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The Commonwealth Standards Network

Department for International Development

UKaid from the British people

Standardization Strategy: Stakeholder outreach

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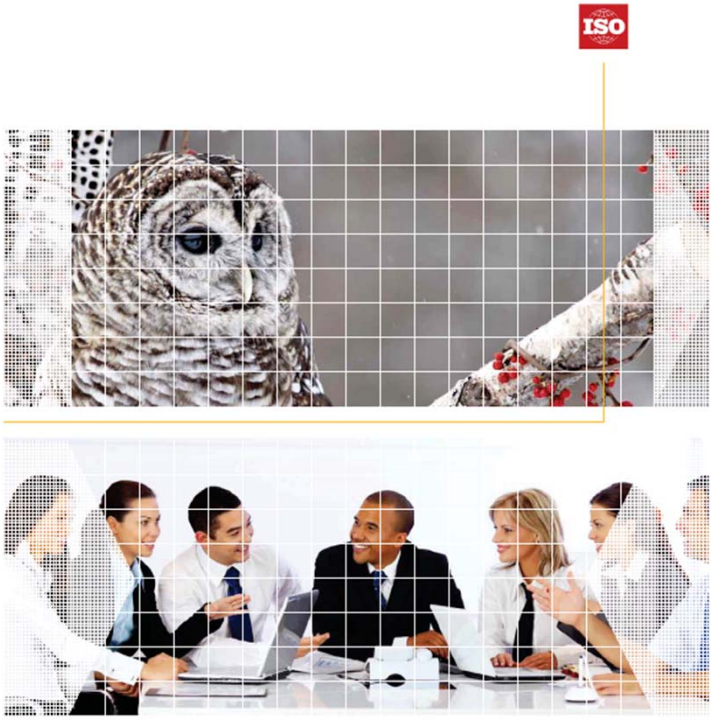
Stakeholder outreach:

- A stakeholder is an individual or group that has an interest in any decision or activity of an organization (ISO 26000:2010)
- Consensus based standardization requires participation of stakeholders in the process of developing and implementing standards. NSBs do not write standards. Stakeholders write standards and NSBs 'merely hold the pen'.

Stakeholder outreach:

- The stakeholders of standardization include (but is not limited to):
  - The private sector;
  - Professionals and academics including consultants and staff of technical universities, research institutes and laboratories;
  - Consumers and consumer groups;
  - Governmental agencies (different departments and regulatory agencies, publicly-owned industries and utilities);
  - NGOs, business support organizations and financial institutions interested in standardization as a tool to help achieve their societal or financial objectives.

