activities, and intend to continue to participate and support each other in these activities, including the events planned for APEC SCSC 2 in Sendai Japan on Supply Chain Visibility, Conference on Green Harmonization and the Trade Facilitation Task Force workshop on carbon footprinting. • The workshop for Chief Executive Officers on security of critical infrastructure in the Asia-Pacific Region, organized by Standards Australia and recognized by PASC to provide an opportunity to consider regional strategies and prioritize

	common security issues, was held on 11 November 2009 in conjunction with the APEC/ABAC III in Singapore.
Future PASC meeting schedule	**PASC Annual Meeting** • 34th PASC Meeting to be held on 31 March – 3 April 2011 in Bangkok, Thailand.
	PASC Executive Committee meeting (EC) • 37th PASC EC meeting planned to be held on 12 September 2010 in Oslo, Norway in conjunction with ISO/GA • 38th PASC EC meeting to be held in 2011 in conjunction with APEC SCSC1 in U.S.A. • 39th PASC EC meeting to be held in conjunction with the 34th PASC meeting.
Conclusion	PASC appreciates the opportunity to report to ISO and would appreciate any feedback you may have with respect to issues and ideas in this report. We take this opportunity to wish ISO and its members every success at the meeting to be held in September 2011 in Oslo, Norway. Juichi Nagano For PASC Secretary June 2010

MANAGEMENT OF TECHNICAL ACTIVITIES

AGENDA ITEM 7.1 INITIATIVES IN 2010

The last year has seen a good number of proposals for new areas of work while the TMB has also completed the action items it had identified for implementation of the Strategic Plan 2005 - 2010. It has also advanced on a number .of other strategic issues, including sustainability and privacy, whilst also further enhancing the technical cooperation with the IEC.

1 New areas of work

As reported previously, there has been a very favourable reaction from the market to the possibility of developing standards within project committees and the last year has seen a healthy number of proposals for new work. These have so far resulted in the establishment of new project committees on sustainability criteria for biofuels (PC 248), sustainability in event management (PC 250), and natural gas fueling stations for vehicles (PC 252) in addition to the establishment of a new technical committee for the field of traditional chinese medicine (although the scope of the committee may be extended after its first meeting to other forms of traditional medicine).

Other proposals include the establishment of new technical committees to deal with safety of attractions; biogas; general technical rules for determination of energy savings in renovation projects, industrial enterprises and regions; and nutrition and dietetics; as well as the establishment of new project committees on use of treated wastewater re-used in irrigation; asset management, outsourcing, and risk management (an implementation guide for ISO 31000 *Risk management – Principles and guidelines*). Two IWA[1] workshops have also been held in the last year, one on glass clarity (published as IWA 8:2009) and another on the subject of sustainable business districts and a third proposal on the specification and guidance for impact rated vehicle security barriers is under consideration.

2 *ISO Strategic Plan*

The Technical Management Board finalized its input to the consultation concerning *ISO Strategic Plan 2011-2015* at its meeting in Cape Town in September 2009. It has since reviewed the work accomplished during the period of the current *Strategic Plan 2005-2010* as well as the methodologies used to address the key strategic objectives and action items relevant to the technical work with a view to making improvements in how it will address these matters for implementation of the *Strategic Plan 2011-2015*.

At its meeting in June 2010, it confirmed that the initial brainstorming session, the appointment of project champions for each of the KSOs and the possibility of creating teams of TMB members to assist the project champions, together with maintenance of a project tracking matrix, had greatly facilitated the TMB's task in addressing the previous Strategic Plan. It consequently appointed preliminary project champions for the seven KSOs in the proposed *Strategic Plan 2011-2015* and constituted preliminary teams of TMB members to work with the project champions. It is expected that, following the decision by the General Assembly on the *Strategic Plan 2011 - 2015*, the teams will commence compiling suggestions as to projects to be considered to implement the Plan and that these suggestions will be reviewed together with the 2011 implementation plan in a brainstorming session in conjunction with the TMB meeting in February 2011 in order to establish priorities for implementation.

[1] IWA: International Workshop Agreement

In June 2010, TMB members participated in a Customer Value Discovery Workshop as part of the ISO "Living Laboratory" project approved by Council in March and will similarly participate in the next phase of the project in August/September.

3 Sustainability

The Task Force on Sustainability has continued its work and in particular has been authorized by the TMB to establish a subgroup to develop a Guide for the inclusion of sustainability aspects in standards. It will also be considering at a later date (once the Guide is available) the development of a policy statement on sustainability for possible inclusion in the *ISO/IEC Directives*.

4 Social responsibility

ISO/DIS 26000 was approved during the member body vote which closed on 14 February 2010 and a final meeting of the Working Group on Social Responsibility (WG SR) was held in Copenhagen in May to review the comments received and to decide on the methodology for establishment of the final text. It is anticipated that the FDIS will be submitted for voting in July/August and that the International Standard will be published in October/November.

5 Process evaluation group (PEG)

The process evaluation group is finalizing one of its two tasks which will result in the issuance of a special publication concerning processes for consensus-decision taking and stakeholder engagement within national standards bodies and liaison organizations. It is expected that the publication will be approved by the TMB at its meeting in September and should be issued before the end of the year. In this respect, special thanks are extended to all member bodies that provided input to the survey conducted by the PEG in 2009. Its remaining task, which *inter alia* will review lessons learned from the work of the WG SR, will address current and possible alternative models of participation and development procedures for ISO's technical work.

6 Privacy

Some ten years ago, the TMB had chartered a group to look into the possibility of developing standards in the area of privacy but, at the time, it was determined that it would not be possible to reach international consensus either on the need for or the content of such standards. In 2008, a review of the situation resulted in the TMB agreeing to carry out further investigations with the result that at its meeting in Cape Town in September 2009, the TMB decided to establish a Privacy Steering Committee comprising interested member bodies and relevant technical bodies. The Steering Committee has to date held three meetings, two by teleconference, and in particular is planning an ISO privacy conference to be held in Berlin at the beginning of October 2010. The programme for the conference is currently being developed.

7 Management system standards

In conjunction with its meeting in February 2010, the TMB held a half day session with representatives of its Strategic Advisory Group on Management System Standards (SAG-MSS) and the Joint Technical Coordination Group (JTCG) on Management System Standards. The SAG, in particular, presented its final report in which it confirmed that management system standards are welcome provided that they are recognized as meeting market needs, while the JTCG has made progress in elaborating a framework for ensuring greater consistency between management system standards which will facilitate their implementation by end-users. The JTCG has been requested to prepare its own final report for consideration by the TMB at its meeting in February 2011.

8 ISO/IEC collaboration

The TMB has continued to enhance cooperation with the IEC Standardization Management Board and meetings of representatives of the TMB and IEC/SMB and of the Joint Directives Maintenance Team were held in conjunction with the June 2010 meetings of the management boards. A special meeting was held in May 2010 to review and revise the 1990 ISO/IEC Memorandum of Understanding concerning standardization of automotive electronics, recognizing that, over the last 20 years, the incorporation of electrotechnology into vehicles has increased significantly, which has meant a need for new interfaces between ISO and IEC committees in that sector.

Two other joint initiatives, one concerning market relevance, and the other concerning simplification of the range of ISO/IEC deliverables, have been rather less successful. In relation to the former, pilot projects were carried out in ISO and IEC, but were largely inconclusive in terms of providing indicators for how ISO and IEC can modify their procedures for approval of new work to provide better assurance of the market need for new work. Further consideration will be required as to how to proceed on this topic. In relation to deliverables, there seems to be a mixed message from the market place in terms of whether the current range of deliverables is understood and appreciated and the TMB and IEC/SMB have decided not to pursue further work on this topic for the immediate future. A paper has however been developed summarizing the actions taken and the rationale for the current range of deliverables and this will be presented to Council in September 2011.

One final development is that the ISO Central Secretariat and IEC Central Office are working together closely with a view to establishing a common ISO/IEC database providing details of the adoption and use of ISO and IEC standards at the national level. As has been reported previously, data in ISO is collected via the systematic review process and member bodies are again encouraged to provide as much information as possible to enhance the value of the joint database.

9 ISO/CEN collaboration

Recognizing that it is some 20 years since ISO and CEN concluded the Vienna Agreement, and some ten years since it was last revised, the TMB has carried out a review over the last year of both the agreement and of its implementation guidelines. At present, there are no proposals to change either the agreement or the guidelines and, overall, the agreement is recognized as fulfilling its purpose and is generally appreciated. It is recognized however that there are some concerns about the number of projects conducted under CEN-lead and a more detailed analysis will be carried out in relation to committees where there may be causes for concern.

GENERAL ASSEMBLY ACTION	The General Assembly is invited to note/comment on the above report.

MANAGEMENT OF TECHNICAL ACTIVITIES

AGENDA ITEM 7.2 PRESENTATION OF THE LAWRENCE D. EICHER LEADERSHIP AWARD

By its resolution 21/2002, Council expressed the wish that an event be organized on a regular basis in remembrance of the late Secretary-General, Dr. Lawrence D. Eicher, and it decided to create the "Lawrence D. Eicher award for excellence in creative and innovative ISO/TC/SC services and initiatives", to be presented by the President at the General Assembly.

The TMB has defined a broad range of criteria against which committees may be considered for this award, the key factors being demonstrable outstanding performance and innovative and efficient approaches to management of the technical work, which also contribute to the dissemination of practices of excellence to other committees and meeting market needs.

In accordance with the procedure established by the TMB, a call for nominations was issued to all member bodies; and nominations received were reviewed and decided upon by the TMB. The award will be presented to a representative of the recipient committee under this agenda item.

It is recalled that the award was presented:

– in 2003, to ISO/IEC JTC 1/SC 29 *Information technology/Coding of audio, picture, multimedia and hypermedia information;*

– in 2004, to ISO/TC 176/SC 2 *Quality management and quality assurance/Quality systems;*

– in 2005, to ISO/TC 8 *Ships and marine technology;*

– in 2006, to ISO/TC 67 *Materials, equipment and offshore structures for petroleum, petrochemical and natural gas industries;*

– in 2007, to ISO/TC 184/SC 4 *Industrial automation systems and integration/Industrial data;*

– in 2008, to ISO/TC 127 *Earth-moving machinery;*

– in 2009, to ISO/TC 172 *Optics and Photonics.*

GENERAL ASSEMBLY ACTION The General Assembly will be invited to express its congratulations to the recipient of the award.

AGENDA ITEM 8 ALIGNING ISO TO MEET CUSTOMER NEEDS

1 Strategic context

The questionnaire issued in the framework of the consultation for the *ISO Strategic Plan 2011-2015* asked a number of specific questions related specifically to the procedures, processes and deliverables in ISO. These questions included (among others):

– Are you satisfied with the current level and quality of content of ISO publications?
– Are the current Directives designed to ensure the integrity of the technical and consensus building processes sufficiently clear and rigorous?
– Do you have suggestions on how to reduce processing times further?
– How can ISO optimize its committee working procedures to make best use of resources available?

With regard to "processes and procedures", the responses from ISO members, as well as requested feedback from the TMB, noted at least three major aspects. The **first** concerned the introduction of new work. A clear need was indicated for solid justification and adequate pre-normative activity prior to the introduction of new work (covering inter alia project objectives, specifications and expected benefits, potential secretariat, identification of interested and committed stakeholders and levels of expertise). A **second** aspect in the feedback received concerned the qualification and competence of individuals and organizations that play a critical role in the standards development process. TMB input complemented this aspect indicating that measures should be taken to ensure that TC/SC chairs and secretariats are assigned to individuals and organizations in a position to provide the best service to the ISO system, and that enhanced training and support services should be provided to TC/SC chairs, secretaries and WG convenors. A **third** aspect concerned standards development processing times. The TMB and many ISO members indicated that ISO should review the different aspects of the ISO system that have an impact on the speed of standards development, with a view to further streamline the overall process.

2 Existing improvement initiatives

The TMB has the responsibility to continually maintain, evaluate and improve ISO's standards development processes to meet stakeholder needs and expectations. To this end, a number of improvement projects within the TMB have been established in recent years to address specific aspects of the development process. A number of these are outlined in the report on the management of technical activities in 2010 (document General Assembly 10/2010) and, in particular, two initiatives are noteworthy and directly related to ISO's core processes. The first is to increase the acceptance and market relevance of ISO Standards through upfront measures at the proposal stage (through the TMB Market Relevance Task Force). A second initiative is the consideration of possible alternative models of development, as well as the examination of stakeholder engagement practices within national standards bodies (NSB) and liaison organizations (through the TMB Process Evaluation Group). These initiatives are in the process of being completed and will contribute to the evolution of key parts of the ISO process.

The ISO Central Secretariat also has a responsibility to support the continual improvement of performance by, for example, facilitating the achievement of target dates and the progression of work in the ISO technical programme. The Central Secretariat must also continually improve its timeliness and performance, as well as adjust its own internal processes, to ensure that its

services continue to meet expectations in the technical programme. These and other system improvements by the TMB have contributed to a steady decrease in the average standards development cycle time from 47 months in 2003, to 32.8 months in 2009 (30% decrease in seven years). Even with such positive results, ISO members and their stakeholders have indicated during the consultation for the *ISO Strategic Plan 2011-2015* the need to redouble efforts to further improve the timeliness, relevance and usability of ISO Standards.

3 End-to-end review of the ISO standards development process

At its March 2010 meeting, Council agreed to an allocation of kCHF 500 from the 2009 operational result for an ISO special project entitled the "ISO Living Laboratory". The project is intended to develop a tool and performance improvement environment for modelling the end-to-end ISO standardization process; for quantifying the impact of potential changes in the process; and for delivering increased value to ISO stakeholders. A pilot study (Phase 0) was carried out using professionally-facilitated methodologies to identify core issues. Phase 0 demonstrated the potential to create an environment, using computer modelling, which fully describes the ISO standards development process and allows ideas for process improvement to be considered and tested before they are tried in a “live” environment. Since its approval by Council in March 2010, the project has progressed through Phase 1 "Model/simulator development and stakeholder value discovery" and continues to progress through Phase 2 "Model-based improvement testing". Phase 3 (last one) of the project "Implementation and establishment of an ISO Living Laboratory" will begin in the fourth quarter of 2010 for delivery in early 2011.

The Deputy Secretary-General will provide the General Assembly with an update on the above ISO process improvement initiatives, and an overview of initial findings in the ISO Living Laboratory Project. Delegates will have the opportunity to provide their views on the directions and implications of proposed changes in the Living Laboratory Project.

GENERAL ASSEMBLY ACTION	The General Assembly will be invited to comment on the Deputy Secretary-General's presentation.

DEVELOPING COUNTRIES

AGENDA ITEM 9.1 ISO ACTIONS TO MEET DEVELOPING COUNTRY NEEDS

Some 75% of ISO's 162 members are from developing countries. They face a number of challenges in response to which a set of actions has been defined in order to improve national standardization infrastructures, to build capacity and to increase their involvement in international standardization. Aligned with the *ISO Strategic Plan 2005-2010*, the *ISO Action Plan for developing countries* sets the direction for the support to be provided to members in developing countries.

