ISO Strategy 2030
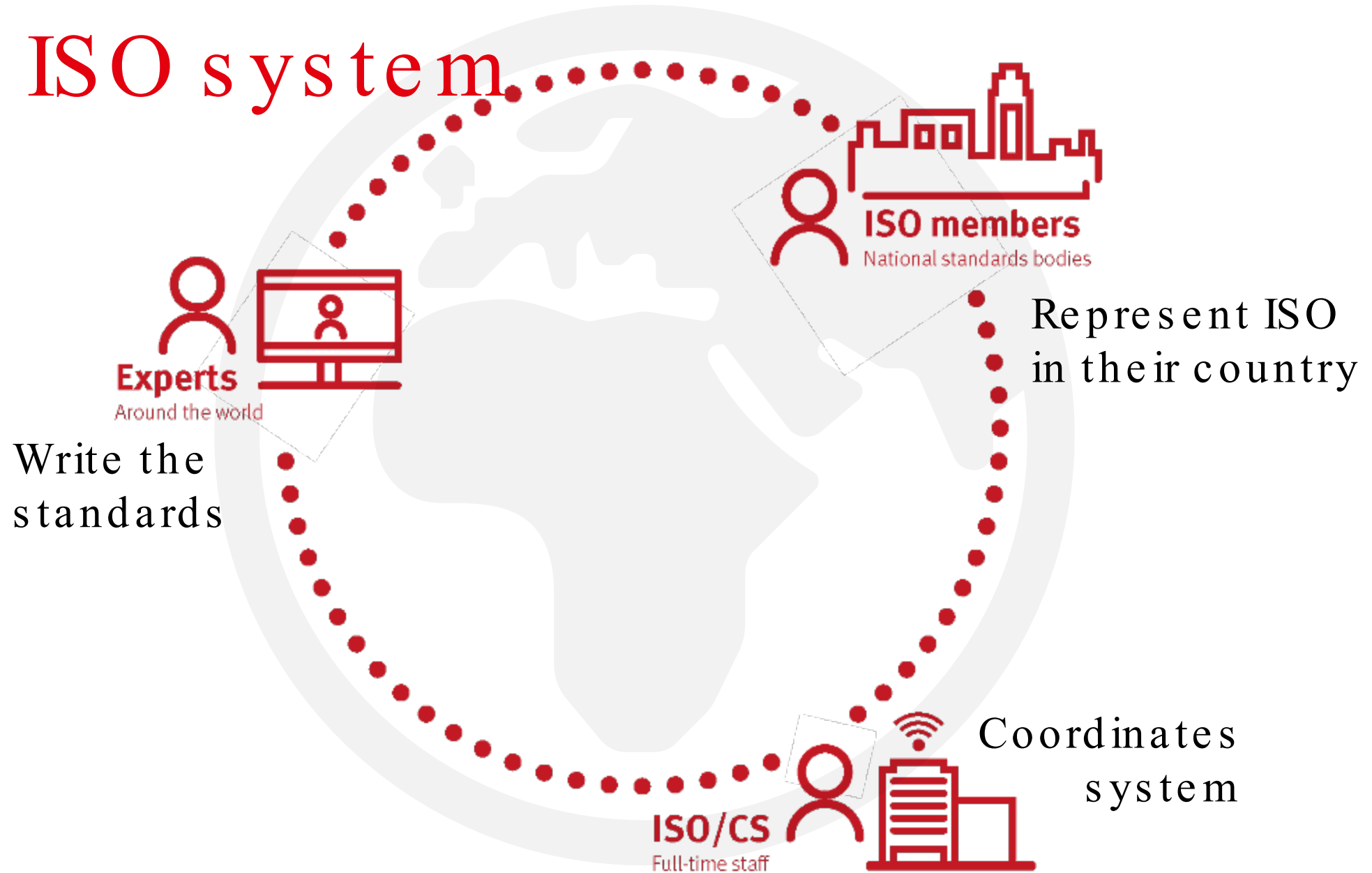
ISO President – Ulrika Francke
ISO Secretary-General – Sergio Mujica