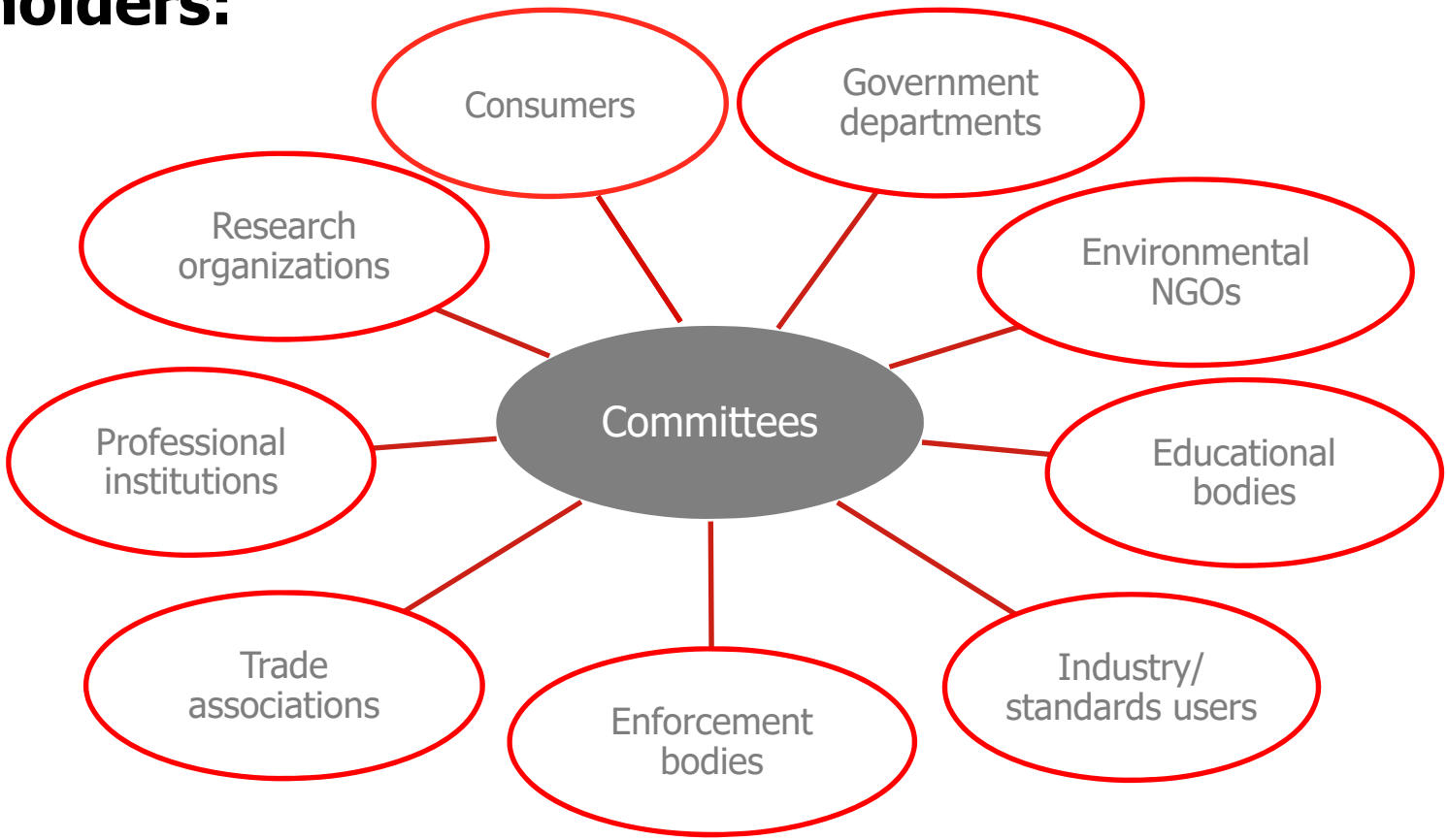
Stakeholder outreach:



Stakeholder outreach:

- To maximise the benefits of regulatory reform and the increased use of standards, outreach programmes need to be delivered to highlight the benefits of new approaches.

Stakeholders:



Who makes standards?

- Individuals of all ages and backgrounds with relevant knowledge and experience;
- Seasoned professionals, industry innovators or those at the vanguard of their field, the change makers;
- Nominated representatives of stakeholder organizations such as industry bodies, government, charities and more.

The benefits of being a standards-maker

What you gain as an individual:

- Help improve the quality of life and safety for millions of people;
- Start to create a better world;
- Expand your professional network, technical expertise and soft skills;
- Gain recognition and a sense of achievement from making a valuable contribution;
- Progress your career.

The benefits of being a standards-maker

What you gain as an employer:

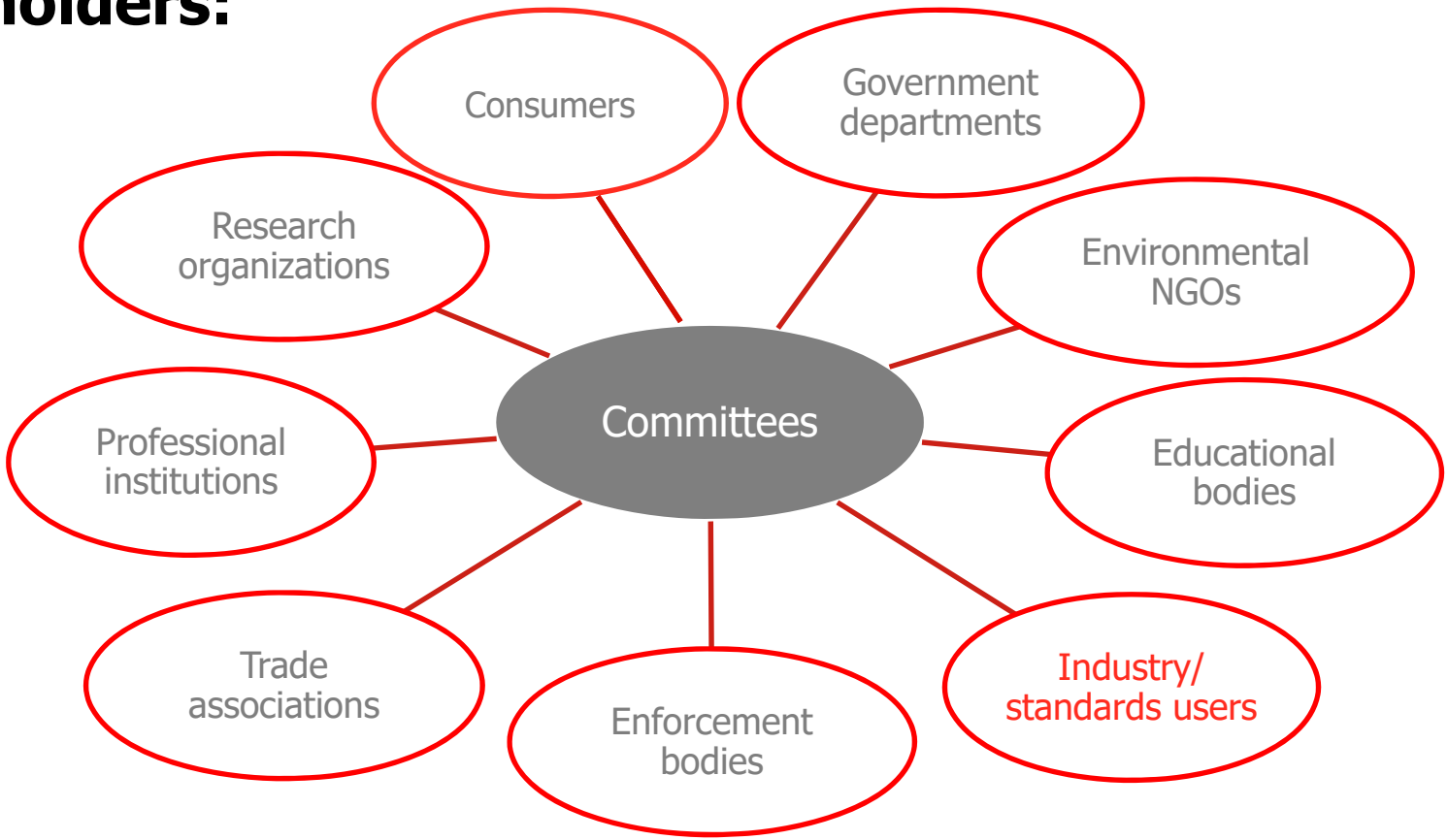
- Insight into and influence over the standards that affect your business- Including National and International standards;
- An opportunity for development for your colleagues;
- Get an insight into the latest technological innovations;
- Gain extra credibility with customers and stakeholders.

The benefits of being a standards-maker

What you gain as a stakeholder organization:

- Make sure your stakeholders' views are heard;
- Gain insight into what is happening across standards relevant to your stakeholders;
- Influence current standards and help define future needs.

