

GLOBAL VISION

Focused action



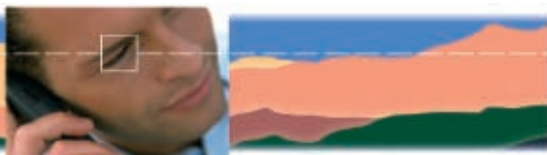
The voice
of
the stakeholder

ISO Horizon 2010

ISO launched its most comprehensive consultation ever of its stakeholders all over the world in order to develop the strategies that will guide the organization through the 2005 to 2010 period. ISO's membership of national standards institutes were invited, in providing their input based on the consultation of stakeholders in their countries, to ensure the broadest participation possible in developing the strategic plan – which is scheduled for adoption at the 2004 ISO General Assembly. The consultation, which also included major international organizations, sought input on ISO and its activities today and on the future expectations of its stakeholders. It addressed 12 key areas :

1. *Scope* of ISO's work
2. *Involvement of stakeholders*
3. *Global market relevance* of ISO's standards
4. *Participation of developing countries*
5. *Collaboration with the IEC (International Electrotechnical Commission) and the ITU-T (International Telecommunication Union's standardization sector)*

6. **Inclusiveness** of ISO's approach to its relationships with other international organizations and standards-developing organizations
7. **Use of ISO standards in relation to technical regulations**
8. **Providing support to conformity assessment** – the process of demonstrating that products, materials, processes, systems or personnel measure up to relevant standards, regulations or other specifications
9. ISO's **processes and deliverables** – the organization's ways of working and the range of standards and other types of agreement that it delivers
10. ISO's use of **IT tools** to develop standards and provide other services
11. **Education and communication**
12. **Resources and services provided by the ISO Central Secretariat.**



Alan Bryden commented: "This broad consultation that we have launched to update our strategy is, I believe, a first for ISO. It enables us really to implement our ISO 9004:2000 standard for performance improvements by reaching out to our stakeholders all over the world. I am confident that we will together find the ways to adapt ISO so that it remains a world leader for the production and dissemination of market relevant and truly International Standards."

Second ISO conference for technical committee and subcommittee chairs

While thousands of ISO standards provide benefits to business, government and society, the people responsible for their development largely remain in the background. The year 2003 saw an exception – only the second of its type – when some 140 influential figures from ISO's standards-developing committees met in Geneva to examine ISO's long-range strategy and a series of initiatives to increase the alignment between ISO's technical work and the market requirements for it. This conference provided a platform for them to bring to the fore the challenges they face, as well as their achievements, and for a lively exchange of views on the following themes:

- global relevance of ISO's technical work;
- inclusiveness/exclusiveness/cooperative standards development, and
- time to market.



Mr. Carlo Lamprecht (centre), Minister of Economic Affairs, Republic and Canton of Geneva, who welcomed the delegates at the ISO TC and SC Chairs' conference to Geneva, with Mr. Alan Bryden, ISO Secretary-General (left) and Mr. Oliver Smoot, ISO President (right).

25-year focus on consumers

Consumers are crucial stakeholders in standardization since they are frequently the end users of the products and services for which standards are developed. In 2003, the ISO Committee on consumer policy, COPOLCO) celebrated its first 25 years – proof that ISO has long demonstrated its determination to make the voice of the consumer heard in international standardization.

Your voice matters

Why consumers need to participate in standards-making
... and how to get involved

ISO International Organization for Standardization

A highlight of COPOLCO's year was the workshop "Consumer confidence and the role of standards – principles and ethical practice" held in Bangkok, Thailand. It examined the role of standards in creating consumer confidence in goods and services, while exploring the implications of unethical practices for consumer confidence. It explored how consumers can benefit from standards and, in turn, how standardization and its associated mechanisms can better respond to consumers' expectations.

The potential benefits of consumers' input into standards development are not always understood and, in fact, are often underestimated. A new brochure was published to fill a gap left by existing publications for basic introductory material for consumers on what standardization is, its advantages, and how to get involved.

The brochure, *Your voice matters – Why consumers need to participate in standards-making... and how to get involved*, provides examples of standards where consumers have made a difference, and the personal experiences of several consumer representatives. The full text of the brochure is available free of charge from ISO's Web site: www.iso.org