ISO/TMB/WG/SR/TG 2 N7

Version 1.3

(Draft) TG 2 Action plan

1. TG 2 Tasks

1.1. TG 2 Tasks based on Resolution 8 adopted at the Salvador meeting

－Provide WG information to ensure transparency and openness

－Develop supporting tools for disseminating information; such as: FAQ, Introduction to ISO and SR, Implementation Documents (for SMEs, developing countries, introduction of the "best practices"), provision of presentation materials, leaflets and brochures

－Meet the needs of the other TG in terms of communication

－Develop a plan to conduct strategic promotion and communication on WG's efforts

－Establish criteria for approval of its output

1.2. TG 2 action plan for strategic promotion and communication of ISO/SR

1.2.1. TG 2 will focus on communication with external stakeholders who do not participate in the ISO/SR/WG

－to ensure transparency and openness of the process of standard development to the external world

1.2.2. TG 2 will work to

－communicate with stakeholders outside the WG and raise awareness of ISO/SR activity

－disseminate ISO/SR information to external stakeholders in collaboration with existing SR-related organizations

－get feedback on ISO/SR activity from external stakeholders through existing networks

1.2.3. TG 2 action items for achieving its goals

－networking

－information support

－information content

－criteria for information disclosure

－other communication support (if necessary)

－supporting tools in consultation with WG leaders and TG 1 on economic resources

1.3. Communication and TG 2 tasks

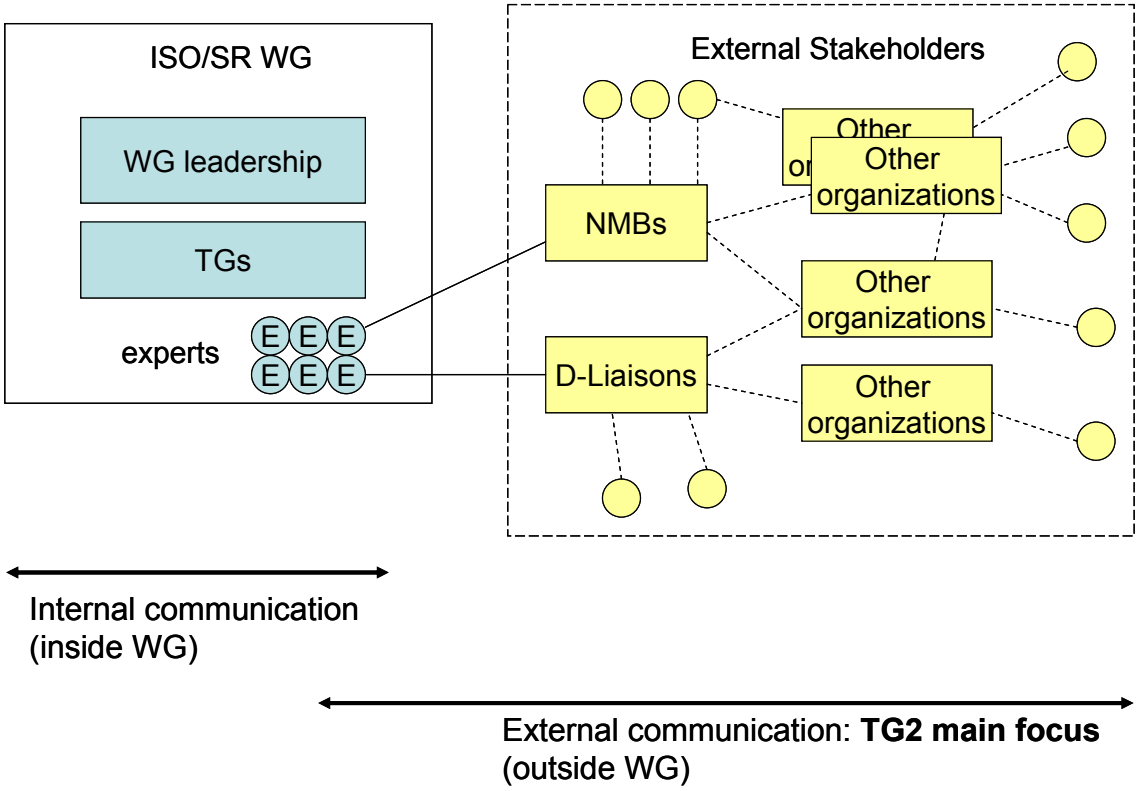

Figure 1

2. Action Items

2.1. Action item 1: Networking

2.1.1. Work items

－"ISO/SR subscribers"

1) Cooperate with existing organizations interested in SR, defined as “ISO/SR subscribers” other than NMBs and D-Liaisons
2) Any organization － industry association, labor union, consultancy, consumer organization, media organization or other － can be an “ISO/SR subscriber.” Participation of subscribers with strong networking or membership are particularly sought after.

－Establish information flow to external stakeholders

1) ISO/SR information will be spread through ISO/SR subscribers’ network as well as NMBs and D-liaisons.
2) Promote “two way communications” in collaboration with NMBs, D-liaison organizations and ISO/SR subscriber organizations.