Stakeholders:



Standardization Strategy: Stakeholder outreach

Public policy- improving industry performance:

- International standards consistent with the obligations of countries that are WTO members to reduce technical barriers to trade
- When used in the public sector:
  - Enable greater transparency and competition, e.g. in public procurement.
  - Provide essential requirements for industry (via reference in regulations and laws);
  - Improving value for money,
- When used in the private sector:
  - Create market incentives to follow internationally accepted practices;
  - Encourage innovation and growth.

BIM	Smart City	Cyber security	Procurement

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Standardization Strategy: Stakeholder outreach

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Engagement with Industry:

Policy Engagement

Market Engagement

TRADE BODIES

- Increased awareness and understanding
- Value of standards
- Standards supporting regulation
- Innovation
- Benefits of participation
- Understanding of key issues

- **Increased uptake**
- **New standards developed**
- **Innovation**
- **Increased participation**
- **Standards sales**
- **Solutions sales**

COMPANY LEVEL **Enhance competitiveness, efficiency, productivity and innovation**

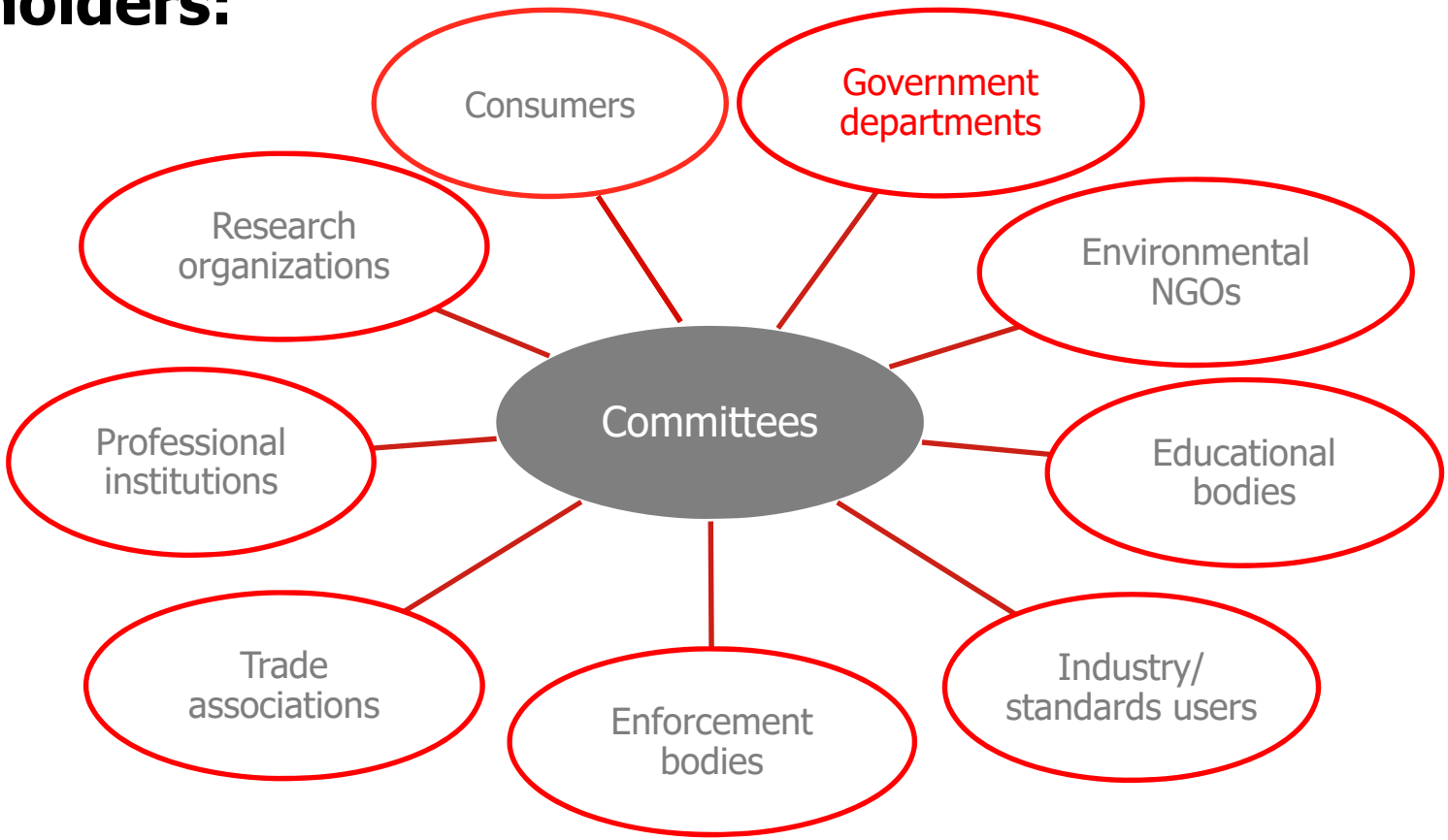
NATIONAL LEVEL **Positive economic outcomes, consumer protection, support for regulation**

