



# UNITED STATES STANDARDS STRATEGY, 2025

## AMERICA'S BLUEPRINT FOR GLOBAL COMPETITIVENESS IN THE 21<sup>ST</sup> CENTURY

In an era of unprecedented technological change and intensifying global competition, U.S. leadership in standards powers our economic future, national security, and quality of life.

Four bold objectives mobilize America's private-sector-led standards system to enable American businesses to lead in emerging technologies, address geopolitical pressures, and access international markets:

- 1 Strengthen U.S. commitment to international standards** by leading strategic collaboration and defending against geopolitical manipulation.  
**Why it matters:** International standards—developed via processes that adhere to World Trade Organization (WTO) principles—open markets and reduce technical barriers to trade while protecting safety, security, and the environment.
- 2 Demonstrate the broad value of standards** by expanding education about how standards drive innovation, safety, and critical market access.  
**Why it matters:** The U.S. voluntary, private-sector-led, market-driven approach delivers standards that fuel economic vitality and enhance nearly every aspect of human life—helping products, processes, systems, and people work safely, efficiently, and reliably. These contributions must be communicated widely.
- 3 Make standards development more efficient** by embracing innovation in development and training the next generation.  
**Why it matters:** Standards development processes must evolve with technology. Flexible, iterative, and adaptive approaches help ensure standards remain relevant and effective. Consistent with the ingenuity for which the U.S. is known, our standards system thrives on innovations that make standards development timely, efficient, and relevant.
- 4 Address opportunities and challenges head-on** through active participation in the development of standards for emerging technologies and continued investment in the full standards ecosystem.  
**Why it matters:** Consistent and adequate financial support of the U.S. standards system is crucial for driving innovation. Rapid technological change creates opportunities, but geopolitical forces can disrupt acceptance of standards, harming U.S. market access and economic leadership.

## WHAT'S AT STAKE

- U.S. technological leadership in critical and emerging technologies like AI and quantum
- Access to global markets worth trillions in trade
- National security and supply chain resilience
- The integrity of the open, consensus-based standards system

## OUR COMMITMENT

*Through the United States Standards Strategy, the U.S. reaffirms its commitment to private-sector-led, market-relevant international standards and to protecting the integrity of the U.S. and global standards systems. We embrace a dynamic approach that leverages multiple sources of international standards to address global challenges, support international trade, and facilitate market expansion—all while adhering to globally accepted principles for standards development.*

## GLOBAL STANDARDS PRINCIPLES

The U.S. standards system is based upon the following set of globally accepted principles for standards development. These principles have informed the development of and are consistent with WTO Technical Barriers to Trade (TBT) Committee principles:



**TRANSPARENCY**



**CONSENSUS**



**COHERENCE**



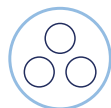
**OPENNESS**



**EFFECTIVENESS AND  
RELEVANCE**



**TECHNICAL ASSISTANCE**



**IMPARTIALITY**

**TOMORROW'S MARKETS BELONG TO TODAY'S STANDARDS LEADERS.  
EVERY STAKEHOLDER HAS A ROLE IN SECURING U.S. STANDARDS LEADERSHIP.**

**FOR ADDITIONAL INFORMATION**

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