United States Standards Strategy

A Public Forum

April 15, 2005
9:00 am – 12:00 pm

Hosted by
United States Standards Strategy Committee
and the
National Institute of Standards and Technology of the
U.S. Department of Commerce

Presented by
Representatives of the United States Standards Strategy Committee
A committee organized by the American National Standards Institute
Agenda

- Welcome and opening remarks
  - U.S. Department of Commerce
  - National Institute of Standards and Technology
  - American National Standards Institute

- United States Standards Strategy
  - Overview: background, purpose and current revision status
  - Discussion of key initiatives and tactics

- Open Dialogue – Questions and Answers
  - Panel discussion

- Wrap Up

- Adjournment
Welcome and Opening Remarks

Phillip J. Bond
Under Secretary of Commerce for Technology
U.S. Department of Commerce
Opening Remarks

Hratch Semerjian

Meeting Host and Acting Director
National Institute of Standards and Technology
U.S. Department of Commerce

United States Standards Strategy

National Institute of Standards and Technology
Technology Administration, U.S. Department of Commerce
Opening Remarks

Mark W. Hurwitz

President and Chief Executive Officer
American National Standards Institute
Overview of the U.S. Standards Strategy

Background, Purpose and Current Revision Status

Mr. S. Joe Bhatia
Chair of the United States Standards Strategy Committee

Executive Vice-President – International, Underwriters Laboratories Inc
The ANSI Board initiated a coordination and development effort in 1998, in response to challenge from Ray Kammer, then Director of the National Institute of Standards and Technology.

First ever *National Standards Strategy for the United States* was approved by the ANSI Board of Directors in August 2000.
Purpose of the Strategy

- To strengthen the standards system of the United States and all who benefit from it
  - Paints a broad picture of the standardization landscape
  - Sets down a statement of purpose, ideals and a vision for the future

- To establish an architecture or framework for achieving goals related to
  - the competitiveness of U.S. industry and vitality of the U.S. economy
  - achieving a balanced global trading system
Current Revision Status

- "The proof of a strategy is in its execution."

  - ANSI was responsible for tracking implementation efforts.

- Strategy called for a periodic review
  - In May 2004, the ANSI Board agreed to create a committee to undertake the review and revision of the existing Strategy
  - ANSI also serves as the coordinating body for the review and revision efforts.
More than 100 persons have been directly involved in either the Committee or its subgroups.
Current Revision Status (continued)

- The Committee renamed the “NSS” as the “United States Standards Strategy”*
  - in recognition of globalization and the need for standards designed to meet stakeholder needs irrespective of national borders.
  - to reflect a standardization environment that incorporates new types of standards development activities, more flexible approaches and new structures.

* Committee also renamed from “NSSC” to “USSSC”
Current Revision Status (continued)

- Development Process
  - Commitment that the NSS Committee and its subgroups have broad representation from the U.S. standardization community
  - Conducted an open and transparent revision process, with an emphasis on inclusiveness
Current Revision Status (continued)

- Public Review and Comment
  - Ongoing outreach efforts designed to solicit a wide range of input from the U.S. standardization community
    - Web postings, media advisories, etc.
    - Sector Caucuses
      - U.S. Department of Defense
      - Consortium Briefing and Working Session
      - National Association of Manufacturers
      - ANSI Member Forum Meetings
    - Public Forum in Washington, DC
    - Congressional testimony (to be confirmed)
Current Revision Status (continued)

- **March 7, 2005**
  Public Review and Comment period began

- **April 15, 2005**
  Public Forum at the Department of Commerce Auditorium in Washington, DC

- **April 18, 2005**
  Public Review and Comment period ends

- **April 26, 2005**
  Comments received will be reviewed and responded to by the U.S. Standards Strategy Committee

- **To be determined**
  Upon resolution of comments received, seek approval of the ANSI Board of Directors
– A Panel Discussion –

Key Initiatives of the Strategy

Introduction of Subgroup Chairmen
– A Panel Discussion –

Guiding Principles
Strategic Vision
Intended Audience

Mr. James A. Thomas
USSSC Subgroup Chair – Introductory Material
President
ASTM International
Highlights from draft revision – Guiding Principles

- Standards should meet societal and market needs and should not be developed to act as barriers to trade

- Strategy endorses globally accepted principles of the World Trade Organization Technical Barriers to Trade Agreement

  - Transparency
  - Openness
  - Impartiality
  - Effectiveness and relevance
  - Consensus
  - Performance-based
  - Coherence
  - Due process
  - Technical Assistance
  - Flexible
  - Timely
  - Balanced
Highlights from draft revision – Recognizes Varied Approaches to Standardization

- The “Decentralized” Approach (United States)
  - Bottom-up
  - Private-public partnership, led by private sector
  - Dispersed
  - Sectoral approach

- The “Centralized” Approach (Europe and Others)
  - Top-down
  - Government-run
  - Organized under a single, central authority
  - “One Size Fits All”
Highlights from draft revision – Strategic Vision