2.1.2. Actions

－Invite “ISO/SR subscriber” organizations

－Encourage WG members to collect information on "ISO/SR subscribers"

－Maintain list of ISO/SR subscribers

－Send information to ISO/SR subscribers

－ Set up the criteria of feedback from external stakeholders, including ISO/SR subscribers through NMBs and D-liaisons

2.1.3. Information flow

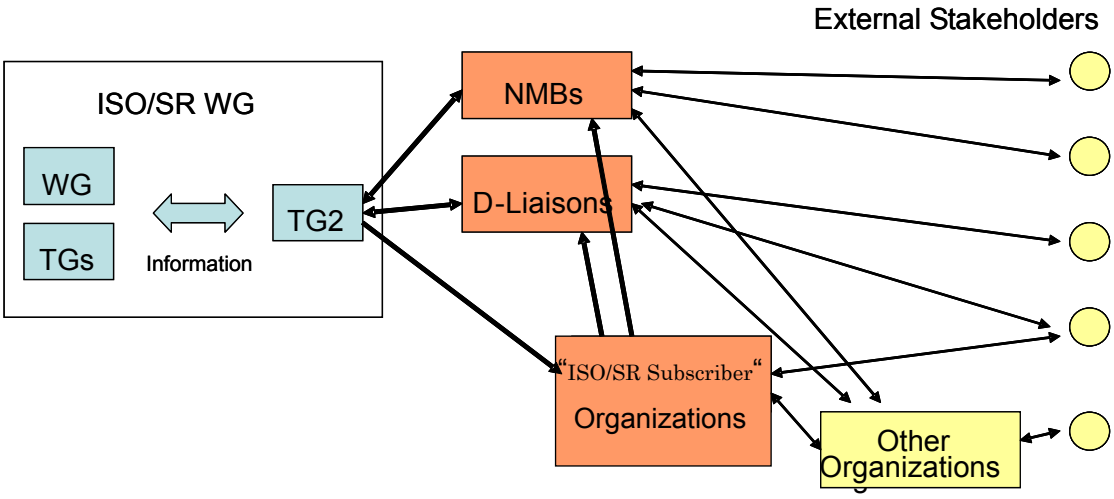

Figure 2

2.2. Action item 2: Information support

2.2.1. Work items

—"Designated ISO/SR presenters"

1) Designated presenters (any volunteer experts) who can make presentations on ISO/SR at SR-related seminars, conferences upon request by organizers.

2) For the presenter, "ISO/SR standard presentation kit" and FAQs are provided

—Presenter participation in SR-related events (conferences, seminars etc.)

* Expenses other than personnel expenses should be covered by event hosts.

2.2.2. Actions

—Define the scope of presenter's tasks

—Recruit volunteers from WG experts

—Create "designated Presenter bank"

—Prepare list of SR-related events organized by experts, NMB, D-Liaison, and Subscriber organizations and others

—Recommend "designated presenters" to event

—Collect the event reports to be written by presenters following events

—"Pilot cases" before Bangkok, such as seminar in Honduras, JSA seminars

2.3. Action item 3: Information content

2.3.1. Work items

1) Newsletter *ISO/SR Update**
   - Prepare information content to be shared with external stakeholders and spread regularly through *ISO/SR Update*
2) FAQ
   - Prepare and update FAQ for external stakeholders
3) Presentation material
   - Prepare series of presentation materials for designated presenter
4) Brochures
   - Start working on the development of "Introduction to ISO/SR" after the establishment of permanent TGs
   - Publish “Implementation of ISO/SR” after the publication of guidance document.

2.3.1 1) * Newsletter ISO/SR Update

a. Size: a few A4 pages

b. Distribution
－ISO Focus/ISO Management Systems
－ISO Web
－PDF version will be distributed by e-mail to NMBs, D-liaisions, ISO/SR subscribers. The newsletter can be forwarded anywhere (with translation, if necessary)

c. 1st issue (tentative)
－Long & winding road to ISO/SR
－Outcome of Salvador meeting

d. 2nd issue (tentative)
－Invitation to Bangkok by TISI
－Message from TG leaders

e. 3rd issue: after Bangkok (tentative)
－Message from WG Secretary
－Outcome of Bangkok meeting

f. Editing: TG 2 leaders (tentative until Bangkok meeting)

g. E-mail Distribution by TG 2 Secretary

2.4. Action item 4: criteria for information disclosure

2.4.1. Work item

－Set criteria of information disclosure

2.4.2. Criteria (interim until Bangkok meeting)

－Information going out of WG needs to go through TG 2 to maintain consistency.

－The information needs to be checked by CAG through e-mail communication before disclosure.