Endorsed by Council in September 2004, the *ISO Action plan* is in its last year of implementation. Significant progress has been made in the implementation of all the five objectives of the Plan. The **number of training and awareness activities** conducted world-wide have been increasing gradually from 2005 to 2009 and many of these events extended attendance beyond the national standards bodies to accommodate other target groups. Thus 20 activities were carried out in 2005 while this figure reached 65 in 2009. The number of sponsored participants from developing countries who were supported to attend the above activities increased from 115 in 2005 to 648 in 2009 (460 % increase).

The **number and variety of topics** covered by the training and awareness events have also obviously evolved over the years. **In 2005**, the main topics covered included environment, QMS[1], ICT support, and enhanced participation in international standardization.

In 2009/2010, some topics have been extended significantly; they include energy management systems, climate change – greenhouse gas accounting, carbon footprint, information security management systems, food safety management systems, and social responsibility. In addition, the following topics amongst others have been added to the curriculum: the role of International Standards in economic development and trade; adopting and referencing International Standards; conformity assessment (use of the CASCO toolbox); and e-learning courses for experts in international standardization.

The level of funding for the above activities amounted to 2 262 000 CHF in 2009 compared to CHF 575 000 in 2005 (see chart below).

[1] QMS: Quality Management System

The DEVCO Chair's Advisory Group (CAG) has, at its last two meetings in March 2009 in Geneva and in September 2009 in Cape Town, initiated discussions and consultations to take stock of the achievements under the Action Plan and to reflect on the future. Thus, one of the three DEVCO discussion group sessions in Cape Town was devoted to this topic. Between December 2009 to May 2010, five workshops entitled “Developing Country Strategy and Planning” were conducted covering all regions of the world to consult members as to the challenges being faced and the measures needed to address them in the next ISO Action Plan for developing countries 2011-2015. The table at Annex shows that 85 ISO members, among which 27 were represented by the respective CEO of the national standards body (NSB), actively participated in the consultations.

Information is given below on actions carried out since the 2009 General Assembly.

1 Implementation of the ISO Action Plan for developing countries

1.1 Improve awareness of the role of standardization

Awareness workshops and seminars in topical areas of interest for developing countries were:

– maintained (e.g. ISO 22000 on food safety; ISO 14001 on environmental management systems; ISO 14040 on Life cycle assessment; ISO 14064 on greenhouse gases; ISO 27001 on information security management systems; consumer involvement in standardization; conformity assessment; role of International Standards in economic development and trade), or
– introduced (e.g. energy management systems; linking trade promotion organizations and NSBs for export success).

A joint activity with UNIDO led to the successful design and delivery of the first regional seminar on the future ISO 50001- Energy management systems, in Oman in October 2009.

A joint activity with the International Trade Centre (ITC) led to the organization of a regional consultation on linkages between trade promotion organizations and NSBs to support the export sector. Representatives from the two types of organizations from each country in the South Asia

and the East/South East Asia regions were brought together at the consultation held in Malaysia in December 2009. The proceedings of the consultation will be published in the second semester of 2010 and may be used for conducting joint workshops with ITC for other regions.

1.2 Develop capacity

The next step after raising awareness of the importance of standards is developing the capacity of ISO members in developing countries to facilitate the implementation of International Standards and to participate more effectively in ISO's technical work.

Capacity-building activities for the staff of national standards bodies (NSB) in developing countries aim at providing guidance on good practices in standardization that the NSB applies in its own structure. Activities are also carried out to develop the skills and knowledge of experts from developing countries to participate in the international standardization process.

Several good standardization practice workshops have been carried out in previous years. In 2009, ISO launched workshops in the areas of "adopting and referencing International Standards" and "effective stakeholder participation through national mirror committees".

Two regional workshops were held on "adopting and referencing International Standards" during the period under review. On the topic of stakeholder participation, six regional and global workshops as well as two national seminars were held to provide the skills to stakeholders to be more actively involved in the process for the formulation of ISO 26000 on social responsibility, which is unique in the sense that between 30-50 experts from developing countries have been sponsored in the past years by ISO to participate at each meeting of the ISO/TMB Working Group on Social Responsibility. These experts are chosen from six stakeholder categories in order to provide a balance of interests.

A regional workshop on societal security was held in November 2009 in South Africa as a pre-event to the meeting of ISO/TC 223, *Societal security*. The 32 sponsored participants (mostly from Africa) also took part in the meeting of ISO/TC 223 which aims to develop International Standards that support and increase crisis management capabilities as well as business continuity management capabilities in the face of crises at a societal level. The participation of developing countries in the work of the TC is essential since past experiences have unfortunately shown that these countries are the most at risk.

A regional course on marketing and promotion of International Standards was held in September 2009 in Senegal for French-speaking countries in Africa. Another course on the same topic was conducted as part of the regular training courses organized in Geneva in December 2009.

1.3 Increase regional cooperation

Experience has shown that regional and subregional cooperation in standardization and related matters is one of the most effective channels for sharing experience, organizing training and optimizing participation in international standardization.

Thus, 29 regional seminars and workshops have been carried in the various ISO regions during the period under review. Some 500 regional participants shared their experiences and knowledge during these events.

Some of the above events were run jointly with the participation of regional/subregional organizations, such as the Common Market for Eastern and Southern Africa (COMESA), the East African Community (EAC), the Southern African Development Community (SADC), the Pan American Standards Commission (COPANT) and the CARICOM Regional Organization for Standards and Quality (CROSQ).

At the request of SADC, three customised courses (funded by SADC) were organized by ISO on good standardization practice (Seychelles, March 2010), on enhanced participation in international standardization (Swaziland, May 2010) and on drafting standards (Namibia, May 2010).

1.4 Develop electronic communications and expertise in IT tools

Under the *ISO Action Plan for developing countries,* assistance and training is provided in the acquisition, implementation and maintenance of Information and Communication Technologies (ICT). The expertise in the use of ICT tools developed by ISO in support of the standards development and dissemination processes is strongly encouraged to enable national standards bodies to engage fully in ISO's technical work.

Geneva-based regular training courses were provided on ISOTC Server and e-balloting, while training on introduction to ISO e-services were conducted in three regions. E-learning courses were also run from Geneva for trainees based in their home country.

From September 2009 onwards, ICT projects have been delivered to ISO member bodies through the ISO Special Project entitled *IT tools and related assistance for member bodies in developing countries (ICTDEV)*. The objective of this ongoing ISO project is to accelerate the deployment of four customized ICT packages (comprising equipment, software and assistance) and training, targeted at different groups of member bodies in developing countries. During the period under review, the basic package 1 was deployed in eight countries, namely Côte d'Ivoire, Ethiopia, Lebanon, Mauritius, Nigeria, Tanzania, the former Yugoslav Republic of Macedonia and Uzbekistan. Package 2 was delivered to Bosnia and Herzegovina, Armenia and Syria.

1.5 Increase participation in ISO technical work

The fifth objective of the *ISO Action Plan* is to support the involvement of developing countries in the technical work performed by ISO technical committees (incl. project committees), subcommittees and working groups. By participating at these three levels, developing countries ensure that their interests are taken into account and, in so doing, contribute to strengthening ISO's global relevance.

Sponsorships continued to be provided to delegates from developing countries to participate in ISO technical committee meetings, such as ISO/TC[2] 34, 45, 135, 223, and 228.

The twinning arrangements are still viewed as a way of increasing developing country involvement in ISO's technical work; and their number continues to increase: 39 such arrangements were recorded as at April 2010 compared to 26 in September 2007.

2 Assessment of the impact of activities implemented under the Action Plan

The technical assistance activities carried out in support of the objectives set in the *ISO Action Plan for developing countries* are monitored by DEVCO with the support of the DEVCO Chair's Advisory Group (CAG).

The number of activities implemented by ISO for developing countries has significantly increased over the years due to additional resources made available by donors. Both donor agreements and the need for ISO to evaluate whether delivered activities have had a beneficial effect require that procedures be in place to assess impacts.

[2] *ISO/TC 34 Food products*
ISO/TC 45 Rubber and rubber products
ISO/TC 135 Non-destructive testing
ISO/TC 223 *Societal Security*
ISO/TC 228 *Tourism and related services*

In order to assess impacts satisfactorily, ISO needs the active support of the national standards bodies (NSBs) either hosting ISO activities or having nominated participants to regional or international activities. The results of the first impact assessment undertaken in 2009 for activities implemented in the second semester of 2008 were presented to the 43rd DEVCO meeting in Cape Town in September 2009.

The Secretary-General issued two circular letters on 11 June 2010 requesting all Member bodies and Correspondent members, and Subscriber members respectively to collaborate with ISO in collecting the data that will enable the second impact assessment to be made for activities implemented in 2009. The DEVCO secretary will present the preliminary results of the assessment at the 44th DEVCO meeting in Oslo in September 2010.

3 Governance related matters

It is recalled that, for the past years, discussion groups have been organized as part of the annual DEVCO meeting and that they are considered an important contribution to the on-going process of identification of needs and requirements for standardization and related matters in developing countries. The three topics for this year's discussion groups are:

- Developing country perspectives on unique ISO standards development processes (related to the tasks of the TMB Process Evaluation Group)
- Energy policies for tackling climate change
- ISO standards driving business

4 Partnerships with development agencies

Partnerships have been established with international organizations and development agencies at the multilateral and bilateral levels for the implementation of technical assistance projects under the *ISO Action plan for developing countries.* In particular, collaboration with UNIDO has been enhanced through the MoU between the two organizations signed in June 2009. More details on cooperation with UNIDO and the International Trade Centre (ITC) is provided in document General Assembly 08/2010 for consideration under agenda item 6.3.

Financial support is achieved either through member contributions to the Funds-in-trust, the ISO/DIN Endowment or through funding agreements with national development agencies, such as the Swedish International Development Cooperation Agency (SIDA), the Swiss State Secretariat for Economic Affairs (SECO) and the Finnish government.

GENERAL ASSEMBLY ACTION	The General Assembly is invited to note/comment on the above report.

OVERVIEW OF ISO MEMBER PARTICIPATION AT THE "DEVELOPING COUNTRY STRATEGY AND PLANNING" WORKSHOPS

ISO region (members)	Venue	Members represented	Participation	Participant profile
Central and Western Africa (15) + Eastern and Southern Africa (22)	Accra, Ghana (December 2009)	28	76%	9 CEOs 12 Senior Managers 7 Standards Officers
Arab (17)	Amman, Jordan (January 2010)	11	65%	4 CEOs 4 Senior Managers 3 Standards Officers
East and South East Asia (16) + South Asia (8)	Bali, Indonesia (March 2010)	15	63%	2 CEOs 11 Senior Managers 3 Standards Officers
South America (9) + Caribbean and Central America (16)	Rio de Janeiro, Brazil (April 2010)	20	80%	8 CEOs 9 Senior Managers 3 Standards Officers
Central and Eastern Europe (14) + Central Asia (6)	Belgrade, Serbia (May 2010)	11	55%	5 CEOs 4 Senior Managers 2 Standards Officers
Total 123 members		85	69%	

DEVELOPING COUNTRIES

AGENDA ITEM 9.2 PRESENTATION OF THE 2010 HELMUT REIHLEN AWARD

The Helmut Reihlen Award was created in 1999 in the form of a contest for young standardizers in developing countries and economies in transition, focusing attention on standardization and related matters. The contest is held every two years under the *ISO Action Plan for developing countries 2005-2010* and financed by the DIN/ISO Endowment bestowed on ISO by DIN (Germany). It is named after Professor Helmut Reihlen, director of DIN from 1977 to 1999, in recognition of his significant contribution to technical assistance activities in support of ISO members in developing countries.

The contest is open to permanent employees of standards bodies that are members of ISO in developing countries and economies in transition, as well as to delegates and experts from these countries involved in ISO technical work. The age limit for candidates is 35 years.

An independent jury selects the winners and grants a prize for the three best essays written on an important subject of international standardization or related matters.

An invitation to participate in the contest was sent to ISO members in developing countries and economies in transition, by circular letter dated 30 March 2010, with a closing date for participation of 4 June 2010. The theme selected for the 2010 Helmut Reihlen Award is *Can International Standards help fight climate change?*

The three members of the jury are:

- Dr. Torsten Bahke, Director of DIN Deutsches Institut für Normung;
- Mr. Kevin Boehmer, Secretary of ISO/TC 207 *Environmental management*;
- Mr. Guido Sonnemann, Programme Officer, United Nations Environment Programme (UNEP).

The 2010 Helmut Reihlen Award will be presented to its recipient under this agenda item at the General Assembly.

It is recalled that the previous editions of the award were presented to:

- *Mrs. Adiya Ariunaa (2000)*, Mongolian Agency for Standardization and Metrology (MASM) for her paper on “The role of Standards in promoting Peace and Prosperity”;
- *Mrs. Puntsag Baigalmaa (2002)*, Mongolian Agency for Standardization and Metrology (MASM) for her paper on “Standards for the Environment”;
- *Mr. Constant Assa (2004),* Côte d’Ivoire Normalisation (CODINORM), for his paper on “International Standards to Access World Markets”;
- *Mr Cannald Madungwe (2006)*, Standards Association of Zimbabwe (SAZ) for his paper on “Stakeholder involvement for effective participation in international standardization”;
- *Mr. Victor Ryan Biran Jr. (2008)*, Trinidad and Tobago Bureau of Standards (TTBS) for his paper on “International Standards supporting public policies”.

GENERAL ASSEMBLY ACTION The General Assembly will be invited to express its congratulations to the recipient of the award.

AGENDA ITEM 10 COMMUNICATING THE STANDARDIZATION MESSAGE

INTRODUCTION

"There is no strategy without communication"[1]

Communication used to be seen only as a relatively unimportant resource for some companies or organizations, or even in some cases as a cost center. Today it is a key element of the strategy of any company or organization. If a company or organization does not communicate to its customers, stakeholders and the public at large what it is doing and why, how can it ensure that messages are heard and achieve impact? This is even more relevant in today's world where everyone is connected by flows of information through multiple channels.

The draft *ISO Strategic Plan 2011-2015* has communication as one of the seven key objectives of ISO's mission, requiring that "ISO and the value of voluntary International Standards are clearly understood by customers, stakeholders and the general public". In addition, it includes communication actions in almost all of the other six key objectives.

This document describes the major elements of the communication strategy currently in place and envisages the possible future developments and initiatives that will help ISO to reach the objectives set out in the next strategic plan.

1 Role and objective of communication in the ISO system

Communication plays a critical role in helping ISO to achieve its mission to ensure the widest dissemination and use of International Standards. Its role is to:

- Develop and improve relations with stakeholders, the media and the general public
- Develop, improve and protect ISO and ISO members' image and reputation
- Inform and develop promotional material on the International Standards ISO publishes, the benefits of the ISO process, and on ISO's activities in general.

Communication therefore helps to:

- Raise the knowledge and understanding of ISO, its work and the potential of ISO
- Contribute to the use of ISO standards
- Stimulate the sales of standards, which also reinforces the financial stability of the whole ISO system
- Encourage participation in the standards development process and attract new experts.