Friday 16 June 2023 – JSA, Tokyo
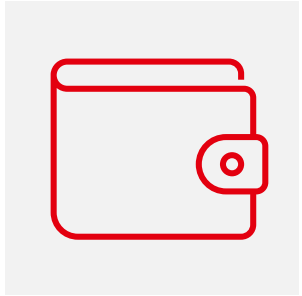
iso.org

The ISO system

Experts Around the world — Write the standards

ISO members National standards bodies — Represent ISO in their country
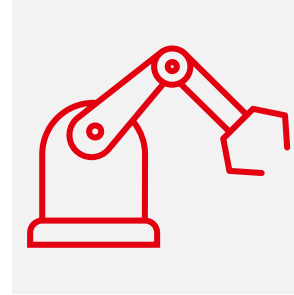
ISO/CS Full-time staff — Coordinates system

The Strategy   - Drivers of change

Economy
Trade and uncertainty

Technology
The impact of digital

Society
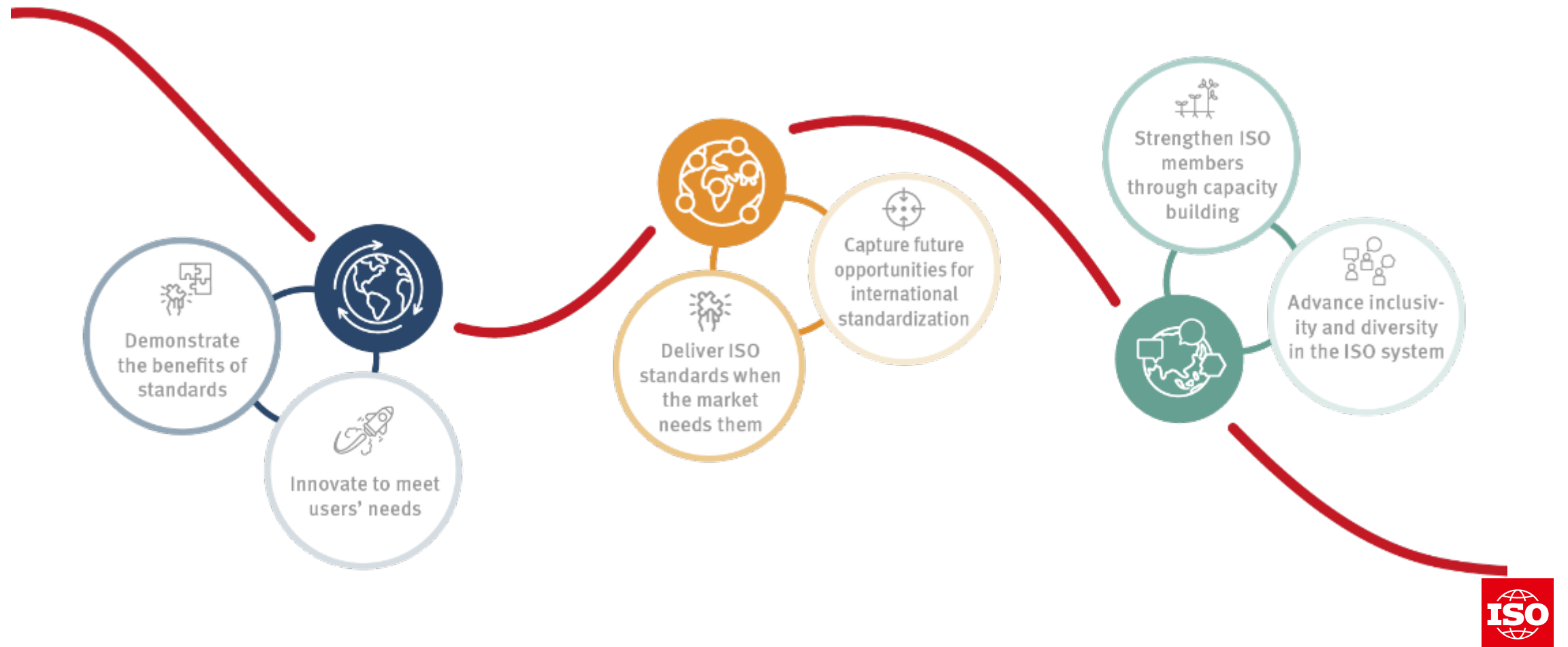Changing expectations and behavior