- Internationally,
  - Universal application of globally accepted principles
  - Government use of voluntary consensus standards
  - A diverse and inclusive system that supports flexibility
  - Sectoral approach to standards that meet global needs
  - Effective use of electronic tools to facilitate production and dissemination of global standards

- Nationally,
  - Cooperative U.S. process
  - Cooperation to reduce redundancy and overlap
  - Public and private sector management recognition and support for standardization efforts
  - Responsive system to address national needs, threats and goals
Highlights from draft revision –
Intended Audience

- Industry
- Government (federal, state and local)
- Standards developers
- Consortia
- Public interest organizations and consumers
- Subject matter experts
- ANSI
– A Panel Discussion –

National Priorities

Mr. Stephen Lowell

USSSC Subgroup 1 Chair – National Priorities
Deputy Director, Defense Standardization Program Office
U.S. Department of Defense
Highlights from draft revision – Strategies and Tactics

- **Strategy 1**
  - Strengthen participation by government in development and use of voluntary consensus standards through public/private partnerships

- **Strategy 2**
  - Continue to address health, safety, and the environment in the development of voluntary consensus standards
Highlights from draft revision – Strategies and Tactics (continued)

- **Strategy 3**
  - Improve the responsiveness of the standards system to the views and needs of consumers

- **Strategy 8**
  - Continue to improve the process and tools for the efficient and timely development and distribution of voluntary consensus standards
Highlights from draft revision – Strategies and Tactics (continued)

- **Strategy 9**
  - Promote cooperation and coherence within the U.S. standards system

- **Strategy 12**
  - Address the need for standards in support of emerging national priorities
– A Panel Discussion –

International Priorities

Mr. William Primosch

USSSC Subgroup 2 Chair – International Priorities

Senior Director, International Business Policy
International Economic Affairs Department
National Association of Manufacturers
“Third-class companies make products; second-class companies develop technology; first-class companies set standards.”

German Standards Strategy

Recognizes Germany as the export “world champion,” and the leading exporter of technology.

States that “... whoever makes the standards controls the market.”
Highlights from draft revision – Strategies and Tactics (continued)

- **Strategy 4**
  - Actively promote the consistent worldwide application of internationally recognized principles in the development of standards

- **Strategy 5**
  - Encourage common governmental approaches to the use of voluntary consensus standards as tools for meeting regulatory needs
Highlights from draft revision – Strategies and Tactics (continued)

- **Strategy 6**
  - Work to prevent standards and their application from becoming technical trade barriers to U.S. products and services

- **Strategy 7**
  - Strengthen international outreach programs to promote understanding of how voluntary, consensus-based, market-driven sectoral standards processes can benefit businesses, consumers and society as a whole
– A Panel Discussion –

Education and Training

Don Purcell

USSSC Subgroup 3 Chair – Education and Training

Chairman
The Center for Global Standards Analysis
The Catholic University of America
Highlights from draft revision –
Strategies and Tactics

- Strategy 10
  - Establish standards education as a high priority within the United States private, public and academic sectors
– A Panel Discussion –

Funding, Patents and IPR

James A. Thomas

on behalf of James Shannon
USSSC Subgroup 4 Chair – Funding, Patents and IPR
President, National Fire Protection Association
Highlights from draft revision – Strategies and Tactics

- Strategy 11
  - Maintain stable funding models for the U.S. standardization system
Coffee Break

The forum will resume with a Question and Answer session that will begin in 15 minutes
United States Standards Strategy

Open Dialogue
– A Panel Discussion –

Panelists

Dr. Mark W. Hurwitz, Facilitator
President and CEO, American National Standards Institute
Member of the United States Standards Strategy Committee
Highlights from draft revision –
Summary of the Twelve Strategic Initiatives

- Participation of government
- Importance of health, safety and the environment
- Responsiveness to consumer interests
- Globally accepted principles for standards development
- Government use of standards to meet regulatory needs
- Preventing the use of standards as technical barriers to trade
- Outreach to promote consensus-based, market-driven processes
- Efficiency in development and distribution of standards
- Cooperation and coherence within the U.S. system
- Standards education as a high priority
- Stable funding models for the U.S. system
- Response to emerging national priorities and converging/cross-cutting technologies
Closing Remarks

George W. Arnold

Chairman of the Board
American National Standards Institute
Next Steps

- All interested parties will be requested to determine appropriate implementation actions that address the tactical initiatives
  - Communication
  - Cooperation
  - Planning
  - Commitment

- Progress must be measured
  - ANSI will serve as the mechanism to coordinate, integrate and report progress at regular intervals
Reference Material

- [www.ansi.org/nss](www.ansi.org/nss)  
  (link to the *National Standards Strategy for the United States* - first edition)

- [www.ansi.org/usss](www.ansi.org/usss)  
  (link to a fact sheet on the current revision process, the draft text and information about the U.S. Standards Strategy Committee)
Point of Contact
Questions and Additional Information

Mr. Joseph Tretler, Jr.
American National Standards Institute
25 West 43rd Street, Fourth Floor
New York, NY 10036

T: 1.212.642.4977
F: 1.212.398.0023
E: jtretler@ansi.org