[1] Statement made by a CEO, Survey of Executive Leadership, Forbes.com and FD, 2009

2 Current tools and target audiences

To play its role and achieve its objectives, ISO uses a number of tools to disseminate messages and information. Depending on the tools, audiences of different types and size can be reached.

The **two most important communication tools** currently used are the ISO Web site, *ISO Online*, and the ISO magazine *ISO Focus+*:

- *ISO Online* is a "one-stop shop" source of information for ISO national members, current and potential users of standards, public and private sector stakeholders, experts who participate in the ISO system, academia, consumers, journalists in the press and the media, and the public at large.

  To specifically address the press and the media, *ISO Online* includes news releases written to increase visibility by encouraging other Websites to pick up the story. In 2009, the ISO/CS published a record of 90 news releases which were also distributed via a database to journalists worldwide having specifically indicated an interest in the subject covered by the release.

  Also as part of a proactive online communication strategy, electronic newsletters have been launched like *IMS Alerts* on management system standards, and which has been responsible for attracting thousands of visits to press releases and other material on *ISO Online* thanks to its 18000 subscribers, or the recent *eNewsletters* series, informing about ISO's conformity assessment and consumer issues.

- The ISO magazine strategy has been reviewed resulting in the launch, in January, of the organization's flagship magazine as *ISO Focus+* in English and French. The magazine will soon be available in an online version giving full access to individual articles and archives. Both its look and content have been improved to increase its attractiveness to a broad readership of business people, scientists and engineers, regulators academics and students, consumer representatives and other stakeholders. New features include an increased emphasis on ISO standards “at work” and the benefits they bring to users and stakeholders in business, government and society at large.

Print publications continue to represent a significant communication output of the ISO Central Secretariat, and their influence has been increased in recent years through making them available online. These range from institutional publications to a wide variety of informative and promotional ones, in formats such as flyers, brochures, booklets or books, each of them addressing various audiences. A list of the publications that can be ordered or downloaded free of charge is presented at Annex to this document and is also available on ISO Online at www.iso.org/freepubs.

Among these publications, ISO released in 2009 a communication package specially targeted at business leaders on the benefits of using its standards and participating in their development. The brochure *Today's state-of-the-art solutions for CEOs* lists a number of typical "hot buttons" of key interest to CEOs – including innovation, cost reduction, product safety, access to global markets, risk management – and matches them to solutions provided by ISO standards. It goes on to provide examples of how ISO International Standards and their national adoptions are relevant for business, government and society.

To target governmental and public sector stakeholders, two other publications have recently been published: *Using and referencing ISO and IEC standards for technical regulations* (prepared together with IEC) and *International Standards and private standards*.

The World Standards Day (WSD), celebrated each year on or around 14 October, is another opportunity to communicate to business, government and public sectors on standardization, its advantages, its potential and a festive occasion to highlight its achievements.

Finally in terms of **communication to the academic sector**, a number of initiatives have been taken, e.g.: the ISO Award for Higher Education in Standardization which aims to raise awareness of the importance of standardization worldwide by supporting institutions of higher education that have developed and implemented successful programmes; and the WSC Academic Week organized jointly by ISO, IEC and ITU (for the latter see also document General Assembly 06/2010).

3 The future of communication, adjusting to new channels and audiences

In recent years, the Internet has revolutionized the world of communication by offering new communication channels and new means of reaching specific audiences. Recently, social media platforms such as Facebook, LinkedIn, Twitter, YouTube and Flickr, to name some of the most popular and used by more than one billion people across the globe, have changed the way companies and organizations are able to reach their audiences. In addition to using traditional communication channels, companies and organizations now have the possibility to communicate directly with their customers and the public in general.

These social media platforms represent a huge opportunity for ISO and its members. They have the potential to encourage a wider participation in the standards development process and therefore make standards even more market relevant, and offer the possibility to interact with the public at large, communicate on the benefits of standards in their daily life and encourage them to become advocates for the development and use of International Standards.

On this particular aspect and because videos are now the most preferred media to communicate, Council decided at its meeting in March 2010 to allocate a budget for the development of a communication toolbox including the development of videos to address specific audiences through social media platforms. It is hoped that members will use and adapt these videos for their own communication campaigns through social media.

4 Measuring success

A communication strategy as described above means initiatives and actions which represent significant resources and, therefore, the need to evaluate the return on investment.

Various measurement tools exist, like the specialized Internet search engine used by the ISO/CS that delivers a daily report of references to ISO and its standards on Internet media sites. This has revealed an increase from 15 000 references in the month of January 2009 to 30 000 in the month of May 2010. Similar tools can be used by ISO members to measure the impact of their own communication actions at the national level, with a view to better understand the specific reactions of their audiences, adjust the messages and, in some cases, anticipate or react to crises.

Another key measure is the number of sales of ISO publications made. Receiving and using this information will be a key area in achieving the ISO strategy.

5 Communication – a collective process

There is much to be gained by making a communication strategy a collective process and the participation of all players is a key success factor, in particular the following groups:

- ISO members, who have a key role in developing, disseminating and evaluating the standardization message to the audiences in their national territory in their national languages
- Experts on the technical committees, who have key knowledge and experience of the market for the standards they develop, and of their benefits

- The ISO Central Secretariat, which directly and indirectly supports ISO members' communication activities.

Efforts have been taken over the past years to develop the relationships and the exchange of information between these players. As an example, marketing information is collected from Technical Committees in order to help the ISO/CS to identify high-profile standards and in preparing news releases. This information is made available to ISO members through the password-protected ISO Marketing and Communication Web site that serves as a central repository of information for marketing and communication experts in ISO members.

The collaboration with IEC and ITU is another illustration of communication as a collective process. ISO and IEC organize regularly the ISO/IEC Marketing and Communication Forum which is a unique opportunity for marketing and communication experts in ISO and IEC members to exchange views and experiences, discuss and elaborate future initiatives and actions, and has inspired a number of members to develop communication activities at their level.

Similarly, ISO, IEC and ITU under the banner of the World Standards Cooperation (WSC) have decided in 2010 to develop and launch an electronic newsletter in order to raise awareness about international standardization activities and the benefits of International Standards for the whole community.

Call for action

The *ISO Strategic Plan 2011-2015* will be, when approved, an opportunity to build on the foundation of the existing strategy, to reinforce the collaboration and exchange of information and experiences between ISO members, technical committees and the ISO Central Secretariat, and between IEC, ITU and ISO. Everyone in the ISO community is invited to actively contribute to these objectives in particular by using, translating and adapting the material prepared by the ISO Central Secretariat, and by providing information and feedback in order to improve the knowledge and understanding of the market, and overall increase the visibility of the common work.

GENERAL ASSEMBLY ACTION

The General Assembly is invited:

a) to comment on the above report;

b) to consider the "call for action" with a view to endorsing it.

LIST OF FREE ISO PUBLICATIONS

About ISO

- ISO in brief
- ISO in figures for the year 2009
- ISO Annual Report 2008
- ISO Code of Ethics
- ISO Strategic Plan 2005 – 2010
- How ISO's technical programme and standards contribute to a sustainable world
- Metrology, standardization and conformity assessment - Building an infrastructure for sustainable development
- Copyright, standards and the Internet

Conformity Assessment

- ISO and conformity assessment
- Metrology, standardization and conformity assessment - Building an infrastructure for sustainable development
- Building trust - The Conformity Assessment Toolbox

Consumers

- ISO and the consumer
- Your voice matters - Why consumers need to participate in standards- making... and how to get involved
- The consumer and standards - Guidance and principles for consumer participation in standards development
- Addressing the needs of older persons and people with disabilities in standardization work
- The international language of ISO graphical symbols
- How ISO/IEC Guides add value to international standards

Developing Countries

- ISO Action Plan for developing countries 2005-2010
- ISO - A trusted partner for development donors
- Fast forward - National Standards Bodies in Developing Countries

Management Standards

- Selection and use of the ISO 9000 family of standards
- Quality management principles
- Environmental management - The ISO 14000 family of International Standards
- The Kids' ISO 14000 Programme
- ISO International Standards practical tools for addressing climate change
- ISO and Social Responsibility

Standards Classification

- International Classification for Standards (ICS)

Standards Development

- My ISO job - Guidance for delegates and experts
- Joining in. Participating in International Standardization
- Standards work on the Web: the ISO solutions
- Supporting stakeholders - Disseminating ISO Documents to National Mirror Committees
- Training in international standardization
- Information on REMCO, the ISO Committee on reference materials
- Fast forward - National Standards Bodies in Developing Countries

General Information on Standards

- How ISO/IEC Guides add value to international standards
- International standards and "private standards"
- Using and referencing ISO and IEC standards for technical regulations
- WTO/TBT Standards Code Directory
- Copyright, standards and the Internet

HIGHLIGHTS OF COUNCIL ACTIONS IN 2010

AGENDA ITEM 11.1 IMPLEMENTATION OF *ISO STRATEGIC PLAN 2005-2010*

Introduction

The *ISO Strategic Plan 2005-2010*, unanimously approved by the General Assembly in September 2004, sets out a global vision for ISO in 2010, outlining seven objectives with expected results and actions required for their achievement, and describing ISO's added value.

By Council decision, an annual implementation plan (STRATPLAN) for the *Strategic Plan*, defining the intermediate objectives and actions required to move forward, is developed by Council. The annual implementation plan is also used as input for the preparation of the Central Secretariat's budget proposals for the year under consideration.

The final report on the Strategy Implementation Plan for 2009 (STRATPLAN 2009) was noted by Council at its meeting in March 2010 and circulated to the ISO member bodies and correspondent members through the Secretary-General's circular letter dated 26 March 2010 in accordance with Council Resolution 16/2010.

STRATPLAN 2010 was approved by Council at its March 2009 meeting, together with the provisional ISO/CS budget for 2010, and was conveyed to the ISO membership by circular letter dated 19 March 2009.

To assist the ISO members in identifying the actions devolving upon them for the Strategy Implementation Plan for 2010, these were summarized under each key strategic objective, in the Annex to the circular letter conveying STRATPLAN 2010 (attached at Annex for ease of reference).

Implementation of STRATPLAN 2010

A brief report on the implementation of STRATPLAN 2010 at 1 July 2010 is given below under each key strategic objective (additional information is reported in other relevant working documents). It is intended to have a full report prepared in due course for review by Council at its March 2011 meeting.

1 Developing a consistent and multi-sector collection of globally relevant International Standards

In 2010, the focus has been to "Increase and monitor the effectiveness of ISO procedures and initiatives for identifying market needs and opening new work areas".

As a follow-up to General Assembly Resolution 5/2005 regarding *inter alia* **standardization in innovative fields**, relating in particular to new technologies, Council approved a pilot process to complement the existing approaches used for identifying and prioritizing innovative fields of work[1]. The fields selected so far include energy, biotechnology, "buildings for a sustainable future", how International Standards can be a tool for helping organizations to face the economic recession, water access and use, and financial services. For the latter, a workshop is being organized to explore possible opportunities for standardization in the field of financial services, starting from the

[1] Council Resolution 35/2006

point that ISO standards are voluntary and do not seek to establish public policies, regulatory, prudential or other supervisory measures.

Furthermore, some ISO initiatives regarding the technical work have been taken (e.g. sustainability criteria for biofuels, sustainability in event management, natural gas fueling stations for vehicles), which are reported in section 1 of document General Assembly 10/2010 under agenda item 7.1.

2 Ensuring the involvement of stakeholders

The focus under this objective has been the development and dissemination of information services, educational material and training services related to ISO and International Standards to encourage greater involvement of stakeholders.

Communication has been enhanced, as illustrated by the ISO special project "Communication toolbox" approved by Council to encourage and assist ISO members in their communication. It is also illustrated by the regular high-level interviews in *ISO Focus+*[2] and by the visits made to national members by the ISO Officers, which usually include high-level contacts with governmental authorities, industry, the media and other stakeholders.

Necessary steps are being taken for completing the implementation of the “2007-2010 Action Plan to promote the involvement of **consumers’ interests in standardization**”. As part of this *Action Plan*, the online directory and networking for consumers' interests in standardization has been enhanced.

ISO, IEC and ITU (in the framework of the World Standards Cooperation [WSC]) are organizing the first WSC Academic Week taking place in Geneva (Switzerland) the week of 5 July 2010, as a way to foster cooperation between **academic institutions** and the international standards community. Detailed information is given in document General Assembly 06/2010 under agenda item 6.1.

The deliverables of the ISO special project to develop a common methodology to assess and communicate the **economic benefits** of consensus-based standards were published in March 2010. As decided by Council, this special project has been extended in order to support its dissemination and implementation, including the organization of regional workshops on Standards, Economic Development and Trade and of a workshop in the framework of the above-mentioned WSC Academic Week, and in use of the methodology to develop case studies.

3 Raising the awareness and capacity of developing countries

The main objective is to progress with the implementation of the *ISO Action Plan for Developing Countries 2005-2010* endorsed by Council at its September 2004 meeting. Section 1 of the Action Plan for Developing Countries identifies the needs, objectives and actions, while section 2 sets out the administration, funding and monitoring of actions supported by the ISO Central Secretariat.

Upgrades of membership from developing countries continue to be encouraged, and specific actions are taken to assist those upgrading their status to correspondent or full membership.

Relations with international and national donor agencies are being strengthened and expanded.

[2] The two ISO magazines (*ISO Focus* and *ISO Management Systems*) were replaced as of January 2010 by a new one entitled *ISO Focus+.* From now on, coverage of ISO’s management system standards is one of the new features included in *ISO Focus+*. The new magazine is published 10 times a year in English and French editions. In addition, bonus articles are being posted on *ISO Online*.

The ISO special project "IT tools and related assistance for member bodies in developing countries", approved by Council under its Resolution 23/2008, is being implemented with assistance provided in the form of equipment, software, and training courses which are held at the national standards body premises.

Further detailed information with respect to raising the awareness and capacity of developing countries is given in document General Assembly 13/2010 under agenda item 9.1.

4 Being open to partnerships for the efficient development of International Standards

The collaboration with IEC and ITU is being actively pursued, in particular in the framework of the WSC. Detailed information is given in document General Assembly 06/2010 under agenda item 6.1.

The network of collaboration between the ISO system and major international organizations has been expanded (e.g. the MoU with the United Nations Environment Programme [UNEP]).

5 Promoting the use of voluntary standards as an alternative or a support to technical regulations

The ISO Central Secretariat is actively working to strengthen institutional relationships and collaboration with a number of intergovernmental organizations involved in the harmonization of technical regulations and international trade, in particular the WTO and the corresponding UN Agencies (detailed information is given in document General Assembly 07/2010 and in document General Assembly 08/2010 under agenda items 6.2 and 6.3, respectively).

The information document “Using and referencing ISO and IEC standards for technical regulations”, jointly developed by ISO and IEC in 2008, has been widely distributed and promoted as well as another information document, *International standards and “private standards”,* which was published by ISO in February 2010. The latter publication is intended to clarify the correct placement and understanding of ISO International Standards and to show how private standards and ISO International Standards can complement each other or help to harmonize different approaches, and to demonstrate the adherence of ISO's standards development approach with WTO principles of standardization.

