

Today's
state-of-the-art
global solutions
for CEOs

An aerial, high-angle photograph of a large, busy city square. The square is paved with light-colored cobblestones and has a grid-like pattern of darker lines. Numerous people of various ages and ethnicities are walking, standing, and sitting on the ground. Some are in groups, some are alone. The background shows more people and some trees, suggesting a large urban environment. The overall scene is one of a vibrant, active public space.

Why International Standards have to be on the leadership agenda

Leaders in business, government and civil society face multiple challenges. Facing up to these challenges requires leadership qualities like vision, intelligence and courage – but they are not enough. Leaders also need practical tools they can rely on. ISO is the organization with a proven track record in distilling international experience and wisdom to develop and deploy solutions based on state-of-the-art technology and good practice. Leaders can count on ISO and the International Standards it offers.



Your challenges

ISO's solutions

- | | |
|----------------------------|--|
| • Innovation | • Provide a common language and metrics to cut time-to-market for products and ensure interoperability |
| • Cost reduction | • Optimize product design cycle as well as product development and production costs |
| • Product safety | • Limit risk of accidents and provide technical basis for complying with regulations |
| • Access to global markets | • Prevent trade barriers, open up new markets and expand existing ones, facilitate trade |
| • Risk management | • Assess and reduce risk and help manage uncertainty |
| • Environmental impact | • Reduce negative impacts and improve environmental performance |
| • Quality management | • Enhance customer satisfaction and support continual improvement |
| • Customer relationships | • Provide framework for contractual obligations and complaints management |
| • Energy efficiency | • Facilitate rational management of energy and open up the market for energy-efficient technologies |
| • Social responsibility | • Translate ethical principles into effective actions |

A close-up photograph of several interlocking golden gears. The gears are highly reflective and have a warm, yellowish-gold hue. The focus is sharp on the teeth of one gear in the foreground, while others in the background are blurred. A semi-transparent grey rectangular box is overlaid on the right side of the image, containing white text.

**International
Standards
contribute positively
to economic
prosperity and
growth**

GBP 2.5 billion

In the United Kingdom, standards make an annual contribution of GBP 2.5 billion to the economy, and 13% of growth in labour productivity is attributed to standards.

*British Standards Institution (BSI) and
Department of Trade and Industry*

1%

In Germany, economic benefits of standardization represent about 1% of gross domestic product (GDP).

German Institute for Standardization (DIN)

17% and 9%

In Canada, growth in the number of standards accounted for 17% of the labour productivity growth rate and about 9% of the growth rate in economic output (real GDP) over the 1981 to 2004 period.

*Standards Council of Canada (SCC) and
Conference Board of Canada*

Strategic to SMEs

In Switzerland, International Standards are a strategic tool that supports Swiss manufacturers' competitiveness through access to new supply and export markets.

*Swiss Federal Department of Economic Affairs,
ISO Focus magazine, 2007*

A large container ship is docked at a port. The ship's deck is filled with stacks of colorful shipping containers in shades of green, blue, and orange. Above the ship, several large gantry cranes with complex metal structures and cables are visible against a clear blue sky. The water in the foreground is dark blue with some ripples.

**International
Standards
provide economic
benefits
and cost savings
across industries**



80%

Standards and related conformity assessment activities have an impact on an estimated 80% of world commodity trade.

US Department of Commerce

AUD 100 million

In Australia, sampling standards in the mining industry generate economic benefits between AUD 24 million and AUD 100 million annually.

Standards Australia (SA) and Centre for International Economics, Australia

A trillion-dollar industry

The MPEG-2 digital coding standard has generated an estimated market of USD 2.5 trillion.

MPEG Licensing Authority, 2008

AUD 1.9 billion

In Australia, the implementation of standards in the electrical and water industries generates economic benefits estimated at approximately AUD 1.9 billion annually.

Standards Australia (SA) and Centre for International Economics, Australia

USD 928 million

The STEP standard for the exchange of digital product information potentially saves USD 928 million a year by reducing interoperability problems in the automotive, aerospace and shipbuilding industries alone.

National Institute of Standards and Technology (NIST), USA, 2002

84% and 35%

90% of global cargo travels by container and more than 18 million containers were estimated to be in service throughout the world in 2004. Containerization conforming to International Standards has reduced time of transport to market by 84% and costs by 35%.

