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We will cover

What is normalisation?
How does it work?
Challenges of normalisation for industry…
…. and for policy makers
Concluding thoughts
What is normalisation?

Reference documents

Consensus of all concerned parties, including industry and consumer organisations

Voluntary compliance (with exceptions)
How does normalisation work?

3 main bodies internationally:

- ISO (International Organisation for Standardisation) - general
- IEC (International Electrotechnical Commission)
- ITU (International Telecommunication Union)

Groups of experts with field work experience. Also consumers.

ISO only = more than 250 technical committees
Industry and normalisation – a quality relationship

A long standing relationship
A strategic tool for
  • Wider market reach
  • Productivity savings
  • Technological developments and innovation
Alternative? A production designed on one’s own specific standard?
Technical norms for products and services
… relatively easy for industry to incorporate in production …
What about more general norms re processes?
Example - Sustainable cities and communities

Many concepts: Sustainable city…. Smart city…. Green city….

An example of ISO work: Norm ISO 37101:2016: Sustainable development in communities -- Management system for sustainable development

A management norm
About implementation of strategies
Not technical targets
Is it enough for green concepts to prosper?
Is it an industry issue?
Example 2: mining

Yesterday .... norming products
Now ... social expectations, local participation, ... major issues for fair competition
Sustainable, Responsible, Green .... many concepts around

➢ Initiative for a Responsible Mining Development, of the World Economic Forum
➢ Framework for responsible mining
➢ World Bank Extractive Industry Good practice notes
➢ Sustainable Development indicators in the Mineral Industry
➢ And more

ISO work ... norm ISO 26000 guidelines
Concluding thoughts

Norms and industry … a natural fit for products

Norms on processes … need for inputs beyond industry reach at the Int’l level

Participate in the normalisation process!
Sincere thanks for your attention!

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