6 Being the recognized provider of International Standards and guides relating to conformity assessment

The CASCO “toolbox” developed by the ISO Policy Committee on Conformity Assessment (CASCO) is being intensively promoted in accordance with the specific strategic initiatives devolving upon the ISO Central Secretariat, in particular among regulators and industry sectors.

The Action Plan to monitor the effectiveness of accredited certification to ISO management system standards, endorsed by Council under its Resolution 29/2008 and endorsed by IAF, is progressing according to planned timelines. A number of IAF documents are in preparation to address some issues raised in the action plan (e.g. harmonized sanctions against certification bodies; reporting of metrics by certification bodies to accreditation bodies).

As a follow-up to the CASCO workshop on “Conformity Assessment Standards in support of Market Surveillance” held in October 2008, CASCO is currently developing an information booklet on Good practice in market surveillance expected to be published in early 2011. The booklet will be a collection of good practices from around the world and is aimed specifically at assisting developing economies. It will also promote existing ISO/IEC standards for conformity assessment developed by CASCO and their use in market surveillance.

7 Providing efficient procedures and tools for the development of a coherent and complete range of deliverables

Several initiatives have been taken to move forward on this key strategic objective. A significant effort is in progress to monitor the implementation of the TMB measures aimed at improving the efficiency of the standards development process, such as the Process Evaluation Group (PEG) which is addressing current and possible alternative models of participation and development procedures for ISO's technical work (detailed information is available in section 5 of document General Assembly 10/2010 under agenda item 7.1).

In addition, Council approved in March 2010[3] an ISO special project to develop an ISO "Living Laboratory" to establish a performance environment that improves the efficiency and effectiveness of the whole ISO standards development process cycle and ensures alignment to ISO members' needs. Detailed information is given in document General Assembly 12/2010 under agenda item 8.

A major effort is also underway to further the widespread use of advanced IT solutions supporting the ISO standardization and standards dissemination processes, including in particular the deployment of the new ISO eCommittee platform, and the ISO special project approved by Council in March 2010 regarding the creation of an ISO XML-based publishing system. The Web- and voice-conferencing tool made available at the end of 2009 for ISO technical work is being successfully implemented and promoted.

GENERAL ASSEMBLY ACTION	The General assembly is invited to note/comment on the above report.

[3] Council Resolution 24/2010.

ISO STRATPLAN 2010 – SUMMARY, PER KEY STRATEGIC OBJECTIVE, OF THE ACTIONS DEVOLVING UPON THE ISO MEMBERS

1 Developing a consistent and multi-sector collection of globally relevant International Standards

ISO members are urged to:

– consolidate successful examples and continue to experiment new approaches to promote work in new fields – including fields, such as extractive industries, already covered by ISO/TCs (including TC/SCs in stand-by) but not performing fully in line with market dynamics;

– promote and apply consistently the principles of global relevance;

– monitor the application of the ISO policy on global relevance and assess the progress made under the *ISO Strategic Plan 2005-2010*;

– follow-up to the analysis of the possibility of including requirements in standards that lead/drive the technical evolution of certain products and services;

– monitor the application of the procedure for production of official ISO deliverables in non-official ISO languages.

2 Ensuring the involvement of stakeholders

ISO members are urged to:

– promote good practices concerning stakeholder participation in standardization;

– complete the implementation of the 2007-2010 Action Plan (approved by Council in 2007) to promote the involvement of consumers' interests in standardization;

– enhance communication and dissemination of information to stakeholders, taking actions to encourage and support their participation, starting at the early stages of the development process;

– apply TMB recommendations on the lessons learned on stakeholders engagement and process evaluation;

– monitor the implementation of:
  - the policy for organizations in liaison with TCs and PDCs, and of
  - ISO regional policy;

– enhance education and training activities and related communications;

– support the promotion of the ISO Award on higher education in standardization;

– expand cooperation with academic institutions;

– effectively promote studies (and support new ones) on the economic and social benefits of standardization;

– structure the exchange of information and studies highlighting the benefits of standardization in different sectors;

– make use of the ISO communication package for industry and political leaders.

3 Raising the awareness and capacity of developing countries

ISO members are urged to:

– complete the implementation of the Action Plan for developing countries;

– enhance and support participation of developing countries in ISO technical work through twinning arrangements and technical assistance;

– strengthen support for using ICT and ISO e-Services in standardization and relations with ISO;

– cooperate with ISO/CS on assistance projects.

4 Being open to partnerships for the efficient development of International Standards

ISO members are urged to:

– pursue and support the collaboration with IEC and ITU, in particular in the context of the World Standards Cooperation (WSC);

– pursuant with objective 5 of the *ISO Strategic Plan,* continue the network of collaboration between the ISO System and major international organizations also involved in standards development (UN agencies and intergovernmental organizations such as the OECD, IEA, WCO and many others), with a view to ensure complementarity and collaboration.

5 Promoting the use of voluntary standards as an alternative or as a support to technical regulations

ISO members are urged to:

– enhance communication and dissemination of information to national members of IGOs and public authorities concerning ISO's work programmes, starting at the early stages of the development process;

– follow-up Council decisions (Resolution 2/2008) to promote the link between International Standards and Public Policies;

– disseminate to TC/SCs the policy document on Standards and Public Policies to be finalized by TMB in 2009;

– disseminate guidance and information material concerning use of and reference to International Standards in regulations;

– consolidate and develop relations between ISO members and national members or delegations of international organizations in liaison with ISO.

6 Being the recognized provider of International Standards and guides relating to conformity assessment

ISO members are urged to:

– promote the use of the CASCO "toolbox" in all applicable contexts including notably the field of services;

– strengthen the liaison with ITU aiming at promoting the CASCO “toolbox” in the telecommunication industry;

- progress with the adoption of and ensure consistency with the CASCO approach concerning sectorial implementations;
- disseminate to ISO TCs the CASCO policy on sector approaches;
- monitor the use of ISO's name and logo;
- implement policy on ISO brand name to be reviewed by Council as a follow-up to General Assembly 07/2008.

7 Providing efficient procedures and tools for the development of a coherent and complete range of deliverables

ISO members are urged to:

- follow-up to the decisions taken in 2008 concerning the simplification of ISO and IEC deliverables in concert with IEC;
- support the implementation of Council decisions concerning ISO’s distribution policy;
- support the implementation of Council decisions concerning ISO’s medium-term financial perspectives;
- monitor the application of the new edition of POCOSA and of ISO/GEN 9, and the deployment of DRM by ISO members;
- prepare the third ISO/IEC common marketing and communication forum to be held in 2011;
- support the dissemination and effective use of ISO's eServices and collect users' feed-back;
- implement the Action Plan to support the sustainability of the ISO business model (approved by Council under Resolution 27/2008).

HIGHLIGHTS OF COUNCIL ACTIONS IN 2010

AGENDA ITEM 11.2 USE AND PROTECTION OF THE ISO TRADEMARKS

It is recalled that, under its Resolution 7/2008, the General Assembly requested Council to review ISO's policy on the use of the ISO mark by ISO members, ISO technical bodies and external organizations.

1 Council decision

At its meeting in March 2010, Council approved a policy for the use and protection of the ISO trademarks (i.e. the ISO name and the ISO logo) to clearly set the conditions for their use, to enhance the value of the ISO brand, and to prevent any loss of value and reputation. The relevant Council Resolution is attached at Annex.

Since all conditions associated with the use of the ISO name and logo are now included in one single document, including two annexes, Council decided at the same time to cancel ISO/GEN 25:2003 *Conditions and procedures for granting authorization to third parties to use the ISO trademarks* and ISO/GEN 26:2003 *Guidelines for the protection of ISO trademarks*, since they are available as Annexes 1 and 2 to the above policy respectively.

The document approved by Council (bearing the reference ISO/GEN 31:2010) was sent to member bodies and correspondent members and the ISO/TC chairs and secretaries by circular letter dated 29 April 2010. A copy of the policy is attached for ease of reference and it is also available in the *ISO general documents* directory of the ISODOC server.

2 Follow-up to Council decision

The attention of member bodies and correspondent members is drawn to the importance of implementing this policy and, in particular, section 5 "Use of the ISO trademarks by ISO members" and Annex 2 which outlines ISO member obligations for the protection of ISO trademarks.

GENERAL ASSEMBLY ACTION

The General Assembly is invited:

a) to note/comment on the above report;

b) to urge member bodies and correspondent members to apply this policy and, in particular, section 5 "Use of the ISO trademarks by ISO members".

Council Resolution 12/2010

Council

approves the policy for the use and protection of the ISO trademarks as set out in document Council 07/2010, and

decides to cancel ISO/GEN 25:2003 Conditions and procedures for granting authorization to third parties to use the ISO trademarks and ISO/GEN 26:2003 Guidelines for the protection of ISO trademarks, which are now available as Annexes 1 and 2 to the above policy respectively,

notes that the Secretary-General will continue to collaborate with the ISO members on a case-by-case basis in implementing the policy.

This resolution supersedes Council Resolutions 8/2003 and 25/2003.

POLICY FOR THE USE AND PROTECTION OF THE ISO TRADEMARKS

as approved under Council Resolution 12/2010

1 Introduction

The ISO brand has reached a high level of visibility, reputation and value in the marketplace, resulting from many factors. In particular the fact that ISO standards facilitate globalization of trade; the increase in the subjects covered by ISO Standards; the broad representation of ISO's members who represent countries across almost the entire world economy and population; the success of ISO's management standards; the effectiveness of ISO's international and regional networking; and the communication and public relations strategies in place in the ISO system are all factors that have increased ISO's global relevance and profile.

For standards users, customers and consumers, ISO means quality, confidence, trust, safety and many other positive values. This reputation gives ISO an authority and status in a world where an important number of organizations are developing standards.

The ISO brand is therefore an asset that requires attentive management, care, maintenance and protection. The value of the ISO brand must be maintained and enhanced both in terms of brand reinforcement and further increasing awareness, but also to ensure the value is not lost, stolen or simply destroyed.

2 Purpose and scope of this document

The objective of this document is to clearly set the conditions for use of the ISO trademarks (i.e. the ISO name and the ISO logo), to enhance the value of the brand and to prevent any loss of value or reputation. This objective is in accordance with the mandate given in General Assembly Resolution 7/2008 but it is intended that this document will bring all conditions associated with use of the ISO logo and name into one document for ease of reference and to take into account best practice on the subject.

This document therefore replaces ISO/GEN 25:2003 *Conditions and procedures for granting authorization to third parties to use the ISO trademarks* (Council Resolution 8/2003), whose content, with appropriate modifications, is included at Annex 1 of this document, and ISO/GEN 26:2003 *ISO Guidelines for the protection of ISO trademarks* (Council Resolution 25/2003), whose content, with appropriate modifications, is included at Annex 2.

3 Terms and definitions

For the purpose of this document, the following definitions will apply:

3.1 Domain name

Human-friendly Internet address. Domain names include generic Top Level Domain (e.g. isodistributor.com, .net, .org, etc.) or country code Top Level Domain (e.g. isodistributor.it, .cn, .uk, etc.).

3.2 External organizations

Individuals or organizations, irrespective of their legal status, and which do not qualify as ISO members, ISO Technical Bodies, or are not commercial distributors having a distribution

agreement with an ISO member or the ISO/CS. The following is a non-exhaustive list of organizations that are considered as External Organisations:

- National mirror committees of ISO members;
- Organizations in liaison;
- Partner organizations (unless otherwise is decided in the partnership agreement);
- Organizations and individual delegates of ISO members to ISO meetings;
- Companies;
- Administrations;
- Educational institutions;
- Individuals;
- Etc.

3.3 Hosting

Housing, serving, and maintaining files for one or more Web sites.

3.4 Hyperlink

A reference (or link) in a webpage or document to another webpage, document or section of a document that may be on or part of a different Web site.

3.5 ISO brand

The goodwill or reputation attached to the ISO trademarks.

3.6 ISO governing bodies

ISO General Assembly, ISO Council and the ISO Technical Management Board (TMB).

3.7 ISO trademarks

The ISO name "ISO", the ISO logo and any other existing or future marks or trademarks registered by the ISO/CS.

3.8 ISO members

Member bodies, correspondent members and subscriber members.

3.9 Third-party distributors

Third party appointed by an ISO member or the ISO Central Secretariat (ISO/CS) to assist in the distribution of ISO Publications in a national territory (see definition in ISO POCOSA), or appointed by the ISO/CS to assist in the distribution of ISO Publications in more than one national territory (see definition in ISO POCOSA).

3.10 Organizations with an international scope

Liaison organizations which are international or broadly based regional organizations working or interested in similar or related fields (see definition in *ISO/IEC Directives*, Part 1, paragraph 1.18.2.2).

3.11 Technical bodies

Technical committees, subcommittees, working groups, project committees, policy development committees (CASCO, COPOLCO, DEVCO), Registration Authorities and Maintenance Agencies.

4 Guiding principles

4.1 The conditions of use of the ISO trademarks are defined in Annex 1.

4.2 The ISO brand is a common asset of the entire ISO membership. In accordance with the *ISO Code of Ethics*, ISO members have the responsibility to protect the ISO trademarks in their territories. They should also ensure that their own use of the ISO trademarks is exercised and monitored in a way that safeguards the interest of other members in their national territories.

4.3 As a preventive means of protection, ISO members and the ISO/CS are encouraged to publish and disseminate information on the ISO policy with regard to use of the ISO trademarks and on successful cases of their protection (resolved in the framework of administrative or legal procedures) via journals, press releases, Web sites and other national press media. Communication on the fact that the ISO trademarks are protected can also be achieved by adding the registred trademark symbol ® to the ISO trademarks.

4.4 The ISO/CS is responsible for the overall coordination of the activities related to the protection of the ISO trademarks, analysis of the situation and assistance to ISO members in this field of activity. It is also responsible for the registration of the ISO trademarks and preventing their misuse in the country where the seat of ISO is located (Switzerland). In general, the ISO/CS takes measures to prevent misuse of the ISO trademarks in generic domain names (e.g. .com, .org, .biz) and in Swiss country code domain names (.ch) on the Internet at its cost. With the objective to anticipate registration or dispute resolution policies for domain names, it may also register domain names related to ISO-standardization activities. ISO/CS will have discretion to use these domain names as appropriate, including the use by Technical Bodies. When considerable costs related to administrative or legal procedures are involved, these costs may be shared with relevant ISO members, in agreement with these members.

4.5 ISO members are, in principle, responsible for the registration of ISO trademarks and preventing their misuse in the respective countries, and bear the related costs. Where necessary or more economically beneficial or more efficient (e.g. in countries which are party to the Madrid Agreement and Protocol), the ISO/CS may directly register the ISO trademarks in ISO members' countries in agreement with the relevant members at their cost. ISO members have to take appropriate measures to prevent misuse of the ISO name in country code domain names used in their countries and bear the related costs. In exceptional cases, the ISO/CS may be directly involved in legal procedures related to the misuse of ISO trademarks together and in agreement with the relevant ISO members; in such cases the cost and the reimbursement of damages, if any, may be shared between the ISO/CS and the relevant ISO member in accordance with their agreement on a case by case basis.

