Case Study

Improving Papua New Guinea National Standards Body visibility (National Institute of Standards and Industrial Technology, NISIT)

UKaid from the British people

Commonwealth Standards Network

Case Study

International standards, formulated by experts, are an agreed way of doing something by implementing best practice. They bring confidence to regulators, businesses and consumers that products and services are safe, reliable and of good quality. For businesses who implement them, they can help improve performance, reduce risks, increase sustainability and reduce technical barriers to trade.

> *"Effective communication – and modes of communication with clients is very important... There are different levels of understanding of what NISIT does – customising our medium of communication and simplifying scientific and technical, vocabulary for layman's understanding is important" **

The Challenge:

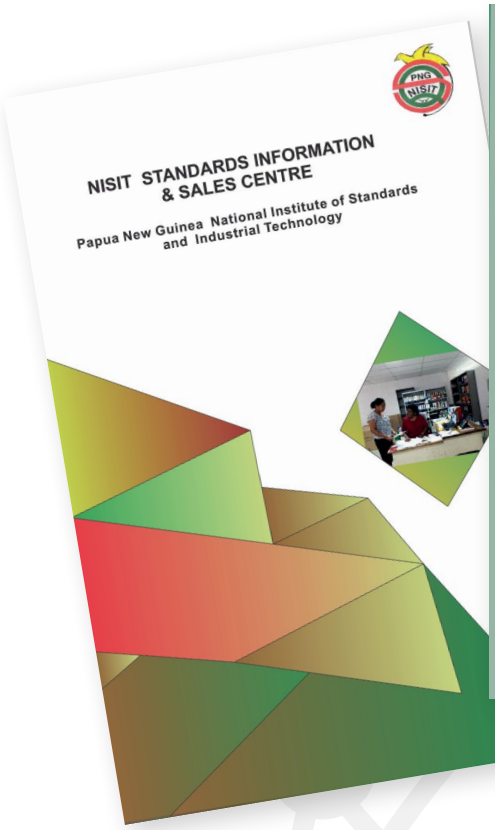
Papua New Guinea's National Standards Body 'The National Institute of Standards and Industrial Technology (NISIT)' working in partnership with the Commonwealth Standards Network (CSN) identified that improved communication regarding the value of using standards and the services that NISIT provides would lead to their increased use – resulting in benefits for all stakeholders. The need for improved communication also went in the other direction: NISIT required more information about the level of demand for services so it could focus resources accordingly.

The Solution:

The CSN and NISIT teams developed a seven-step communications strategy to address the challenges. This is a useful template for other NSBs to consider:

1. Conduct a Situation Analysis:
   - Consider External environment: Demographic, Technological, Political, and Social forces.
   - Consider Internal environment: Management, Human Resources, Physical & Technological Infrastructure.
2. Connect with Audience:
   - Consider audience identification, profiles, audiences desired actions.
3. Establish Communications Objectives:
   - Focus on changing specific knowledge, attitudes or behaviours of NISIT's audience.
4. Tailor messages:
   - Produce persuasive messages that identify the issue and desired change, make it relevant to the audience, provide action steps.
5. Develop Appropriate Strategies:
   - Identify and verify vehicles to effectively reach audiences.
6. Develop strategy for evaluation:
   - Identify what success will loos like and how it will be measured.
7. Create timelines, budgets and annual plans:
   - Develop 5 year prioritised plan noting tasks, deadlines and responsibilities.

* Quote is taken from the anonymised CSN/NISIT 2018 comms strategy survey



Standards Information & Sales Centre

The Standards Information and Sales Centre is a key resource facility within the Institute that is responsible for the maintenance, storage, retrieval and dissemination of information on standards, standard publications and other standards related products. As a resource centre, the facility provides several key services to both staff and the public.

The main objective of the Centre is to acquire literature, information, documentation and make them available to support the activities carried out by staff, especially in support of the technical standards committee work.

*"The communication strategy focussed on enabling NISIT to excel as the Papua New Guinea NSB to lead industries towards greater domestic and international competitiveness and consumer protection" **

The Results:

The NISIT communications strategy was rolled-out in a 5 year plan. Visibility products such as brochures for NISIT's Standards Information and Sales Centre were created to increase visibility and awareness and promote the services of NISIT throughout the country.

Assessments were carried out to establish the level of awareness and usage of standards in business operators in Papua New Guinea in 2019 and 2021. The findings revealed an increase in positive impacts of interventions undertaken by the project and an increase in the use of the service delivered by NISIT.