Case Study: 'Organizational Governance'

- New ISO Technical committee - ISO/TC309 Governance of organizations:
  - TC 309 is working on high-level principles and best practice standards setting out how to establish an effective governance system that can be used by organizations of all sizes, from the largest multinational to the smallest one person business. The standards produced by ISO/TC 309 may also be useful for regulators as tools to support public policy.
  - BS 13500 Organisational Governance is one of the base documents;
  - Enhance transparency, demonstrate direction, good management.

Good governance enables organizations to be more successful

Stakeholders:



Engagement with Policy makers:

- Embedding standards in public procurement.
- Government as client can require companies to use international standards when procuring new products and services, such as infrastructure. This brings:
  - Sustainability;
  - Quality;
  - Cost savings;
  - Delivery time;
  - Stronger governance, and;
  - Better performance of local companies;
  - Delivery of cost effective, high quality public services.

Delivery of cost effective, high quality public services.

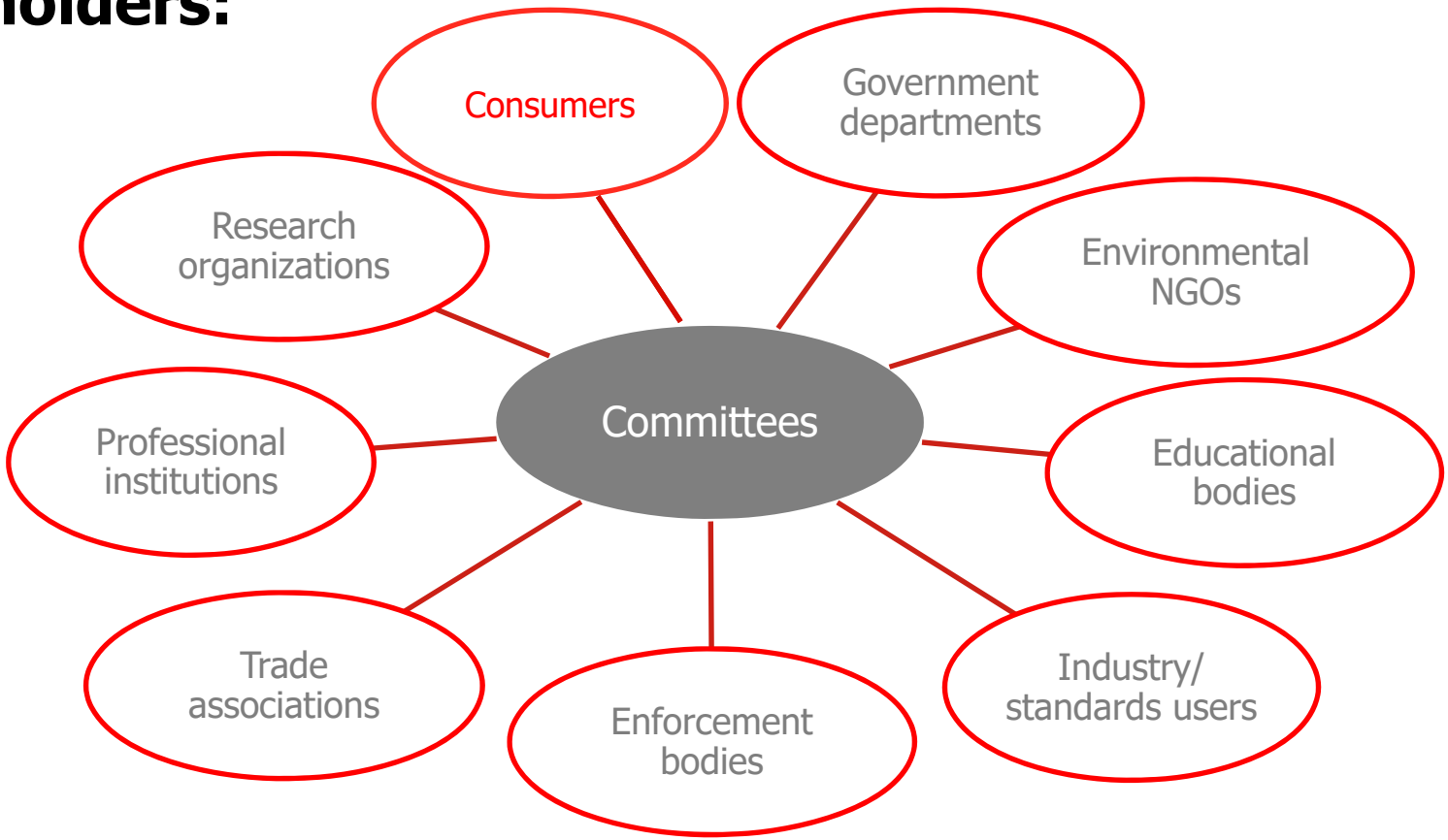
Engagement with Policy makers:

- Governments should be encouraged to:
  - Include education on the use and benefits of standards in programmes designed to support new exporters.
  - Consider working with stakeholders to promote the increased use of international standards in priority export markets, as countries that increase the use of international standards provide fertile new export markets.

Engagement with Policy makers:

- Objective – to better inform Government policy makers about the value that standards can play to support the delivery of policy.
  - Outreach programme to relevant Government Ministries and Regulators.
  - Increase visibility of the role that standards play to support Government policy.
  - Discuss potential areas of new standards development that would support Government outcomes (e.g. BIM in the UK).
  - Align standards development with strategically important sectors.
  - Encourage Government representatives to participate in standards development.
  - Potential funding opportunities.
  - Provision of standards to Government.

Stakeholders:



What is a 'consumer' ?

- "An individual member of the general public, purchasing or using property, products or services for private purposes." *ISO 26000, Guidance on social responsibility*
- A patient, a customer, a citizen, a resident, a pupil…
- The nature of consumers is evolving – e.g. sharing economy. Blurred boundaries.

Consumer rights – 1960s to now

- **Access** – access to essential services (e.g. water, energy, healthcare). Includes: availability, accessibility and inclusivity.
- **Safety** – the right to safety. Includes: privacy/security.
- Information – clear, accurate, relevant and timely information to allow consumers to make informed decisions.
- **Choice** – offer comparable and realistic options for selection.
- Representation - the inclusion of the consumer voice in developing products, services and standards.
- **Redress** – effective systems of feedback, complaints and dispute resolution. Use of these to drive continual improvement.
- **Sustainability** – meeting the needs and aspirations of the present without compromising the ability of future generations to meet theirs.

Committee on Consumer Policy (COPOLCO)

- To study means of helping consumers to benefit from standardization, and means of improving consumer participation in national and international standardization.
- To provide a forum for the exchange of information on the experience of consumer participation in the development and implementation of standards in the consumer field, and on other questions of interest to consumers in national and international standardization.
- To advise ISO Council as to the consolidated viewpoints of consumers on matters relevant to ISO's current and potential standardization and conformity assessment work.
- To advise ISO Council on the need for new or revised policies or actions within ISO as they relate to consumers' needs.