4.6 ISO members are encouraged to publicise and raise awareness amongst those who may actually or potentially misuse the ISO logo or name that the ISO member is the only legitimate representatives of ISO in their country, as a means of reducing the potential for confusion in cases of misuse of ISO trademarks in particular. This can be achieved, in particular, through information on members' Web site, plates with the ISO logo visible at the entrance of the members' premises, registration of national domain names containing the ISO name (see paragraph 4.2 of Annex 2), etc. Upon request, the ISO/CS may provide a letter or a power of attorney certifying that the ISO member represents ISO in the country concerned.

5 Use of the ISO trademarks by ISO members

All ISO members are granted the right to use the ISO trademarks in the context of standardization activities and in their institutional role as representatives of ISO. The exercise of this right has to be in accordance with the objectives of the Organization as described in article 2 of the *ISO Statutes and Rules of Procedure*.

Any use of the ISO trademarks outside the above activities is not allowed unless specifically permitted by the Secretary-General. ISO members cannot authorize other organizations – whether in the framework of a contractual relationship or not – the use of the ISO trademarks, except in the following two cases:

- Use of ISO trademarks by third-party distributors designated by members which is covered by paragraph 7 below;
- Use of the ISO trademark in connection with technical meetings hosted by a particular ISO member which is covered by paragraph 8 below.

In addition, the use of the ISO trademarks in connection with national adoptions of ISO standards, is subject to the modalities for the national adoption of International Standards as described in ISO/IEC Guide 21-1 and ISO POCOSA.

Individuals representing an ISO member in ISO governing bodies and their advisory bodies may present themselves as ISO representatives in the context of the activities of the mentioned body and during the period of that representation. The use of the ISO logo on business cards must be approved in writing by the Secretary-General.

Any dispute between two or more ISO members in connection with the use of the ISO trademarks must be brought to the attention of the Secretary-General, who will work with the parties to reach a settlement. Also, ISO members must inform the Secretary-General in case of any similar conflict with third parties.

6 Use of the ISO trademarks by technical bodies

The use of the ISO trademarks by technical bodies is recognized as an appropriate and effective mechanism to promote the ISO system, to acknowledge the role of the leaders in technical bodies and to express ISO's appreciation for their contribution to international standardization. Therefore, technical bodies may use the ISO trademarks in the following circumstances:

a) Inclusion of the ISO logo on the technical body's Web site;

b) Inclusion of the ISO logo on ISO-related standardization documents, including liaison statements made by ISO technical bodies to other international organizations with which they are in liaison;

c) Use of the ISO name and logo in newsletters or promotional material – including the use of banners at work-meeting premises, programmes, pins, etc. – strictly in the context of the work of the ISO technical body;

d) Registration of a domain name incorporating ISO, or display of ISO official content – with the ISO logo on third parties' Web sites.

The activities under a) and b) are natural uses of the ISO trademarks and, therefore, such use is encouraged. Official Web sites of technical bodies and documents published in the context of the remit of those technical bodies should include the ISO logo. The use of the ISO logo on ISO-related standardization documents is subject to the templates produced or approved by the Secretary-General.

The use of the ISO logo in newsletters or promotional material (c) above) is permitted as long as it is strictly in the context of the work of the technical body. However, the Secretary-General may revoke this permission if it is reasonably determined that the newsletter, or the promotional material, endangers the stability or operational integrity of the technical body, or ISO. The permission to use the ISO logo is extended to physical and virtual advertising of working meetings of technical bodies even if the venues host parallel national meetings. However, national mirror committees are not allowed to use the ISO name or logo for their activity or promotional efforts.

With respect to d) above, technical bodies shall observe the following rules with regard to the registration of domain name incorporating ISO or the display of ISO official content:

- No domain name containing the ISO name will be registered by an organization other than an ISO member or the ISO/CS, with the exception of third-party organizations to which an ISO member has formally delegated such responsibility. The registration of ISO-formative domain names by organizations other than ISO members or the ISO/CS may create a dilution or loss of distinctiveness of the ISO trademarks and are therefore prohibited;

- The ISO/CS may register domain names at the request of a technical body. The Secretary General will evaluate requests on a case-by-case basis. If a request is justified, the ISO/CS will register the domain name(s) in ISO's name, bearing the related costs and allow usage to the technical committee concerned. ISO/CS will not bear any costs for hosting services.

- In view of the Technical Management Board recommendation that the technical committees' Web sites are hosted in the ISOTC server for their work, the use of the ISO logo on technical committees Web sites hosted outside the ISOTC server, or outside ISO members' own servers when ISO members prefer to use their own servers, is permitted only when there is a valid technical justification for such an external hosting.

ISO technical committee or sub-committee Chairs, working group Convenors and Secretaries are allowed to use business cards or email signatures incorporating a reference to the particular ISO technical body. In case of business cards using the ISO logo, the layout has to follow the guidelines established by the ISO/CS.

Also, ISO technical committee or sub-committee Chairs, working group Convenors and Secretaries should be particularly vigilant when participating or organizing blogs and other participative fora. Any participation in private fora related to the projects of committees that they chair or offer secretarial services for, should be preceded by a disclaimer that their contribution is on a personal basis.

Presentations by Chairs, Secretaries or experts in technical bodies may only refer to the specific technical body such presentation is directed to. A presentation can include the ISO logo only if it entirely refers to the work of the technical body.

Agreements with Registration Authorities and Maintenance Agencies shall include provisions on:

- The terms and conditions for the use of the ISO trademarks which strictly has to be in the context of the mandate of the Registration Authority or Maintenance Agency, with the conditions in Annex 1;

- The obligations of the Registration Authority or Maintenance Agency in the event of termination of the agreement, in particular that the use of the ISO trademarks is not permitted anymore and that any of the ISO trademarks should be immediately removed from Web sites, documents, reports, information or promotional material, software, databases or any other material used by the Registration Authority or Maintenance Agency;

- The transfer to ISO of the rights and materials specifically designed and used to carry out the activity of Registration Authority or Maintenance Agency.

7 Use of the ISO trademarks by third-party distributors

The use of the ISO trademarks is an important element in the strategy for the distribution of ISO Publications. In accordance with ISO POCOSA, ISO Publications may also be distributed to end-users through third-party distributors appointed by ISO members or by the ISO/CS.

Distribution agreements with third-party distributors shall include the conditions and modalities for the use of the ISO trademarks for promotional or other marketing purposes within the remit of the distribution activity. Thus, ISO members and the ISO/CS may grant to third-party distributors the permission to use the ISO trademarks in connection with advertising or promotional activities.

However, third-party distributors are not authorized to register ISO-related domain names or the ISO name. In case a distributor expresses the need to use a domain name including the ISO name, the request has to be submitted to the Secretary-General for approval. In case of a positive decision, the domain name will be registered by the ISO/CS and lent to the distributor for use. The ISO/CS will bear the registration fees.

In accordance with ISO POCOSA, ISO members and third-party distributors cannot use the ISO trademarks for the promotion and sales of national adoptions of ISO Standards.

Other third-parties organizations having, with an ISO member or with ISO, a license agreement resulting from the application of Annex 7 or Annex 8 to ISO POCOSA are not considered as third-party distributors and are therefore not permitted to use the ISO trademarks.

8 Use of the ISO trademarks by other external organizations

As a general principle, External Organizations are not authorized to use the ISO trademarks in Internet domain names, names of Web sites, trademarks, companies or organizations, products, etc. Any use that could be interpreted that ISO supports, is affiliated or endorses these organizations or the products or services that they provide is prohibited unless specifically authorized by the Secretary-General.

However when an ISO standard requires that products or services are marked with the standard number, including the name "ISO" or a specific identifier, such a use is permitted as long as it remains within the scope defined in the standard concerned.

Also, the use of the ISO trademarks for the promotion of meetings other than meetings of Technical Bodies, e.g. industry or liaison organizations workshops associated with Technical Body meetings, is subject to the formal approval of the Secretary-General.

The Secretary-General may decide, on a case by case basis, that an external organization may be authorized to use the ISO trademarks. In this case, the organization must comply with the conditions and the procedure as described in Annex 1. In such cases the external organization is not permitted to use the ISO logo outside the approved conditions and procedures.

No external organization can represent ISO or use the ISO trademarks unless specifically authorized by the Secretary-General.

9 References to the ISO trademarks

Reference to the ISO name is allowed in a descriptive context and as long as it refers to the International Organization for Standardization, or to any ISO International Standard or other ISO Publication.

10 Use of the ISO trademarks on the Internet

Hyperlinks from Web sites are generally allowed without the need to request any permission. However, the ISO/CS may request the removal of such hyperlink if it considers that it affects in any way the reputation, or the distinctive character of the ISO brand.

No Internet groups, fora, Web pages, including social media networks like Facebook, Twitter, LinkedIn, can be created and promoted as official Web page of ISO, or official representative of ISO. Such groups, fora or pages should normally include a disclaimer that there are not officially supported by ISO, and that their content does not reflect ISO's views. The ISO/CS may request the removal of such groups, fora or Web pages if it considers that it affects in any way the reputation, or the distinctive character of the ISO brand

The decision to create official ISO groups, fora or page on the Internet is the prerogative of the Secretary-General.

11 Guidelines for the use of the ISO logo and further legal information

When permitted in accordance with the terms of this document, the specific use of the ISO logo shall respect the graphical rules and guidelines established by the ISO/CS and, in particular, included in the *ISO Marketing, Communication and Information Web site* (www.iso.org/marcom).

Additional legal information, in particular on the inappropriate use of the ISO name and logo, can be found on the Web site *IPR in ISO* (www.iso.org/ipr).

CONDITIONS AND PROCEDURES FOR GRANTING AUTHORIZATIONS TO THIRD PARTIES TO USE THE ISO TRADEMARKS

1. Conditions

1.1 The use of ISO trademarks by any third parties shall directly or indirectly promotes international standardization and the leading role of ISO, or facilitates the standards development process, or contributes to education and training in the field of standardization and related matters, in the application of standards;

1.2 The use of ISO trademarks by any third parties shall not be harmful or detrimental to ISO or its image and activities;

1.3 The activities involving the use of ISO trademarks shall not be related to accreditation, certification or other conformity assessment business;

1.4 The use of ISO trademarks in materials such as programmes, documents, publications or products shall not mislead the public into believing that the material belongs to ISO or is approved by ISO;

1.5 The short name "ISO" or "iso" shall not be used in domain names or in the names of organizations, companies, enterprises, agencies, authorities, foundations, etc;

1.6 An application from any third party for authorization to use an ISO trademark shall have obtained the support of the ISO member of the country where the applicant is based, with the exception of cases where the ISO logo is used by the press for information purposes, or for hyperlinks to the ISO Web site from third party Web sites, or in lists (directories) of organizations in which ISO is listed for information purposes;

1.7 The ISO trademarks remain the property of ISO and its members. A third party to which the use of an ISO trademark has been granted agrees to cease using the trademarks at the first request of ISO. There shall be no obligation on the part of the ISO member concerned or the ISO/CS to justify this request.

2. Procedure

2.1 Any application for authorization to use the ISO trademarks received from any third party by the ISO/CS shall be forwarded to the ISO member in the country where the applicant is based to ascertain whether conditions 1.1 to 1.6 inclusive have been met and whether the ISO member is willing to support the request;

2.2 Following the above assessment, the ISO member should inform the ISO/CS of its conclusion and of the reasoning behind its conclusion;

2.3 Authorization to use the ISO trademarks shall be granted only by the Secretary-General or a staff member of the ISO/CS authorized by him. The ISO member and the third party concerned will be informed of the decision taken by the Secretary-General, save in the case of the exceptions mentioned in clause 1.7;

2.4 Third parties to which an authorization to use the ISO trademarks is granted shall provide the ISO/CS with samples of all material where the ISO trademarks are used. In cases where samples are expensive or voluminous, photos may be provided in place of samples;

2.5 The ISO member having supported the application will be responsible for monitoring that the third party uses the ISO trademarks correctly and shall immediately inform the ISO/CS if it finds evidence of improper use of the ISO trademarks by the third party.

PRACTICAL GUIDELINES FOR THE PROTECTION OF ISO TRADEMARKS

1 Registration of ISO trademarks

1.1 Registration is the basis for protection

ISO members in countries where registration procedures exist are encouraged to register the ISO trademarks since the registration of the ISO trademarks in intellectual property organizations is the basis for the protection of the ISO trademarks. Without such registration, as practice has shown, it is extremely difficult to achieve a successful solution in administrative or legal procedures applied in cases of infringement or misuse of the ISO trademarks. Information on current registrations of the ISO trademarks is given on the ISO Web site *IPR in ISO* (www.iso.org/ipr).

1.2 Registration in key classes

Registration of the ISO name and logo in all classes of the International Classification is very expensive and is not needed in ISO members' countries. However, registration of the trademarks in a few key classes, such as classes 16, 35, 38, 41 and 42 (for the names of these classes, see the WIPO Web site at www.wipo.int) where the most infringements take place, is beneficial for the protection of the ISO trademarks.

1.3 Notification of cases leading to confusion

Trademark attorneys engaged by the ISO/CS observe the registration of trademarks worldwide and draw the attention of the Secretariat to new trademarks that could create confusion with ISO trademarks. In such cases, the ISO/CS notifies the registration of the new trademarks to the relevant ISO members and these members should take whatever effective actions they consider necessary to prevent the registration of potentially confusing trademarks or to cause them to be withdrawn.

2 Administrative procedures

2.1 Filing an opposition based on registration

In many countries, filing an opposition to the registration of a trademark with the national intellectual property organization is the most common administrative procedure which is used for preventing the registration of the trademark concerned when the same or a similar trademark is already registered with the same scope of application (in the same classes).

This procedure is effective for ISO members to use against registrations by other parties in those countries and classes where the ISO trademarks are registered. It should be noted that, in some countries, an opposition to the registration of a trademark may be made only via legal procedures.

2.2 Filing an opposition based on article 6bis of the Paris Convention

Since ISO develops and publishes standards for goods and services covered by all classes, an opposition to trademarks registered by other parties in classes where the ISO name and logo are not registered should be based on article 6bis (Well-known Marks) of the *Paris Convention for the Protection of Industrial Property* of 1883. The Joint Recommendation concerning provisions for the protection of well-known marks adopted by the Assembly of the Paris Union for the protection of

industrial property and the General Assembly of the World Intellectual Property Organization (WIPO) might also be of assistance to ISO members in such cases.

Proof of the fact that ISO is a well-known trademark may be required in the course of administrative or legal procedures. Information that can serve as such proof is presented on the ISO Web site *IPR in ISO* (www.iso.org/ipr).

2.3 To include the ISO trademarks in the lists of well-known marks

In some countries, intellectual property organizations maintain the lists of well-known trademarks or of organizations whose names are prohibited for use in trademarks by other parties. To request the inclusion of the ISO name in such lists in accordance with the appropriate administrative procedures in these countries is recommended for the purposes of protection of the ISO trademarks.