ISO/TC (Technical Committee) 104, Freight containers, business plan, 2004

USD 3 billion

International Standards for crane maintenance programmes result in an estimated annual worldwide savings of approximately USD 3 billion.

ISO/TC 96, Cranes, ISO Focus magazine, 2004



**International
Standards
impact
the bottom line**

**IT company –
superior quality
delivery**

Having a scalable and effective process framework helped an IT company grow at a rapid rate, while maintaining an average delivered quality at least six times superior to other companies worldwide.

**Oil & gas sector –
savings of
USD 180 million**

A multinational company calculated that if the systematic use of standards could be expected to generate savings up to 1% of the industry's annual expenditure, the savings would amount to USD 180 million.

*International Association of Oil and Gas Producers,
ISO Annual Report 1999*

**Car manufacturer –
economies of scale
and quality
consistency**

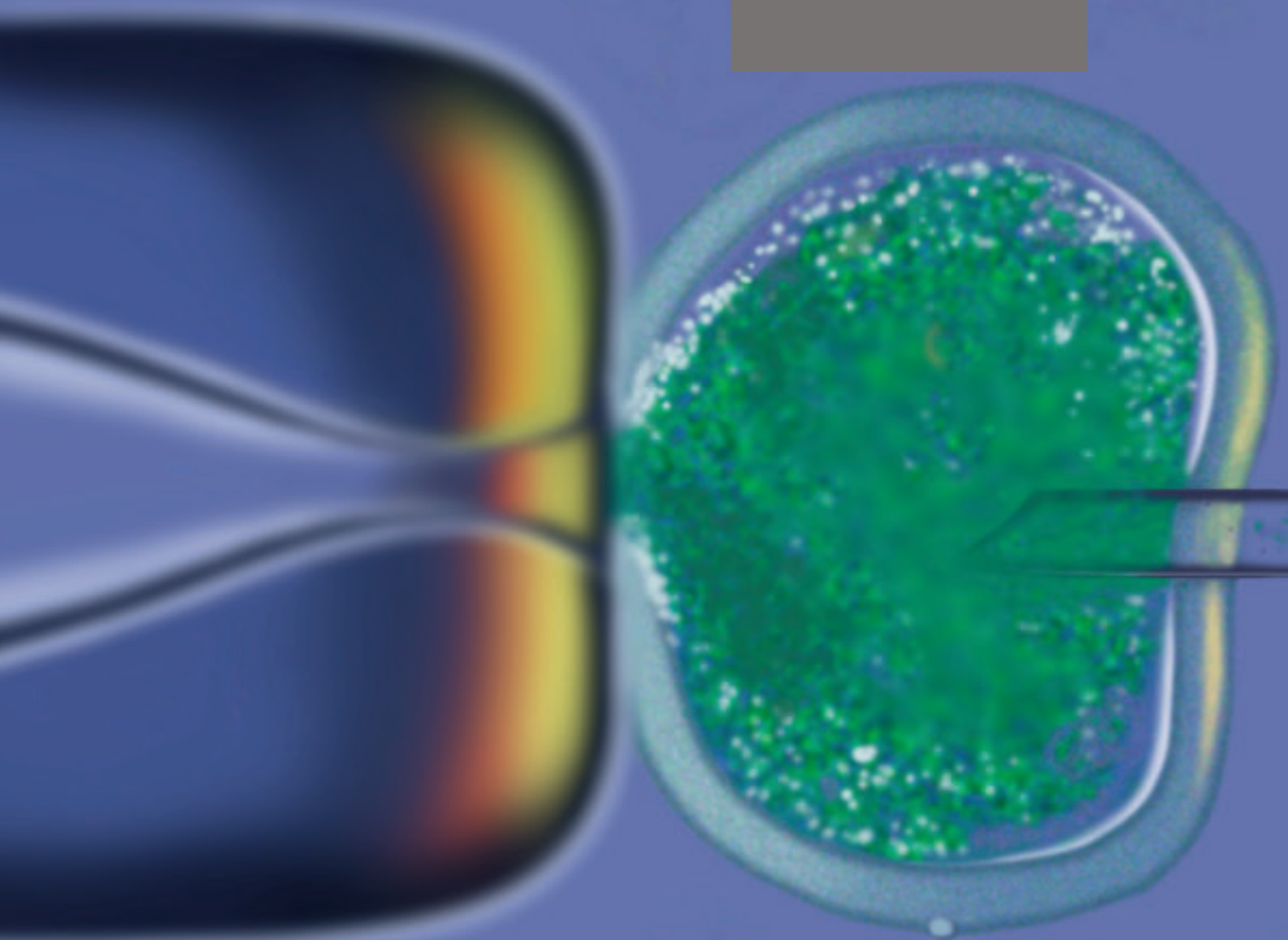
International Standards have enabled a major car manufacturer to achieve economies of scale in manufacturing and to deliver more consistent products with lower production variations.