Environment
The urgency for sustainability

ISO

The Strategy – Vision and Strategic Goals

ISO standards used everywhere

Meeting global needs

All voices heard

Vision
Making lives easier, safer and better

ISO

The strategy   - priorities

Demonstrate the benefits of standards

Innovate to meet users' needs

Deliver ISO standards when the market needs them

Capture future opportunities for international standardization

Strengthen ISO members through capacity building

Advance inclusivity and diversity in the ISO system

ISO

3 interlinked documents
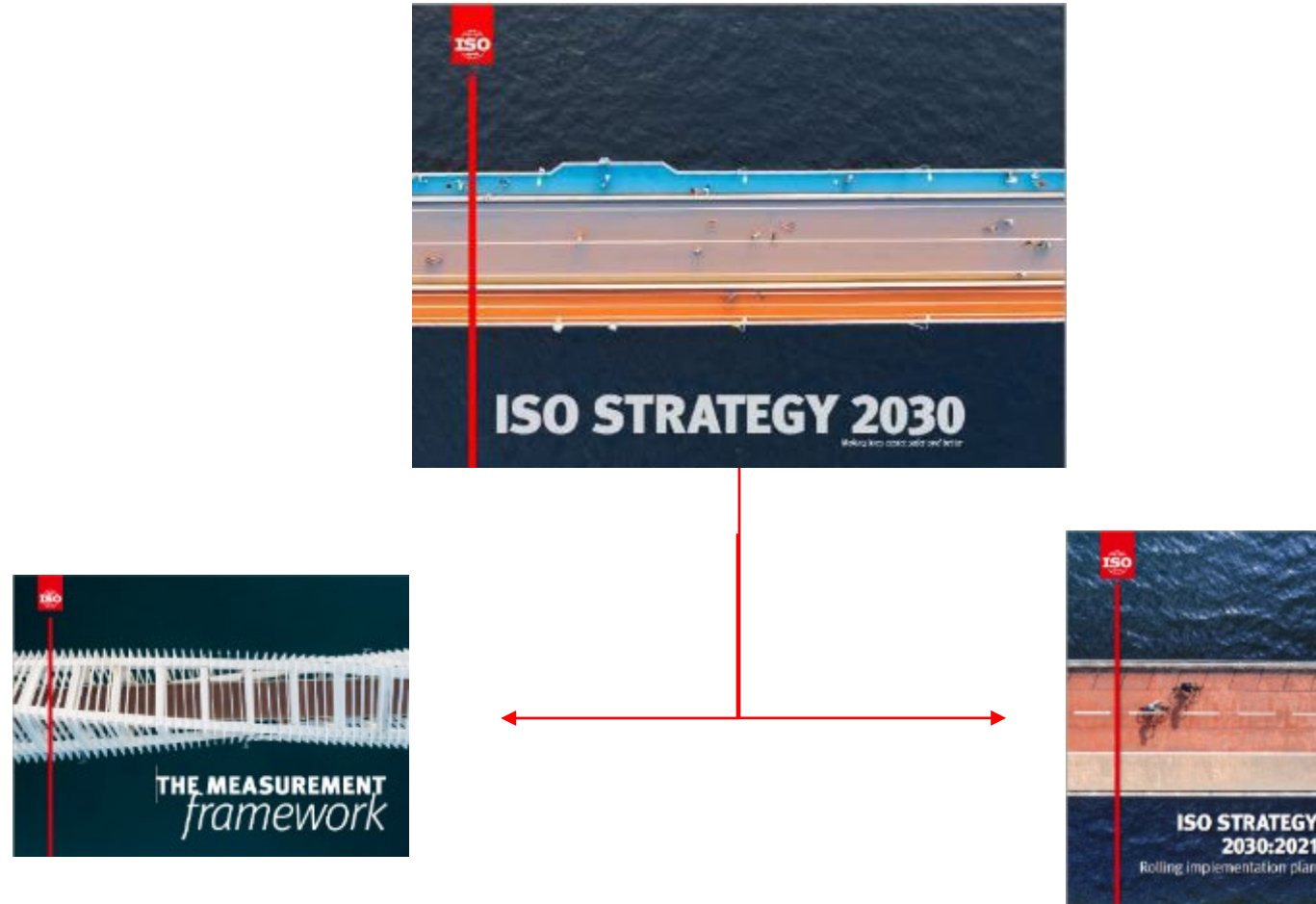
The rolling implementation plan