2.4 Complaints to domain name dispute resolution service providers

Many companies or individuals operating in the field of standardization or related matters use the name "iso" in top level domains (TLDs) in the Internet (in both generic (g) TLDs and country code (cc) TLDs). Such TLDs may create confusion or mislead the public into believing that these companies or individuals belong to ISO or are affiliated to ISO or are authorized to act on behalf of ISO, etc. One of the effective means directed against such misuse could be the Uniform Domain Name Dispute Resolution Policy (UDRP), adopted by the Internet Corporation for Assigned Names and Numbers (ICANN) on 26 August 1999. The decisions of the dispute resolution service providers are mandatory for the registrars of TLDs.

One of the few dispute resolution service providers is the World Intellectual Property Organization (WIPO) Arbitration and Mediation Center. Detailed information regarding the activities of the Center can be found at its Web site at http://arbiter.wipo.int/center/index.html. The WIPO Arbitration and Mediation Center provides domain name dispute administration services for all gTLDs and some ccTLDs.

For each case related to one owner of one or a few domain names, the Centre designates a panel (one or a few experts) which takes a decision regarding the dispute based on the claim of the complainant and the response of the respondent (the owner). For each domain name, the complainant should prove in its complaint that:

- the domain name is identical or confusingly similar to a trademark or service mark in which the complainant has rights; and
- the respondent has no rights or legitimate interests in respect of the domain name; and - the domain name has been registered and is being used in bad faith.

If the panel finds convincing proof for each of these three elements, it takes a decision to cancel, transfer to the complainant or otherwise make changes to the domain name(s) registration.

The complaint procedure under UDRP appears to be quite effective. ISO already has precedents of domain names being transferred from an infringing company to ISO in accordance with the relevant decisions of the WIPO Arbitration and Mediation Center. Therefore, where negotiations have not produced a satisfactory result, ISO members should resort to this procedure in cases of misuse of the ISO name in ccTLDs (where possible, since UDRP is not applied in certain countries for their ccTLDs; legal procedures should be followed in such cases).

3 Legal procedures

Legal procedures should be applied for the protection of the ISO trademarks by ISO members in cases where other measures have not stopped the infringements or misuse. It should be noted that the trademark law is not the only law that protects trademark owners against misuse of their trademarks. There is other legislation, e.g. the law on unfair competition and the right to the use of a name, which could also be used in many countries for the protection of the ISO trademarks. This legislation protects in practice trademark owners against confusion and the risk of confusion with other trademarks.

It should also be noted that, in cases where a legal procedure is applied, the claim could include a request for reimbursement of the damages and of the costs related to the legal procedure (e.g. payment of lawyers' services) unless such a request does not comply with the legal practice in the country concerned.

4 Other means of protection

4.1 Negotiations with the parties concerned

Since administrative and legal procedures involve certain costs, before starting such a procedure it is worthwhile making preliminary contact with the relevant party which is misusing an ISO trademark with a view to letting it know the ISO position on the question and to persuading the owner to stop the infringement or misuse of the ISO trademarks. The ISO/CS practice showed that such contacts via lawyers are more efficient than direct contacts. However, if these measures do not produce a desirable result, administrative or legal action could be more effective and should be resorted to with determination.

4.2 Registration of national domain names by members

One of the effective measures of this kind would be the registration of ccTLDs including the ISO name by ISO members (e.g. iso.us, isostandards.us, iso-online.us, etc.) and connecting the domains to a Web page containing explanatory notes about ISO and the respective ISO member in the country concerned, the above information and links to the Web page of the ISO member and *ISO Online*. Generic TLDs of a national orientation could also be used by ISO members for this purpose. Generic TLDs of international orientation (e.g. iso.org, iso.info, isostandards.org, isoonline.info, etc.) should be reserved for registration by ISO/CS for connection to *ISO Online*. It should be noted that such registrations by ISO members and ISO/CS also prevent third parties from making these registrations.

4.3 Non-dissemination of information on certification bodies infringing ISO trademarks

ISO members should generally not include information, in directories, lists, databases, Web sites, etc. available to the public, on organizations which infringe or misuse the ISO trademarks.

5 Feedback to the ISO Central Secretariat

ISO members are requested to provide ISO/CS with information on any actions they are undertaking with regard to the protection of the ISO trademarks to allow ISO/CS to coordinate these activities, analyse the situation and assist ISO members in this field.

HIGHLIGHTS OF COUNCIL ACTIONS IN 2010

AGENDA ITEM 11.3 FINANCIAL MATTERS – REPORT OF THE TREASURER

Under this agenda item, the Treasurer will report to the General Assembly on his observations and recommendations, as appropriate, regarding ISO's financial situation and on his expectations for the coming years, taking into account the current world situation. This report will be circulated in writing before the General Assembly, together with the report of the Secretary-General.

1 ISO Central Secretariat budget for 2011

The Central Secretariat budget for 2011, as approved under Council Resolution 27/2010, foresees a total revenue of kCHF 37 605 showing an increase of kCHF 900 over the 2010 revised budget, and a total expenditure of kCHF 36 155, i.e. 1,3% above the level of the 2010 revised budget. The 2011 unit value will stand at CHF 5 546, i.e. the same level as in 2009 and 2010.

The 2011 budget approved by Council is available in the Council document attached at Annex, with detailed comments on each item and the number of units allocated to each ISO member.

NOTE – As you were informed by circular letter dated 7 January 2010, Council decided to change the presentation of the ISO/CS financial statements in order for it to be aligned as much as possible with international financial reporting standards. Consequently, the 2011 budget appears in the new presentation.

2 Medium-term financial perspectives 2011-2015

In the framework of the preparation of the *ISO Strategic Plan 2011-2015* which is submitted to the General Assembly for approval under agenda item 13, Council has analyzed the medium-term financial perspectives during the 2011-2015 period.

Once the *Strategic Plan 2011-2015* is in place, the medium-term financial perspectives reviewed by Council will facilitate the preparation of each year's annual budget of the Central Secretariat.

GENERAL ASSEMBLY ACTION The General Assembly is invited to comment on the above.

AGENDA ITEM 11.3

REPORT OF THE TREASURER

TO THE 33rd ISO GENERAL ASSEMBLY

OSLO, 15-17 SEPTEMBER 2010

Distinguished Guests,
ISO Officers,
ISO Members,

12 months ago I reported on the impact that the financial crisis was having on ISO, its members and the World. At the time I said that I did not believe the crisis would have a negative impact on ISO because International Standards are part of the solution to the crisis and that ISO was in good financial health. What was needed at the time was better communication about the value of ISO standards and the role we could play in restoring confidence, whether it was in the financial sector specifically, or in the global economy at large.

So how did 2009 work out for ISO?

During the year ISO published more than 1 000 standards, increasing the ISO catalogue to more than 18 000 standards; increased membership to 163 countries; sold more standards than ever before; and, as a result of a strong operating surplus, made a number of significant financial investments for the future while ensuring the organization maintained a solid financial base.

In 2009 revenue exceeded CHF36 million, after the payment of increased retrocession rates to members and maintaining the value of the membership subscription unit which has not changed since 2007. Expenditure was well controlled and resulted in an operating surplus of CHF1.9 million for the year.

The operating surplus, plus adjustments to the level of reserves in the organization, was considered at the March 2010 Council meeting and has been invested in key projects including CHF1.2 million in ISO funding for 2011 in developing country programmes and CHF1.4 million in projects for the development and promotion of the ISO system. You will have heard about some of these key projects under other agenda items during this ISO General Assembly.

While the amount Council has invested for developing country programmes in 2011 is impressive as already mentioned, this does not obviate the need for further funding and the Funds-in-Trust contributions continue to provide

ongoing and very welcome support for our programmes. According to the feedback received, it is clear that developing countries benefit from the various actions financed by the Funds-in-Trust, and I would like to thank those of you who have contributed and make my annual appeal to those of you who have not yet made a contribution.

ISO also reviewed its accounting policies and brought them more closely to international accounting standards. The impact of the change in accounting polices is reflected in the 2009 financial statements and has been approved by the ISO auditors.

It therefore seems that the financial crisis had, if anything, a positive impact on ISO in 2009 and the opportunity was taken to demonstrate that International Standards can be part of the solution in restoring confidence or increasing efficiency and competitiveness across global economies and an organization's supply chain.

One issue that did arise from the financial crisis was a reconsideration of the way in which economic data is used as part of the calculation of ISO membership fees. Given the rapid change in economic activity as a result of the financial crisis Council decided at its meeting in March 2010 to make a yearly adjustment of the number of subscription units allocated to the member bodies instead of every three years, as it was the case until 2010, this is in order to be as equitable as possible to member bodies by using the most recent economic available data.

2010 is the final year of the current ISO Strategic Plan 2005 – 2010. Reflecting on the financial progress made in this period it is striking just how much stronger ISO is financially and what has been done to achieve the key objectives set out in that plan. Revenue has increased from CHF 32.4 million in 2005 to CHF36.4 million in 2009 and over CHF 28.6 million has been reinvested in the organization or returned to members by way of retrocessions during the period. By any measure these are impressive numbers for an organization like ISO and, as importantly, position the organization well for the future.

As a result this General Assembly will consider one of the key documents for ISO for the next five years, the *ISO Strategic Plan 2011-2015*.

The financial objectives of the Strategic Plan are to cater for the growth of the organization and the needs of members, while also ensuring the long-term financial strength of the organization is maintained. The long-term viability of the ISO business model, which relies on a mix of revenue from membership fees; sales of standards; external funding for some of the developing country programmes; and revenue from investment of ISO's financial reserves, is therefore critical.

The business model has served ISO and the members well for over 60 years but faces increasing challenges, especially protection of the intellectual property of ISO standards when most sales of ISO products are now made electronically. As ISO members each have different business models a threat

to any of the revenue streams will have an impact across the ISO system and this impact will vary from one member to another. This means that any evolution of the business model must be carefully considered.

An additional, key consideration is that the current business model spreads the cost of the ISO system across those with an interest in the standards process and customers who purchase and use our products. This point is not widely appreciated by some of those seeking to change the basis by which costs are recovered, and the basis and benefits of funding standards development needs to be given greater publicity so that unintended consequences are avoided.

I noted in my report last year that I thought there was the opportunity to use the ISO system to develop further standards in the financial sector to promote confidence in the sector through the development of voluntary solutions, not public policy on the subject. ISO has been reviewing the idea of holding a workshop with representatives of those involved in the sector to look at how ISO might assist and such a workshop is now planned to be held in the first half of 2011.

To summarize, ISO is in a strong financial position having not only weathered the financial crisis to date, but actually thrived in this environment where our customers are looking for solutions to pressing problems. The opportunities to offer the ISO system as a way to further assist in recovery from the effects of the economic downturn and in the development and use of technologies across ISO's 180 technical committees work are huge. Financially, ISO is in great shape to move ahead to implement to *ISO Strategic Plan 2011-2015* and achieve the bold objectives set out in the plan.

Julien Pitton

(Doc. Council 22/2010
March 2010)

CENTRAL SECRETARIAT BUDGET FOR 2011

Overview

The Central Secretariat budget, as proposed for 2011, foresees:

- a total **revenue** of **kCHF 37 605** showing therefore an increase of + kCHF 900 over the 2010 revised budget ;
- a total **expenditure** of **kCHF 36 155**, i.e. 1,3% above the revised 2010 budget ;
- the "**operational result before use/(addition) of unrestricted reserves**" as per the new approved presentation (Council Resolution 47/2009) shows a positive balance for operations of kCHF 1 870, i.e. an increase of kCHF 420 over the revised 2010 budget;

CSC/FIN will review these budget proposals at its meeting on 16 March 2010. The comments of CSC/FIN will be reported to Council at its meeting on 18-19 March 2010.

Detailed and commented working accounts for the proposed budget are given at Annex.

COUNCIL ACTION

Council is invited to review the budget proposals made by the Secretary-General, with a view to:

a) approving the ISO Central Secretariat expenditure and revenue budget for 2011;

b) consequently approving a subscription unit value of CHF 5 546 for 2011 (i.e. the same level as for 2009 and 2010).

(ANNEX to Council 22/2010)

Table 1: Budget proposals for 2011

REVENUE AND EXPENDITURE (WORKING ACCOUNTS)

(New presentation)

	2011 BUDGET	2010 REVISED BUDGET	2010 BUDGET [1)]	2009 ACTUAL non audited
REVENUE				
1. Membership subscriptions	20 175	19 530	19 565	20 079
2. Sales, Copyright and ISO Magazines	13 500	13 275	12 735	13 265
3. Services invoiced	1 520	1 600	1 620	1 553
4. Funding for developing countries	2 410	2 300	2 175	2 280
TOTAL REVENUE	**37 605**	**36 705**	**36 095**	**37 177**
EXPENDITURE				
1. Operations				
1.1 Personnel expenses	23 150	23 260	23 510	23 027
1.2 Rental & Maintenance	3 395	3 375	3 350	3 186
1.3 Travel & Meetings	1 155	1 085	1 022	783
1.4 Third party services	1 420	1 435	1 323	1 220
1.5 Other expenditure	2 540	2 585	2 695	2 522
2. Expenditure for developing countries	2 265	2 200	2 175	2 124
3. Amortization of capital investment	2 230	1 735	1 830	1 634
TOTAL EXPENDITURE	**36 155**	**35 675**	**35 905**	**34 496**
Operational result before financial revenue	**1 450**	**1 030**	**190**	**2 681**
Financial revenue	420	420	210	337
Operational result	**1 870**	**1 450**	**400**	**3 018**
Use / (Addition) of unrestricted reserves :				
- ISO/CS premises project	370	365	365	365
- IT security premises	0	0	0	270
- Fluctuating rates				(217)
- Litigation	40	40	40	
- Fiscal agreement				
- Membership subscription				
- General fund				254
Unattributed net result	**2 280**	**1 855**	**805**	**3 690**

1) As per Council Resolution 40/2009, adopted during the September 2009 meeting

REVENUE & EXPENDITURE (WORKING ACCOUNTS)

Detailed comments on the working accounts for 2011

The 2011 budget figures set out in Table 1 and commented below[1].
Comparisons are made with the proposed 2010 revised budget.

1 REVENUE

Item 1 – Membership subscriptions kCHF 20 175

kCHF 19 530 (revised 2010 budget) + kCHF 645 increase

This amount corresponds to:

- the re-allocation of membership subscription units carried out according to the triennial adjustment of the number of units allocated to member bodies and based on the membership at 1 January 2010;
- the unit value has been maintained at the same level as in 2009 (CHF 5 546).

The evolution of the membership subscription unit value is given in the table below.

Value of the membership subscription unit 1998-2011

	1998	1999	2000	2001	2002	2003	2004
CHF	6 145	5 829	5 770	5 770	5 661	5 661	5 776
	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**
CHF	5 776	5 776	5 776	5 602	5 546	5 546	5 546

Item 2 – Sales, Copyright and ISO Magazines

Mail order sales	**kCHF**	**700**
Sales via ISO/CS Webstore	**kCHF**	**3 450**
Copyright	**kCHF**	**9 300**
ISO Magazines	**kCHF**	**50**
TOTAL	**kCHF**	**13 500**

An increase of kCHF 225 in revenue from sales and copyright is anticipated in 2011 compared to the 2010 revised budget, i.e. a total of kCHF 13 500 in 2011 against kCHF 13 275 in 2010. As highlighted in the table below, this increase is entirely derived from the additional royalties paid to the ISO/CS. Indeed, it is anticipated that more members will sell original ISO standards. This trend which has been observed over the past years can be explained by the growing demand of the market for ISO standards, and the sales and marketing support given by the ISO/CS to members, in particular through the ISO Training Course on Marketing of International Standards. It is expected that revenues derived from trans-national distributors will remain stable: this will depend, however, on the terms and conditions of the renewal of the three agreements ISO currently has, and which come to an end on 31 December 2010 (IHS, SAI Global and Thomson Reuters) . Another impacting

[1] The item numbers refer to the budget lines in Table 1 above.

factor could be the recommendations of the CPSG with regard to the distribution strategy through trans-national distributors.