**Fluid distribution
SME – energy
consumption
reduced by 35%
and packaging
costs cut to almost
zero**

A company distributing fluid systems reduced its energy consumption by approximately 35% and cut its packaging costs to almost zero through implementing ISO's environmental management system standard.

Unless stated otherwise, examples are sourced in guest views of industry leaders in ISO Focus magazine or publications of ISO national members.

**International
Standards
support the pursuit
of innovation**



Sustainability

ISO's broad range of standards provides practical tools for addressing all three dimensions of sustainable development – economic, environmental and societal.

Climate change

International Standards help to tackle climate change at four levels:

- Monitoring climate change
 - Quantifying greenhouse gas (GHG) emissions
 - Promoting good practice in energy management and design
 - Opening up world markets for energy-efficient technologies.
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Radio Frequency Identification (RFID)

Standards are increasingly crucial to innovative new working methods in global supply chains. A number of recent standards for RFID and intelligent transportation systems, facilitating freight movement and intermodal transport, will enable new technologies to be applied to enhance security and efficiency and thus foster innovative change.

Nanotechnologies

The nanotechnology field is growing rapidly. International Standards in this area are focused on terminology, testing, modelling, science-based health, safety and environmental practice. These technologies are, for instance, applied to the new e-passport, using biometric facial imagery as its main security feature, which is recognized for its innovative use of standards.

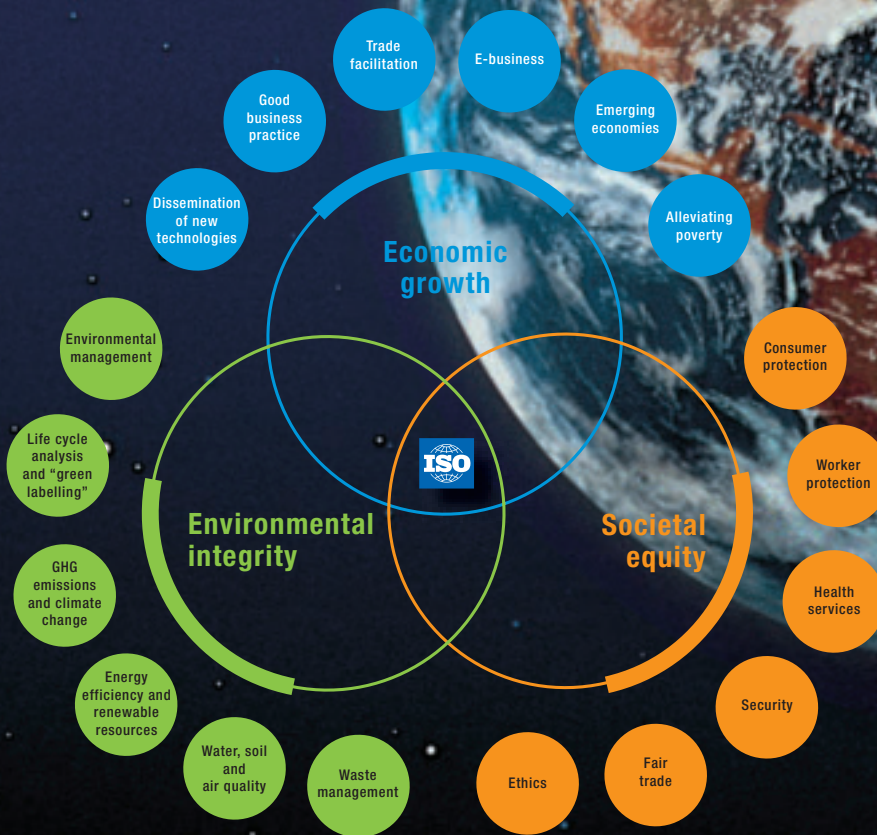
Water supply

Standardization of services related to the management of drinking water is a new field of work being tackled by ISO, which focuses on the management of provision of water, the preservation of water supply in crises and the efficiency of distribution networks.

