(Draft) TG 2 Action plan

TG 2 Tasks based on the resolution 8 adopted at the Salvador meeting
1. Provide WG information to ensure transparency and openness
2. 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
3. Meet the needs of the other TG in terms of communication
4. Develop a plan to conduct strategic promotion and communication on WG’s efforts
5. Establish criteria for approval of its output

(Draft) TG 2 action plan for strategic promotion and communication of ISO/SR
- 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
- 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
- TG 2 action items for achieving its goals
  - networking
  - educational support
  - information contents
  - criteria for information disclosure
  - other communication support (if necessary)
Communication and TG 2 tasks

ISO/SR WG
- WG leadership
- TGs
- experts

External Stakeholders
- Other organizations
- NMBs
- D-Liaisons

Internal communication (inside WG)

External communication: TG2 main focus (outside WG)

Action item 1: Networking

- Work item
  - "ISO/SR subscriber"
  - Cooperate with existing organizations interested in SR, defined as "ISO/SR subscriber" other than NMBs and D-Liaisons
  - Any organization, industry association, labor union, consultancy, consumer organization, media organization or others - can be an "ISO/SR subscriber." Subscribers with strong networking or membership are participating sought after.
  - Establish information flow to external stakeholders
  - Spread ISO/SR information will be spread through ISO/SR subscribers’ network as well as NMBs and D-liaisons
  - promote “two way communication” in collaboration with NMBs, D-liaison organizations and subscriber organizations.

- Action
  - Invite “subscriber” organizations
  - Maintain list of subscribers
- Send information to subscribers
- Set up the criteria of feedback from external stakeholders, including subscribers through NMBs and D-liaisons

Information flow

Action item 2: Educational support
- Work item
  - “Designated ISO/SR presenter”
    - Designated presenters (any volunteer experts) who can make presentations on ISO/SR at SR-related seminars, conferences upon request by organizers.
    - For the presenter, “ISO/SR standard presentation kit” and FAQs are provided
  - Participation of the presenter in SR related events (conference, seminars etc.)

- Action
  - Recruit volunteers from WG experts
  - Create “designated Presenter bank”
  - Prepare list of SR related events organized by experts, NMB, D-Liaison, Partner organizations and others
  - Recommend “designated presenters” to event
  - “Pilot cases” before Bangkok, such as seminar in Honduras, JSA seminars

Action item 3: Information contents
- Work item
  - Newsletter ISO/SR Update
    - Prepare information content to be shared with external stakeholders and spread
- FAQ
  · Prepare and update FAQ for external stakeholders

- Presentation material
  · Prepare series of presentation materials for designated presenter

- Brochures
  · such as “Introduction to ISO/SR” and “Implementation of SR” to be prepared after all permanent TGs are established

**Newsletter ISO/SR update**

- Size
  - A 4: a few pages

- Distribution
  - *ISO Focus/ISO Management Systems*
  - *ISO Web*
  - PDF version will be distributed by e-mail to NMB, D-liaison, ISO/SR partners the newsletter can be forwarded anywhere (with translation, if necessary)

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

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

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

- Editor: TG 2 leaders (tentative until Bangkok meeting)

- E-mail Distribution by TG 2 Secretary
Action item 4: criteria for information disclosure

- Work item
  - Set criteria of information disclosure

- 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

Action item 5: Other communication support

- Work item
  - Communication suggesting for WG members
    - Special workshop during WG plenary period
      - Sharing experiences with other ISO/TC, (e.g. TC 207)
      - Sharing best practices/cases (e.g. industry experiences, SR related national standards)
      - Explanation of important subjects (e.g. ISO/ILO MOU)
  - Leaflet/Newsletter: “ISO/SR member update”
    - Summary of last plenary meeting
    - Message from leadership
- Guide for better experience in the city (e.g. best restaurants nearby)
  - Giving suggestions on how to meet the needs of the other TG in terms of communication

- Action
  - Propose seminars
  - Distribute leaflets at plenary meetings

**Expected output before Bangkok meeting**

- Networking
  - List of “ISO/SR subscribers” to receive newsletter *ISO/SR Update* (Issue0, Issue1)
  - List of NMB, D-liaison (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 presenter” (version 1.0)

- Pilot seminars
  - List of seminars in which designated presenter introduce
    - Honduras, JSA seminar, etc.

- 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 subscriber”
  - The newsletter leaflet “ISO/SR member update” will be distributed Bangkok meeting

- Other
  - Proposal of “Criteria of approval process in terms of information disclosure”
### Communication tools 1 (not only TG 2 tasks)

<table>
<thead>
<tr>
<th>Seminar</th>
<th>Inside WG (communication within WG)</th>
<th>Outside WG (communication to outside WG)</th>
<th>Who does it</th>
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<tr>
<td>Type</td>
<td>Seminar for development countries”</td>
<td>Type</td>
<td>Any SR related seminars</td>
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<td></td>
<td>Organized by TG1 &amp; DEVCO</td>
<td>Speaker</td>
<td>&quot;ISO/SR designated presenter”</td>
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<td>Presentation material</td>
<td>&quot;ISO/SR standard presentation kit”</td>
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<td>Additional materials for seminars</td>
<td>FAQ</td>
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## Communication tools 2 (not only TG 2 tasks)

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<tr>
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<td>Work</td>
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<tr>
<td>Leaflet</td>
<td>Leaflet “ISO/SR member update”</td>
<td>Newsletter for members (at each plenary meeting)</td>
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### Communication tools 3 (not only TG 2 tasks)

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<td>TG documents</td>
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