The revenue from the ISO/CS Webstore is anticipated to remain stable in 2011 compared to 2010 revised budget as the average growth rate from this particular source of revenue will be entirely absorbed by the additional 3% retrocession rate on Webstore sales.

As for the sales of subscriptions to *ISO Focus+*, it is anticipated that an online version of the magazine to be launched in 2010 will bring some revenue.

Table 2 and Graph 1 below show the past figures and the forecasts up to 2011 based on a conservative approach.

TABLE 2: Evolution and forecast of ISO/CS sales revenue for the period 2000-2011

Year	Mail order sales	Webstore	Copyright	ISO Magazines	TOTAL
2000	3 802	255	3 739	536	**8 332**
2001	2 450	875	5 292	413	**9 030**
2002	2 181	1 122	4 875	263	**8 441**
2003	1 544	1 468	4 781	239	**8 032**
2004	1 248	1 682	5 640	260	**8 830**
2005	1 137	2 106	7 127	249	**10 619**
2006	1 066	2 451	8 079	236	**11 832**
2007	922	2 560	8 571	238	**12 291**
2008	765	3 029	8 821	186	**12 800**
2009 Non audited	908	3 270	8 965	114	**13 257**
2010 Budget (rev.)	750	3 450	9 050	25	**13 275**
2011 Budget	700	3 450	9 300	50	**13 500**

GRAPH 1: Evolution and forecast of ISO/CS sales revenue for the period 2000-2011

Item 3 – Services invoiced **kCHF 1 520**

kCHF 1 600 (revised 2010 budget) - kCHF 80 (decrease)

The services invoiced to other international organizations (WTO Standards Information Service and IFAN), services to ISO members and CEN, as well as services invoiced for training services will remain at the same level as budgeted for 2010 revised budget.

The services invoiced for Central Procurement Agreement (CPA) with Open Text and Oracle will decrease by - kCHF 80 over the 2010 revised budget. This revenue item covers the renewed CPA signed for two years with Open Text (2010-2011) with an additional member having joined this CPA, and only the maintenance of the contract signed with Oracle for three years (2007-2009). It represents the re-invoicing from ISO/CS to ISO members participating in these CPAs.

Item 4 – Funding for developing countries **kCHF 2 410**

kCHF 2 300 (revised 2010 budget) + kCHF 110 (increase)

The foreseen expenditure related to developing country programmes is compensated by revenue charged to the Funds-in-trust, to the DIN Endowment and other donor contracts including the contracts signed with the Swedish International Development Cooperation Agency (SIDA). It represents the amounts to be invoiced for the operating costs of seminars and technical assistance, outside the financing by the ISO/CS budget of the dedicated Development and Training Services unit. This also takes into account the recommendation to Council for allocation of part of the 2009 financial surplus to funding for developing countries.

Financial revenue **kCHF 420**

kCHF 420 (revised 2010 budget) (no increase)

While the situation of financial markets recovered somewhat in 2009, a conservative perspective of the financial conditions for 2011 is considered; the same level of financial revenue is therefore considered for the 2010 revised budget.

2 EXPENDITURE

Item 1 – Operations

1.1 Personnel expenses kCHF 23 150

kCHF 23 260 (revised 2010 budget) - kCHF 110 (decrease)

This amount is the result of several components: the revision of the salary policy based on an overall nominal increase of 2%, no increase in the total work force with, as usual, possible redeployments to adjust resources and qualification on the occasion of departures.

1.2 Rental and maintenance kCHF 3 395

kCHF 3 375 (revised 2010 budget) + kCHF 20 (increase)

Rental and maintenance has been kept at a similar level to the 2010 revised budget.

1.3 Travel & Meetings kCHF 1 155

kCHF 1 085 (revised 2010 budget) + kCHF 70 (increase)

Travel is budgeted to remain stable. Meetings and secretariat support costs for Council, CASCO, COPOLCO and DEVCO should remain stable as well. An amount of kCHF 135 is

budgeted for thematic conferences. ISO's contribution to the ISO and IEC Marketing and Communication forum is included in the budget, as are the travel costs for programmes for developing countries.
The cost of the yearly fee for WEF (World Economic Forum) membership is included here.

1.4 Third party services kCHF 1 420

kCHF 1 435 (revised 2010 budget) - kCHF 15 (decrease)

This item includes the back-up of ISO servers and related developments by an external service provider (kCHF 300), the ITES consultancy work and services to members. It includes also the implementation of the recommendations resulting from the information security audit, financed by a provision.

1.5 Other Expenditure kCHF 2 540

kCHF 2 585 (revised 2010 budget) - kCHF 45 (decrease)

This item covers the usual consumables: office supplies, paper and material for distribution and documentation, the post and freight expenses, and external printing linked to publications, audiovisual material and handbooks used to promote ISO activities and standards, with no significant variation over the 2010 revised budget. The special project proposed in the 2009 closure of the ISO financial statements provides the basis for enhancement of the programme.

This item also covers the global annual license fee to be paid to Open Text and Oracle within the Central Procurement Agreements (CPAs). The Open Text contract has been renewed for two years 2010-2011 at better conditions while the Oracle contract continues for maintenance services only.

The 2011 General Assembly will be held in New Delhi (India) with levels of ISO/CS expenditure expected to be similar to those budgeted for the ISO 2010 General Assembly in Oslo (Norway).

The ISO Award for higher education in standardization is organized on a biennial basis. The award is planned in 2011 for kCHF 25.

Item 2 Expenditure for developing countries kCHF 2 265

kCHF 2 200 (revised 2010 budget) + kCHF 65 (increase)

Resources for donor-funded technical assistance will be used up by end 2010. Consultations are under way to mobilize funding for 2011 and beyond, which will coincide with the implementation of the 2011-2015 Action Plan for developing countries. The ISO project "IT tools and related assistance for member bodies in developing countries (ICTDEV)" started in 2009 will continue to be deployed until the end of 2011. The same level of training and awareness activities as in 2010 will be maintained in 2011, subject to available resources.

The budget for 2011 recognizes the proposal in the closure of the 2009 financial statements for partial allocation of the surplus to developing country programmes.

The following table illustrates the comparison for the budget of the use of funds received for specific projects in delivering the training seminars for developing countries in 2010:

	2011 INITIAL BUDGET	2010 REVISED BUDGET
Material	150	150
Publications	30	30
Participants to seminars	1 365	1 300
Experts	550	550
Other outsourced services	170	170
Expenditure for developing countries	**2 265**	**2 200**

Item 3 – Amortization of capital investment **kCHF 2 230**

kCHF 1 735 (revised 2010 budget) + kCHF 495 (increase)

The policy decided by Council (Resolutions 2/1999 and 31/1999) requires amortization periods of five years for office, printing and distribution equipment, and three years for IT equipment; and this is reflected in the proposed budget.

The overall increase results mainly from investment to replace the ISO/CS PC park (delayed from 2009 to 2010) plus the migration of the telephone system to telephone via internet (VoiP).

The other items relate, with no change, to the remaining amortization of the “exceptional” investments linked to the new premises, i.e. building furniture and partitions for kCHF 370 covered by a provision.

(Appendix to ANNEX to Council 22/2010)

CENTRAL SECRETARIAT BUDGET FOR 2011 - NUMBER OF SUBSCRIPTION UNITS

The table of subscription units allocated to members (see following pages) shows a total of **3 637,5** units.

It takes into account the exercise of assessment of the number of subscription units allocated to the member bodies, completed as per the Treasurer's letter dated 12 January 2010.

It is recalled that there is no suspended member body in 2010.

BUDGET 2011 - ALLOCATION OF SUBSCRIPTION UNITS

Member bodies	BUDGET
AFNOR (France)	267
ANSI (USA)	267
BSI (United Kingdom)	267
DIN (Germany)	267
JISC (Japan)	267
SAC (China)	267
UNI (Italy)	147
GOST R (Russian Federation)	120
SCC (Canada)	111
NEN (Netherlands)	94
AENOR (Spain)	89
KATS (Korea, Rep. of)	83
DGN (Mexico)	77
NBN (Belgium)	73
ABNT (Brazil)	56
BIS (India)	56
SA (Australia)	48
SPRING SG (Singapore)	44
SNV (Switzerland)	43
SIS (Sweden)	40
ASI (Austria)	36
SASO (Saudi Arabia)	33
TSE (Turkey)	33
DSM (Malaysia)	30
PKN (Poland)	30
DS (Denmark)	27
TISI (Thailand)	28
BSN (Indonesia)	26
SN (Norway)	27
NSAI (Ireland)	23
SFS (Finland)	21
ESMA (United Arab Emirates)	24
SABS (South Africa)	20
IPQ (Portugal)	17
ISIRI (Iran, Islamic Republic of)	17
SII (Israel)	15
UNMZ (Czech Republic)	19
BPS (Philippines)	14
ELOT (Greece)	16
IRAM (Argentina)	15
MSZT (Hungary)	16
DSSU (Ukraine)	11
INN (Chile)	11
ASRO (Romania)	10
ICONTEC (Colombia)	10
SON (Nigeria)	10

IANOR (Algeria)	9
SNZ (New Zealand)	9
SUTN (Slovakia)	9
EOS (Egypt)	8
KOWSMD (Kuwait)	8
PSQCA (Pakistan)	8
STAMEQ (Viet Nam)	8
KAZMEMST (Kazakhstan)	7
BELST (Belarus)	6
COSQC (Iraq)	6
INDECOPI (Peru)	6
LNCSM (Libyan Arab Jamahiriya)	6
AZSTAND (Azerbaidjan)	5
BAS (Bosnia and Herzegovina)	5
BDS (Bulgaria)	5
BNSI (Barbados)	5
BOBS (Botswana)	5
BSJ (Jamaica)	5
BSMD (Bahrain)	5
BSTI (Bangladesh)	5
CDNQ (Cameroon)	5
CODINORM (Côte d'Ivoire)	5
COPANIT (Panama)	5
CSK (Korea, Dem. People's Rep. of)	5
CYS (Cyprus)	5
DGSM (Oman)	5
FTSQCO (Fiji)	5
GSB (Ghana)	5
HZN (Croatia)	5
ILNAS (Luxembourg)	5
INEN (Ecuador)	5
INNORPI (Tunisia)	5
INTECO (Costa Rica)	5
ISRM (The former Yugoslav Republic of Macedonia)	5
ISS (Serbia)	5
IST (Iceland)	5
JISM (Jordan)	5
KEBS (Kenya)	5
LIBNOR (Lebanon)	5
LST (Lithuania)	5
MASM (Mongolia)	5
MSA (Malta)	5
MSB (Mauritius)	5
NC (Cuba)	5
OCC (Congo, The Democratic Republic of the)	5
QS (Qatar)	5
QSAE (Ethiopia)	5
SARM (Armenia)	5
SASMO (Syrian Arab Republic)	5
SIST (Slovenia)	5
SLBS (Saint Lucia)	5
SLSI (Sri Lanka)	5
SNIMA (Morocco)	5
SSMO (Sudan)	5

TBS (Tanzania, United Rep. of)	5
TTBS (Trinidad and Tobago)	5
UNIT (Uruguay)	5
UZSTANDARD (Uzbekistan)	5
Sub-total member bodies	**3 542**

Correspondent members

Hong Kong, China (ITCHKSAR)	4
Afghanistan (ANSA)	2
Albania (DPS)	2
Angola (IANORQ)	2
Benin (CEBENOR)	2
Bhutan (SQCA)	2
Bolivia (IBNORCA)	2
Brunei Darussalam (CPRU)	2
Congo, The Republic of the (ACONOR)	2
El Salvador (CONACYT)	2
Estonia (EVS)	2
Gabon (ANTT)	2
Gambia (GAMSFP)	2
Georgia (GEOSTM)	2
Guatemala (COGUANOR)	2
Guinea (IGNM)	2
Kyrgyzstan (KYRGYZST)	2
Latvia (LVS)	2
Liberia (LDS)	2
Macau, China (CPTTM)	2
Madagascar (BNM)	2
Malawi (MBS)	2
Mauritania (DNPQ)	2
Moldova, Rep. of (INSM)	2
Montenegro (ISME)	2
Mozambique (INNOQ)	2
Myanmar (MSTRD)	2
Namibia (NSI)	2
Nepal (NBSM)	2
Palestine (PSI)	2
Papua New Guinea (NISIT)	2
Paraguay (INTN)	2
Rwanda (RBS)	2
Senegal (ASN)	2
Seychelles (SBS)	2
Sierra Leone (SLSB)	2
Suriname (SSB)	2
Swaziland (SWASA)	2
Tajikistan (TJKSTN)	2
Turkmenistan (MSST)	2
Uganda (UNBS)	2
Yemen (YSMO)	2

Zambia (ZABS)	2
Zimbabwe (SAZ)	2
Sub-total correspondent members	**90**
Subscriber members	
Antigua-and-Barbuda (ABBS)	0,5
Burundi (BBN)	0,5
Cambodia (ISC)	0,5
Central African Republic (SNQCA)	0,5
Dominica (DBOS)	0,5
Eritrea (ESI)	0,5
Guyana (GNBS)	0,5
Honduras (COHCIT)	0,5
Lao People's Democratic Republic (DISM)	0,5
Lesotho (LSQAS)	0,5
Saint Vincent and The Grenadines (SVGBS)	0,5
Sub-total subscriber members	**5,5**
TOTAL	**3 637,5**

AGENDA ITEM 12 OUTCOME OF THE OPEN SESSION HELD ON 16 SEPTEMBER ON *IT@WORK – THE CONTRIBUTION OF STANDARDS*

In the framework of the General Assembly, an open session will be held on 16 September (full day) on the theme *IT@work – The contribution of standards.*

International standards provide a framework for the modern world of work, but it is an invisible one as many are unaware of this huge contribution. The open session is therefore intended to highlight the influence and impact of standards "at work". The subjects at stake are:

- *IT@Health*
  - How IT is transforming health care
  - Specific use in health care administration
  - Use of IT in the medical device industry
- *IT@Building and construction*
  - International architectural competition for the new National Museum in Oslo
  - Building smart
  - Development of the role of the contractor
- *IT@IT*
  - Future evolutions in the IT industry and implications for the way we work
- *IT@developing countries*
  - Future challenges
- *IT@Green*
  - Green IT and the environment

Two of the above subjects, *IT@Health* (in the morning) and *IT@IT* (in the afternoon), will take the form of a round table. A text explaining the objectives and purpose of the open session is attached at Annex; the programme in a leaflet format, including the names of the speakers, will be circulated during the second half of July.