Consumer Principles:

- **Access** – access to essential services (e.g. water, energy, healthcare). Also includes: availability, accessibility and inclusivity.
- **Safety** – the right to safety. Also includes: privacy/security.
- **Information** – clear, accurate, relevant and timely information to allow consumers to make informed decisions.
- **Choice** – offer comparable and realistic options for selection.
- **Representation** - the inclusion of the consumer voice in developing products, services and standards.
- **Redress** – effective systems of feedback, complaints and dispute resolution. Use of these to drive continual improvement.
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Case Study: UK 'CPIN'

Consumer & Public Interest Network (CPIN)

Case Study: UK 'CPIN'

1. • An independent voice of UK consumers in BSI standards committees
2. • A discrete group of volunteers trained to be consumer representatives in standards
3. • An open network for engagement and awareness-raising on consumer and public interest issues
4. A robust link to BSI governance

Activity- What are consumer issues?

In small groups, choose one of the following:

- A hotel
- A bottle of water

For your chosen topic consider:

- What are the potential risks to consumers? Think about which groups of consumers may be affected, and how.
- What are the three most important consumer issues a CPIN Rep might want to see addressed in a standard on this topic?

Activity- Think about the standards you've worked on recently, and choose one that you think was particularly relevant and important to consumers

- Why was it important?
- What positive impact could it have on consumers?

Consumer detriment:

- Harm caused as a result of dealings with an organization:
  - Product or service;
  - Deliberate or accidental.
- Types of detriment:
  - Financial - e.g. cost of repairing faults/ damage, loss of earnings;
  - Psychological - e.g. stress, inconvenience;
  - Physical – e.g. injury or adverse effect on health;
  - Wider economic impact –e.g. increased business costs, increased prices;
  - Wider non-economic impact – e.g. environmental, health.

Benefits of consumer involvement:

- To consumers:
  - Products and services that meet the needs of real people: safer, fairer, better quality, accessible and easier to use;
  - Reduced consumer detriment.

- Consumer rep successes. E.g.:
  - Lawn mowers – missing toes!
  - Domestic appliances – exclusion clause;
  - Personal music players – volume limitation.

Benefits of consumer involvement:

- To standards bodies:
  - o Add value to work of committees;
  - o Improve quality of standards published;
  - o Increase confidence in standards.

Consumers are the end-users of many products and services covered by standards

- To businesses:
  - o Increase efficiency, quality, safety of products/ services;
  - o Ensure products and services are truly "fit for purpose";
  - o Understand their business from the consumer perspective;
  - o Reduce likelihood of problems (e.g. accidents, injuries and complaints);
  - o Keep existing customers and win new ones!

How a consumer rep is different to a consumer:

- We are all consumers BUT…..
- CPIN Reps are trained volunteers who have a specific role and function;
- CPIN Reps represent the consumer stakeholder in standards development, sometimes alongside other CPI organizations;
- The role of CPIN Reps is to represent the views of all consumers.

UK CPIN policy position:

- A CPIN Rep has to develop a **'consumer strategy'** for each new standard that they work on which asks them to consider:
  - Who they are representing;
  - Potential consumer detriment;
  - Key consumer rights;
  - What they want to achieve from the standard.
- They will speak to relevant experts to find out about the topic and key issues:
  - Other CPIN members;
  - NSB staff e.g. PMs;
  - External experts.

Shaping policy of international standards bodies:

- BSI Policy team takes leadership roles in all of the international standards bodies wherever possible, working to shape the policy, strategy and outputs of all these organizations:
  - Chairing the CEN/CENELEC strategy 2020 implementation;
  - Chairing the European side in the EU-US standards agreement (linked to TTIP);
  - Linking international policy to standards development through ISO TMB;
  - Influencing ISO to meet international market needs.

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