

# Communicating, informing, educating

## Focus and global perspective

ISO launched *ISO Focus*, a new magazine replacing the venerable *ISO Bulletin*. With *ISO Focus*, whether the reader is already in the world of standardization, or a complete stranger to it, whether in business or in industry, in a small or medium sized enterprise or in a multinational company – he or she will get a panoramic view of what is being done in international standardization, why it has been done and what will be done.

*ISO Focus* joins *ISO Management Systems – The International Review of ISO 9000 and ISO 14000*. Global markets require global standards and *ISO Management Systems* provides a global perspective on ISO's global business standards. The magazine's international coverage includes implementation case studies, surveys, sector applications, accreditation and certification, viewpoints and debates, plus previews of new standards and guidelines in the ISO 9000 and ISO 14000 families, as well as other value-adding business standards.

## ISO opens Café for journalists, teachers and students

"Grab a cup of coffee and log onto the *ISO Café* – a new section on our Web site," was the invitation launched by ISO in 2003 to journalists, teachers and students to help them discover the big, wide world of International Standards.



*Before people had measuring tools, they found points of reference such as seeds, stones and their own limbs. Thus, an inch was accepted as the distance from the tip of the thumb to the first joint; a yard was the distance from the tip of a king's nose to the end of his middle finger; a fathom was the length of a Viking's embrace.*

The *ISO Café* is a virtual rendezvous for those wishing to learn more about the benefits of standards in the comfort of their home, school or office. Visitors gain knowledge about ISO standards in a format that is free from jargon.

## 'The Kids' ISO 14000 Programme'

ISO has increased its support for promoting and spreading *The Kids' ISO 14000 Programme* to develop environmental awareness among children around the world and enable them to take practical steps to improve the environment.

The Kids' ISO 14000 Programme, which draws on the **Plan-Do-Check-Act** organizing principle of the ISO 14000 environmental management system standards, was created and is operated by the Japanese non-profit, non-governmental organization ArTech. More than 50 000 Japanese schoolchildren have participated in the programme, launched in 2000, which is now on its way to becoming international.



*The green symbol represents a Chinese character signifying "the world".*

ISO Secretary-General Alan Bryden and ArTech Director General Prof. Takaya Kawabe signed a Memorandum of Understanding confirming an earlier agreement between the two organizations in October 2002, since when ISO has lent its name and logo to the programme. Under the new MoU, the



ISO Central Secretariat pledges active support by using its communication media to promote the programme, and by encouraging its dissemination worldwide through ISO's network of national standards institutes.

### **New guidelines on publicizing certifications**

ISO has issued new guidelines to assist organizations in publicizing certifications to the ISO 9001:2000 quality management system and ISO 14001 environmental management system standards. The guidelines, *Publicizing your ISO 9001:2000 or ISO 14001 certification*, are intended to help organizations apply good practice when publicizing, communicating and promoting their certifications to stakeholders including staff, customers and business partners, and to the general public.



The release of the guidelines (available free of charge on ISO's Web site) was timed to coincide with the 15 December 2003 deadline marking the end of the three-year period given for organizations to make the transition from certificates of conformity to the 1994 versions of ISO 9001, ISO 9002 and ISO 9003 to the single standard that has replaced all three – ISO 9001:2000.

### **Second ISO Networking Conference**

Some 110 participants from 31 countries gathered in Ottawa, Ontario, Canada, in May 2003 for the second ISO Networking Conference, hosted by the Standards Council of Canada (SCC).



*Connecting and re-connecting? From left to right: Mr. Alan Maislich, IEC; Mr. Ahmad Hussein, Secretary ISO/TC 207, Environmental management; Mrs. Ghislaine Clarke, Executive Assistant, SCC, Canada; Mrs. Vered Oren, SII, Standards Institute of Israel.*

The conference serves as a forum for professional managers and experts of ISO members on questions of information, marketing, public relations and training. In Ottawa, they exchanged views on information and communication technologies that can and do significantly affect how people think and act. They discussed issues such as copyright, customer services, Web stores and the contributions of standardization, and how communication has a major influence on the process of organizational change.

Mr. Hugh Krentz, Chairman of SCC, highlighted the benefits of both the new and old methods of interaction in his opening remarks, adding, "I look forward to meeting with you for old-fashioned, face-to-face contact and human fellowship."