GENERAL ASSEMBLY ACTION

The General Assembly will be invited to assess the results of the open session on *IT@work – The contribution of standards* and to take any action it deems appropriate.

OPEN SESSION ORGANIZED IN THE FRAMEWORK OF THE 33rd ISO GENERAL ASSEMBLY

IT@work – The contribution of standards

Information technologies (IT) are pervasive in the daily working lives of people in all sectors, all over the world. Global supply chains, cross-border trade in goods and services, banking and finance depend on them. Use of IT in the health sector and in technologies to improve sustainability of the environment is another crucial aspect that helps business and society operate efficiently. Compatibility and interoperability between IT hardware, software and systems is therefore crucial to the development of global markets and to address global challenges.

ISO, whose efficient system for achieving global consensus between countries and throughout business sectors, is one of the principal actors for the development of global IT standards. But IT is at work in almost all of ISO's 18 000 plus Standards and it is this pervasiveness that is one of the central themes of the open session.

Standards provide a framework for the modern world of work, but it is an invisible one as many people are unaware of this huge contribution. This open session is therefore intended to highlight the influence and impact of standards "at work".

It will address multiple aspects of IT in action, including its growing use in the health sector (to take the form of a round table) and for "building smart" – with a particular emphasis on the use of the ISO standard-based Building Information Model (BIM). The open session will also explore the environmental aspects and implications of "green IT", as well as the IT challenges facing developing countries. A second round table discussion will examine the future evolutions in the IT industry and their implications for the way we work.

AGENDA ITEM 13 *ISO STRATEGIC PLAN 2011-2015* – APPROVAL BY THE GENERAL ASSEMBLY

The draft *ISO Strategic Plan* for the next five-year period, as proposed by Council and entitled *ISO Strategic Plan 2011-2015 – Solutions to global challenges*, is submitted at Annex for approval by the ISO General Assembly.

Main elements in the development of the *Strategic Plan*

- In March 2008, Council decided on the timeframe for the next *Strategic Plan* (2011-2015 inclusive) and on a procedure for updating the ISO strategy and its implementation as of 2011.

- Council further decided that, between March and September 2009, the Secretary-General would organize a consultation of the ISO members, key regional and international partners, and key stakeholders organizations to collect suggestions and expectations regarding ISO's future strategy.

  The consultation process was appreciated by the community of ISO's stakeholders and has helped to further raise awareness of ISO’s role and of the importance of participating in the ISO process. Many initiatives were organized by ISO members to consult stakeholders in their respective countries, giving them the opportunity to exchange views on the objectives and challenges of the Organization and to express their opinion on ISO’s future direction. The Secretary-General participated in a number of national and regional workshops, organized in the framework of such initiatives.

- A total of 53 responses were received in connection with the consultation: 44 from ISO members (21 of these 44 being from members in developing countries) and from nine international organizations. Contributions have also been received from the TMB and the DEVCO Chair's Advisory Group (CAG).

- A first draft *ISO Strategic Plan 2011-2015*, developed by the Secretary-General on the basis of the contributions received, was discussed at the meeting of the Council Standing Committee on Strategy (CSC/STRAT) in January 2010. A second draft, incorporating the input received from the CSC/STRAT members, was submitted to Council for consideration at its special full-day session of 17 March 2010 devoted to discussing the strategic orientations of ISO.

  In general terms, ISO members have expressed shared and consistent views on the major strategic directions to be followed by ISO over the next five years. On some issues, however, diverging positions were expressed but a strong level of consensus was achieved through open and constructive discussions within CSC/STRAT and Council, and is reflected in the document submitted for approval by the General Assembly.

  It is also worth noting that many contributions received from ISO members provided input on strategy implementation aspects. All these have been recorded by the Central Secretariat and will be duly considered in the framework of the strategy implementation process.

- After the Council meeting in March 2010, the draft *ISO Strategic Plan 2011-2015* was finalized by the Vice-President (policy) and the Secretary-General in the light of the conclusions and comments made during the meeting. It was then circulated to Council members for confirmation of their recommendation to submit the document to the General Assembly for approval.

– The final draft, as recommended by Council, is attached at Annex. It proposes a global vision for ISO in 2015, seven key objectives for 2015 with expected results and actions for their achievement, and a description of ISO's mission.

Implementation of the *Strategic Plan*

The implementation of the *Strategic plan 2011-2015* will require, as is customary, the development of an annual strategy implementation plan defining the intermediate objectives and actions to be undertaken in order to progress with the implementation of the longer term strategy. This will be done by Council on a yearly basis in order to move forward with the implementation of the longer-term strategy.

The annual strategy implementation plan will also identify the main elements which have an impact on the Central Secretariat budget. In this context, the orientations adopted for the medium-term financial perspectives will be taken into account to establish the yearly budget.

At its meeting in March 2010, Council agreed in principle with the structure of the annual strategy implementation plan following the BSC[1] (Balance Score Card) model. As requested by Council, the Secretary-General is preparing a draft strategy implementation plan for 2011 for discussion at the meeting of the Council Standing Committee on Strategy (CSC/STRAT) in September 2010, and subsequent approval by Council by correspondence before 31 December 2010.

GENERAL ASSEMBLY ACTION

The General Assembly is invited:

a) to note the main points presented above regarding the preparation of *ISO Strategic Plan* for the next five-year period and its subsequent implementation;

b) to consider the draft *ISO Strategic Plan 2011-2015 – Solutions to global challenges* with a view to its approval.

[1] The Balance Scord Card is a strategic performance management tool broadly used by a large variety of organizations in the world.

ISO STRATEGIC PLAN 2011-2015

SOLUTIONS TO GLOBAL CHALLENGES

GLOBAL VISION FOR ISO IN 2015

To be the world's leading provider of high quality, globally relevant International Standards through its members and stakeholders

ISO's MISSION

ISO develops high quality voluntary International Standards which facilitate international exchange of goods and services, support sustainable and equitable economic growth, promote innovation and protect health, safety and the environment.

ISO develops its standards through an effective process which meets customer needs and:

- Ensures consensus amongst stakeholders and across countries, through the national delegation principle
- Is fully compliant with the core principles affirmed in the *ISO Code of Ethics*, that require the process to be open, transparent and impartial
- Increasingly facilitates and supports the participation of developing countries
- Produces coherent, effective, widely recognized and relevant standards

SEVEN KEY OBJECTIVES TO ACHIEVE THE VISION

1 ISO deliverables meet customer needs

In each sector that ISO addresses, business, government, consumers and other stakeholders recognize and rely on ISO as the leading platform for the development and dissemination of globally relevant solutions.

Actions

1.1 Ensure that ISO deliverables are solutions-oriented and create substantial value for standards users, meeting customer needs in terms of type of deliverable, quality of content, clarity, format and access

1.2 Ensure that ISO is the preferred international forum in which to meet standardization needs in existing and new areas that address globally relevant issues and for which solid justification, clear objectives and broad stakeholder support exist

1.3 Design and develop more advanced electronic deliverables making the content of standards accessible to users in relevant formats and media

1.4 Promote and encourage the implementation of ISO standards to maximise benefit to standards users and learn from market experience to further improve the global relevance and uptake of ISO standards

1.5 Develop a coherent, modular system of management systems standards that support lean and cost-effective implementation, based on the views of users

1.6 Ensure that ISO standards and guides relating to conformity assessment practices are comprehensive, harmonized and suitable for all types of enterprises from all nations. A claim of conformity must result in a high level of user confidence

2 ISO standards promote innovation and provide solutions to address global challenges

ISO standards incorporate state-of-the-art knowledge of relevance to standards users and are broadly used to address the global challenges of the 21st century

Actions

2.1 Reinforce ISO's ability to address global challenges by identifying, prioritizing and developing International Standards that anticipate and meet market and society needs

2.2 Provide and promote International Standards as instruments that support technological change, process improvement and technology transfer among sectors and across borders

2.3 Actively develop links between standards and research and development to foster innovation by utilizing the ISO members' network

2.4 Promote International Standards as enablers for bringing innovation to the market place, facilitating the development of new markets and the improvement of consumer understanding and confidence

3 The capacity and participation of developing countries in international standardization is significantly enhanced

Participation of developing countries in international standardization is essential to ensure the global relevance of ISO standards and to contribute to developing countries' access to world markets, technical progress and sustainable development.

ISO succeeds in enhancing developing country participation through processes, programmes and tools which assist them in building their standardization capacity, engage national stakeholders, participate effectively in technical work and implement International Standards.

Actions

3.1 Identify the successful measures that have the potential to expand standardization capacity building, technical assistance and training, facilitation of participation in standards development and dissemination of standards content and incorporate them into the new *Action Plan for developing countries* for the period 2011-2015

3.2 Implement the *Action Plan for developing countries 2011-2015*

3.3 Share best practices for the identification of priority sectors in economies and national infrastructures, to optimize the involvement of developing countries' in the development, adoption and implementation of International Standards

3.4 Include in ISO's strategic priorities the standardization fields of key interest to developing countries

3.5 Encourage membership in ISO and help national standards bodies to fully exploit the benefits attached to such membership, taking into account the specific needs of members from countries with limited resources (such as those from smaller countries)

3.6 Strengthen ISO's cooperation with regional economic communities and regional standards organizations, promote and encourage cooperation and exchange of experience between ISO members at the regional and sub-regional level

4 ISO excels in reaching out to and engaging stakeholders

Active involvement in the ISO standards development process of industry, government, consumers and other stakeholders is essential and ensures the relevance, quality and use of ISO standards. Through the national members, ISO ensures the engagement of all relevant stakeholders, facilitates their participation in standards development and recognizes their contribution

Actions

4.1 Identify, develop and promote best practice for effective guidance and monitoring tools that assist ISO members and liaisons in engaging stakeholders from each of the relevant stakeholder groups and monitor the representation and balance of stakeholder engagement

4.2 Communicate standardization projects more effectively to stakeholders at the international and national levels, using new technologies and tools in order to capture broader stakeholder views during the development process

4.3 Support the engagement and participation of stakeholders with limited resources, such as smaller enterprises and consumers

4.4 Clarify to public authorities that ISO standards are voluntary, do not seek to establish public policy, and bring substantial value as efficient and cost effective tools in support of the implementation of public policies and as an element of good public governance

4.5 Differentiate International Standards, developed in compliance with ISO's due process, from other types of standards or specifications

4.6 Promote participation of government representatives in the standards development process through ISO members or intergovernmental organizations

5 ISO fosters partnerships that further increase the value and efficient development of International Standards

ISO effectively promotes and manages partnerships with international organizations, standards developing organizations, industry consortia, civil society and academia, to increase the value and the efficient development of International Standards

Actions

5.1 Work more closely with IEC and ITU to align policies and coordinate activities, especially in areas of converging technologies, with a view to efficiently serving the needs of stakeholders and of the ISO constituency

5.2 Strengthen the cooperation with existing and potential new partner standards developing organizations, with industry consortia, the scientific community and civil society, when such partnerships add value to and increase the efficiency of the development of International Standards

5.3 Further extend the close cooperation with intergovernmental organizations and international stakeholder organizations that can provide sound business knowledge in specific sectors or fields; identify the need for new ISO standards; and support their market acceptance

5.4 Strengthen the cooperation with regional standards organizations to foster information exchange within each region on ISO strategic directions and standards projects, and to identify priorities for new ISO standards in each region

5.5 Ensure that liaison organizations provide a benefit to ISO and its committees that is comparable with the benefit they receive through their access and influence in ISO

6 ISO and its processes are significantly improved

ISO uses clear, transparent and rigorous procedures and implements optimal structures, systems and processes, to support the development of high quality deliverables that meet the needs of standards users.

Actions

6.1 Ensure that the structure and governance of ISO is efficient and effective and support ISO's mission and vision

6.2 Create clear, closer links between high-level priorities and actual TC/SC work programmes

6.3 Improve the efficiency and effectiveness of the standards development process with a view to increase the quality and speed of development of ISO deliverables

6.4 Ensure that TC/SC secretariats and chairs are assigned to those individuals and organizations that are in a position to be the most effective in achieving the goals of the ISO system

6.5 Provide high quality training and support services to all participants in standards development and implementation, helping them to effectively participate and use standards

6.6 Ensure that all stages of ISO's standardization process benefit from best practice IT support systems

7 ISO and the value of voluntary International Standards are clearly understood by customers, stakeholders and the general public

ISO communication to all categories of stakeholders, both in support of its members and through its information services and networking initiatives, has significantly raised the profile of ISO and led to an increased recognition of the importance of its activities.

Actions

7.1 Intensify market understanding and analysis, through cooperation with ISO members and improve on communication and promotion activities, with a view to extend ISO's reach and demonstrate value to users

7.2 Promote existing studies and develop new studies to demonstrate the economic and social benefits of International Standards to organizations, industries, the public sector and society

7.3 Develop communication material, publications and services for clearly identified target audiences that can be used by the ISO constituency. Special attention will be given to Web-based services, new media and communication platforms such as social networks

7.4 Strengthen the cooperation with education institutions at national and international levels, to develop and support curricula on standardization at all levels of education, and to include academia's contribution, from the cutting edge of research and technology, in the standards development process

AGENDA ITEM 14 ELECTION OF COUNCIL MEMBERS FOR THE 2011-2012 TERM

The terms of office of the following nine Council members expire on 31 December 2010:

AFNOR (France)
ANSI (USA)
BSN (Indonesia)
DIN (Germany)
ESMA (United Arab Emirates)
IRAM (Argentina)
JISM (Jordan)
SFS (Finland)
SIST (Slovenia)

In accordance with clause 3.1.1 of the *Rules of Procedure* (amended by General Assembly Resolution 14/2008) stating that six member bodies which are considered to be the largest contributors to the operations of the Organization are automatically appointed to consecutive terms on Council, **three of the outgoing Council members** appear among the six top-ranking contributors and **are** therefore **automatically appointed** for a consecutive term (2011-2012); these are AFNOR (France), ANSI (USA) and DIN (Germany).

Regarding the six remaining Council seats to be filled, member bodies were invited, by circular letter Council vote 2011 dated 6 April 2010, to submit by 6 July 2010 the names of the member bodies they wish to nominate for election to Council for the 2011-2012 term (four member bodies in group 3 and two member bodies in group 4).

At the end of the nomination period, the Secretary-General will send a letter to all member bodies, listing the ones that have been proposed and supported by at least three member bodies, not including the member body nominated.

The election as such will be held during the General Assembly under this agenda item, by means of a ballot paper that will be distributed at this point in the meeting. In this respect, member bodies' attention is drawn to the following resolution adopted by Council at its February 1996 meeting, and confirmed at its meeting in January 1999:

> *Council,*
>
> *considering that, when electing Council members, the member bodies should express their choice with respect to the Council membership as a whole and not merely in terms of their preference for some members,*
>
> *decides to strongly recommend to all member bodies that they have an obligation to exercise their right to vote for the exact number of seats to be filled within each specific group of eligible members.*
>
> (Council Resolution 08/1996)

GENERAL ASSEMBLY ACTION The General Assembly is invited to elect six Council members for the 2011-2012 term.