Energy

ISO standards are helping to facilitate the dissemination of innovative technologies and to structure markets for them in areas that include solar energy, nuclear energy, hydrogen technologies, and solid and liquid biofuels, as well as of technologies, metrics and good practice impacting on energy efficiency such as energy management systems, intelligent transport systems, the thermal performance of buildings, and the comparison of energy systems and energyware balances.

ISO's
leading partners
in the quest
for a sustainable
world



More than 18000 ISO International Standards
for business, government and society

ISO develops tools to tackle the three
dimensions of sustainable development

Environmental integrity
Societal equity
Economic growth



Develop and promote international standardization

- International Electrotechnical Commission (IEC)
- International Telecommunication Union (ITU)

Reduce technical barriers to trade

- World Trade Organization (WTO) – Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary (SPS) Agreements
- United Nations Economic Commission for Europe (UN/ECE) – public policies and standardization, e.g. for e-business, safety of motor vehicles and transportation of dangerous goods

Contribute to the global business dialogue

- World Economic Forum (WEF) – ISO is an institutional member
- Organisation for Economic Co-operation and Development (OECD) and related agencies and initiatives, e.g. International Energy Agency (IEA) and International Transport Forum (ITF)
- Consumers International (CI)
- World Business Council for Sustainable Development (WBCSD)
- World Energy Council (WEC)

Advance public sector-private sector cooperation

- CODEX Alimentarius – food safety
- World Health Organization (WHO) – health technologies
- International Maritime Organization (IMO) – transport security
- World Customs Organization (WCO) – global supply chain security
- World Tourism Organization (WTO-T) – quality of services related to tourism
- United Nations Global Compact (UNGC)
- United Nations Framework Convention on Climate Change (UNFCCC)

Provide assistance and support to developing countries

- United Nations Industrial Development Organization (UNIDO)
- International Trade Centre (ITC)

Promote international acceptance of conformity assessment certificates and test results

- International Accreditation Forum (IAF)
- International Laboratory Accreditation Cooperation (ILAC)
- International Bureau of Weights and Measures (BIPM)

...and more than 700 other international and regional organizations.



Be at the
standards-making
table alongside
industry players,
regulators, customers
and partners

THIS WAY

THAT WAY

THAT WAY

THIS WAY

THIS WAY

THIS WAY

Plan for the future

- Make standards part of your strategy
- Analyse the standards most relevant to your goals
- Influence the future of your industry

Collaborate for competitiveness

- Know what your competitors are saying
- Collaborate with customers and partners

Influence the outcome

- Work with your national standards body
- Have a voice in the development of new standards

Take action

- Implement standards in your business
 - Contact your national member to get involved
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Standards ensure desirable characteristics such as quality, environmental friendliness, safety, reliability, efficiency, interchangeability and interoperability – and at an economical cost. Standards can be applied to products, services, materials and processes, as well as to personnel. These strategic tools are based on consensus on definitions, measurements, metrics for testing and other parameters. A wide cross-section of stakeholders – including industry, regulators and consumer representatives – participate in the process of developing ISO International Standards which distil international expertise and best practice.

Collaborate with national standards bodies to achieve economic, environmental and societal benefits

ISO is the leading multi-stakeholder, multi-sector, multi-national platform for developing consensus-based International Standards. The organization is a network of national standards bodies from 160 countries in all regions of the world. They are your gateway to participation in international standardization. National members help businesses and governments:

- Have a voice in influencing and contributing to international and regional developments in standardization alongside your business partners, your customers and industry players
- Lead and coordinate national participation in the process of regional and international harmonization of standards
- Represent national interests in the development of regional and International Standards
- Develop national standards where needed
- Provide support for regulators in the development of technical regulations
- Comply with WTO requirements
- Conduct standardization training activities

To discover more about how International Standards can benefit your organization, visit the ISO Web site – www.iso.org – and contact your national standards body: www.iso.org/isomembers



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