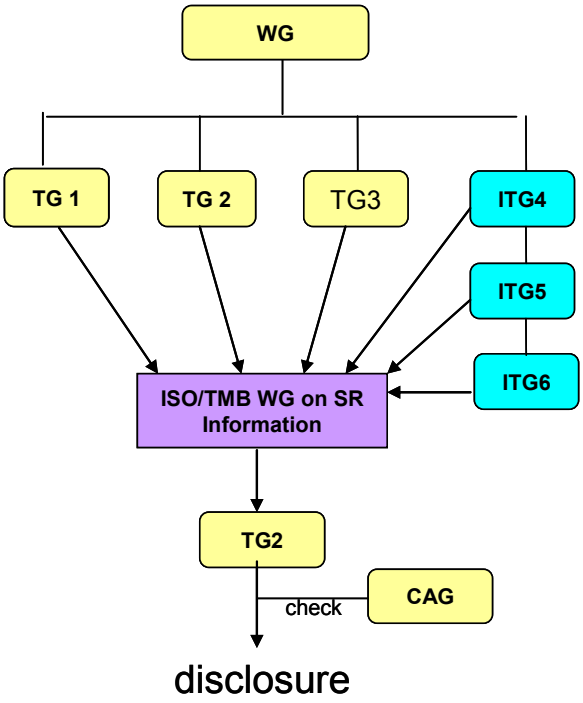

Figure 3

2.4.3. Actions

－Define information route in consultation with TG 3

－Develop visual identity for ISO/SR

2.5. Action item 5: Other support in communication

2.5.1. Work items

－Facilitating communication for WG members

1) Special workshop during WG plenary period

a. Sharing experiences with other ISO/TCs, (e.g. TC 207)

b. Sharing best practices/ cases (e.g. industry experiences, SR-related national standards)

c. Explanation of important subjects (e.g. ISO/ILO MOU)

2) Leaflet/Newsletter: "ISO/SR Member Update"

a. Summary of last plenary meeting

b. Message from leadership

c. Guide for better experience in the city (e.g. best restaurants nearby)

* Ask meeting hosts to write articles

3) Proposing ways to meet the needs of the other TGs in terms of communication

2.5.2. Actions

1) Propose seminars

2) Distribute leaflets at plenary meetings

3. Expected output before Bangkok meeting

3.1. Networking

－List of "ISO/SR subscribers" to receive newsletter *ISO/SR Update* (Issue 0 and Issue 1)

－List of NMBs, D-liaisons (version 1.0)

－List of seminars related to SR organized by NMBs, D-liaisons, subscriber organizations and others (version 1.0)

－List of "designated ISO/SR presenters" (version 1.0)

* Every list should be updated twice a year.

TG 2 invites registration of presenters all through the year on website of ISO/SR.

The list of presenters is to be put on ISO/TC server.

3.2. Pilot seminars

－List of past and future seminars with presenter discussion of ISO/SR

3.3. Information contents

－Articles from *ISO/SR Update* to be published in *ISO Focus/ISO Management Systems*

－FAQ (version 1.0)

－First sets of presentation materials for "designated ISO/SR presenters"

－At least one issue of *ISO/SR Update*, distributed to NMBs, D-Liaisons, and "ISO/SR subscribers" ,

－The newsletter leaflet "ISO/SR Member Update" will be distributed at Bangkok meeting

3.4. Other

－Proposal of "Criteria of approval process in terms of information disclosure"

4. Communication tools 1 (not only TG 2 tasks)

	Inside WG (internal communication)			Outside WG (external communication)		
Seminar	Type	Event	responsible			Who does it
	ISO/SR WG	"Seminar for developing countries"	Organized by TG1 & DEVCO		Any SR-related seminars	Organized by NMB, D-Liaison, or other organization
				Speaker	"ISO/SR designated presenter"	Assigned by TG 2
				Presentation material for "ISO/SR designated presenter"	"ISO/SR standard presentation kit"	Prepared by TG 2
				Additional materials for seminars	FAQ	Prepared by TG 2

Table 1

4. Communication tools 2 (not only TG 2 tasks)

	Inside WG (internal communication)			Outside WG (external communication)		
Brochure/ Booklet/ Leaflet/ Newsletter	Publication	Work	Who does it	Publication	Work	Who does it
	Leaflet "ISO/SR Member Update"	Newsletter for members (at each plenary meeting)	Prepared by TG 2	ISO magazine *ISO Focus/ISO Management Systems*	publication	Published by ISO/CS
					Article on ISO/SR "News from ISO/SR"	Prepared by TG 2
				Brochures "Introduction to ISO/SR" "Implementation of SR"	Publication (English version)	Published by ISO/CS
					content	Prepared by TG 2
					Publication (other language version) if necessary	Published by NMB
				Newsletter (electronic version)	*ISO/SR Update*	Prepared by TG 2

Table 2

4. Communication tools 3 (not only TG 2 tasks)

	Inside WG (internal communication)			Outside WG (external communication)		
Web	Category	Product	Producer	Category	Product	Producer
	Infrastructure	ISO Live link	Maintained by ISO/CS & WG secretariat	Infrastructure	ISO Web	Maintained by ISO/CS
	Content	-WG documents (N documents, etc.)	Prepared by WG secretariat	Content	Press release	Prepared by ISO/CS
		-Presentations used in Plenary meetings	Prepared by WG secretariat		Newsletter *ISO/SR Update*	Prepared by TG 2
		TG documents	Prepared by each TG		FAQ	Prepared by TG 2
		Presentations used in TG meetings	Prepared by each TG			
		Comprehensive links to SR-related norms, standards, initiatives and reports	Prepared by TG 2			

Table 3