The CSN and NISIT are continuing to monitor and review NISIT's communications strategy so it will provide sustained to support NISIT and it's stakeholders in their journey of increasing the use of international standards – something that has benefits for stakeholders in Papua New Guinea and for their global trading partners.

*Quote is taken from the anonymised CSN survey

The CSN is a collaborative network that supports trade, economic growth and prosperity throughout the Commonwealth by promoting increased awareness, development and use of international standards.

International standards play an important role in promoting productivity and efficiency, reducing costs, removing barriers to trade, and driving economic growth. As such, the CSN is especially relevant to National Standards Bodies from Commonwealth nations that are looking to boost support of their nations international trade capabilities.

The CSN is a collaborative network open to all Commonwealth countries, its members are actively involved in shaping its development so that outcomes will best suit their needs.

Find out more...

If you would like find out more about the CSN or wish to participate or support this important initiative, please visit www.commonwealthstandards.net

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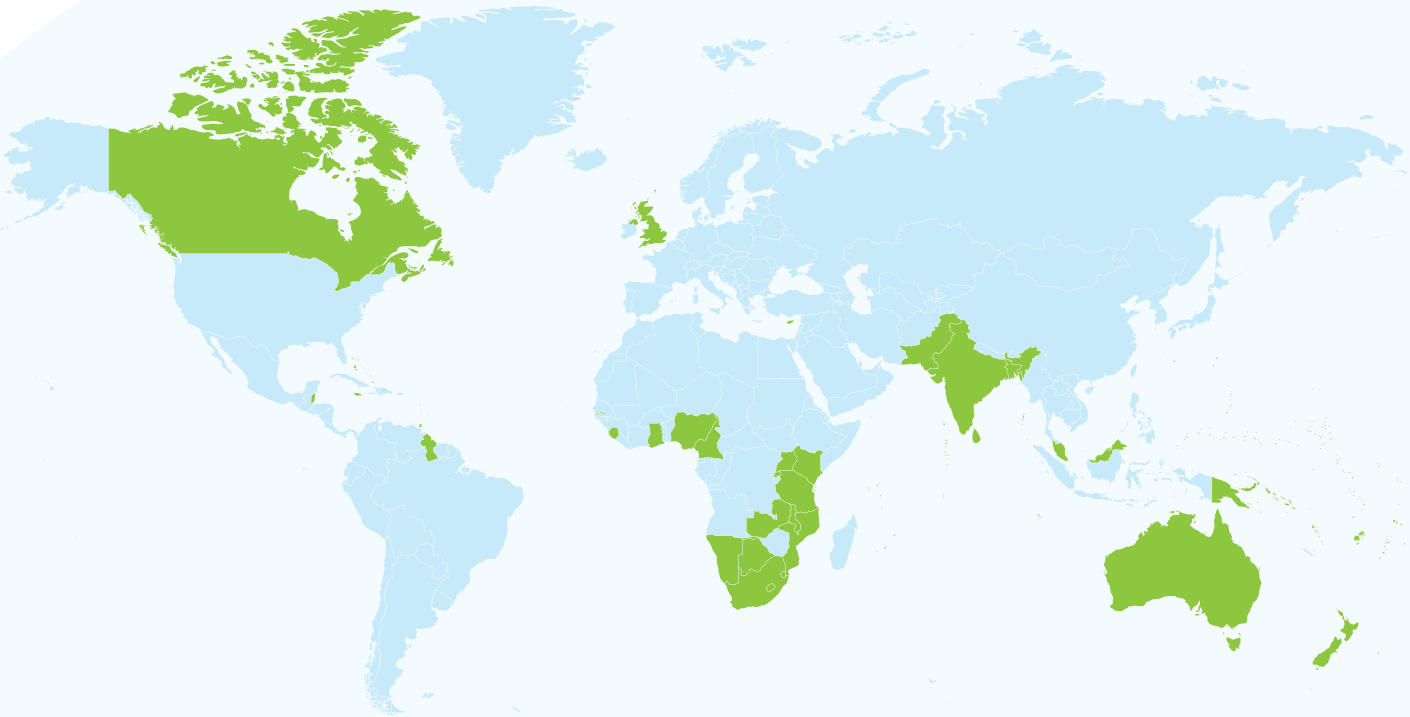

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