1. Benefits of Standards
Increase understanding of standards and their impact - *parker@iso.org*

PROJECT	OUTPUT
1. ISO Research Grant	*A new study*
2. Societal impacts of standards	*A report*
3. Standards and regulations	*A report*
4. Research project 3 [(1)]	*A report*
5. Economic benefits of standards pilot for developing countries	*A report on results*

1.a Education Sub-programme

PROJECT	OUTPUT
6. EaS materials	*Teaching material, webpage, booklet*
7. EaS network	*Network of people EAS, content for young people, promotion of global EAS*
8. EaS network	*Tool and Report*

2. IEC/ISO SMART
Becoming the primary driver of creation, integration and distribution of digital standards - *gerasymchuk@iso.org*

PROJECT	OUTPUT
09. IEC/ISO SMART - Pilots and scalability	*prototypes created and scalability of each pilot assessed*

3. Digital collaboration
Integrating digital and hybrid work in a sustainable long-term way - *maggia@iso.org*

PROJECT	OUTPUT
10. Online Standards Development	*Tool for end-to-end authoring, commenting and editing*
11. Community management and engagement	*Consolidated processes and tools*

4. Improved development processes
Improve the ability to respond to market needs, optimizing the existing deliverables, and creating fast-response processes - *bazindecaix@iso.org*

PROJECT	OUTPUT
12. Optimized deliverables	*Improved processes, tools and deliverables*
13. Committee strategy management	*Improved SBPs (strategic business plans)*

5. Future challenges & market needs
Becoming better equipped to identify new topics and organize standard work around them - *parker@iso.org*

PROJECT	OUTPUT
14. Foresight framework implementation	*Report on trends relevant to standardization*
15. Standardization roadmap	*New process for developing strategic roadmaps*

6.a Sustainability | Climate
Improve ISO's value proposition to support businesses, governments and civil society to contribute to the climate agenda, as well as systematically consider climate impact in ISO development process and reduce the carbon footprint of the ISO system - *bruchez@iso.org*

PROJECT	OUTPUT
16. London declaration action plan	*Mapping of ISO standards and market needs, guidance to the technical community, engagement toolkit for members, and strategic engagement plan with external partners*
17. ISO Net zero – system footprint	*Framework to monitor ISO's carbon footprint and improve its performance*
18. COP28 Climate	*Event participation*
19. TMB action plan	*Implement the activities as per the TMB Action Plan approved in August 2022 by the TMB*

6.b Sustainability | Diversity & inclusion
Enhance balanced representation in the ISO system in terms of gender, age, geography, and accessibility - *taillard@iso.org*

PROJECT	OUTPUT
20. Gender Action Plan 2022-2025	• *Identification of new work linked to SDG5* • *Assessment of barriers to women's participation* • *Use of gender responsive language* • *Guidance on gender responsive standards*
21. Young Professionals - Digital Solution	• *Toolkit on students' engagement* • *YP Award* • *YP Forum*
22. Stakeholders' categories	*Reviewed and further defined categories*

7. ISO Digital Learning Solutions (Closed)
Improving accessibility to learning and development content - *maggia@iso.org*

PROJECT	OUTPUT
23. OneStop-LMS - closed	*Platform*
24. DLS Content Plan - closed	*Content plan*
25. Development of ISO Digital Learning Solution Toolkit - closed	*Toolkit on digital learning solution strategy for members*

8. Customer matters
Establishing, supporting and improving processes for learning the customers' needs and integrating them within ISO culture and operations - *gerasymchuk@iso.org*

PROJECT	OUTPUT
26. Customer (re) Discovery	*Customer personas, journeys and recommendations*
27. Customer channels	*Channels and processes for communication needs and measurements*
28. Integration	*Procedure guidelines for members*

Thanks for being a standard maker!

- Give your country a voice
- Co-create ISO standards
- Implement ISO strategy

Thank you.

Making lives *easier*, *safer* and *better*.