



IWA LG N3R1

***Information & Registration package
for the
International Workshop Agreement
on Local Governments***

*Quality Management Systems - Guidelines for the application
of ISO 9001:2000 on Local Governments.*

2005-5-22/23

Veracruz, Mexico

*hosted by
Dirección General de Normas (DGN)
MEXICO*



Meeting of International Workshop Agreements

Welcome message

This is the second time the ISO/TMB approves an initiative for an IWA in Mexico. As Mexico's National Standards Body and ISO Member, we are proud of having the opportunity to host it. The Workshop will be held at the Veracruz, Mexico next May 22nd to 23th, 2005. This is at the same venue than the Latin American Institute for Quality (INLAC)¹ World Forum, which will be held immediately after.

The city and port of Veracruz, Mexico, was the first city council in the American Continent. Its beautiful beaches on the Gulf of Mexico, the richness of its cultural heritage, and the cheerfulness of its people, make it a truly enjoyable place.

The meeting will be host by the DGN, with the support and cooperation of the National Institute of Public Administration (*Instituto Nacional de Administración Pública* INAP), backed by the COTENNSISCAL (National Standardization Technical Committee on Quality Management Systems), that gathers the group of experts that form the National Mirror Committee to ISO/TC 176.

For several reasons, the month of May in Veracruz, Mexico, is expected to contribute to the enhancement of the use of the tools developed by ISO for quality. We are convinced that the main asset we have consists of the knowledge and experience of experts from all over the world, who are willing to share and support quality management in different sectors and organizations, and therefore it has been decided that there will be **no extra cost** for the member bodies participation in the ISO/IWA LG workshop.

DGN is a founder ISO member body and we sincerely hope that with the contributions of the participants, we all will provide local governments with a valuable tool, now that they face so many challenges in an ever-changing world.

Welcome to Mexico!

Sincerely,

Miguel AGUILAR ROMO
Director General
DGN

¹ INLAC is a liaison member to ISO/TC 176. While they will be held in close proximity, the Workshop and the INLAC World Forum are two independent meetings.



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International Workshop Agreement LG — Quality management systems — Guidelines for the application of ISO 9001:2000 on Local Governments

Proposer:

The *Comité Técnico Nacional de Normalización en Sistemas de Calidad – COTENNSISCAL* (National Standardization Technical Committee on Quality Management Systems), through the *Dirección General de Normas* (DGN), which is the national standardization body in Mexico and member to ISO

Title:

Quality Management Systems Guidelines for the application of ISO 9001:2000 in Local Governments.

Scope:

To provide guidance for the ISO 9001:2000 voluntary application for local governments in general, regardless of their size or socio-demographic characteristics, in such a way that acceptable conditions of quality management on integral local governance are assured to all people present in their territory.

Purpose and justification:

At present, local governments worldwide experience higher levels of democracy and pluralism, which demands them to increase their capacity to perform their mandates in an efficient and legitimate way, in order to provide their citizens with higher standards of living. Lack of capacity commonly leads to governability crisis; for that reason, one of the greater challenges that societies face today is the need to develop citizen's trust towards their governments and their institutions. To advance governance and guarantee good governments, therefore, institutions are to grow stronger; and that demands political, economic and social reform, seeking for excellence and total quality.

A good local government does not only benefit its own citizens; it also generates a positive impact on regional, national and global governments. By the same fractal principle, in which one is able to find the basic information of the whole organism in a single drop of blood, thus can we find in any given municipality the basic information of the governmental organisms that surround it. Public policy networks crosscut all government levels and express themselves through the one which is closest to the population.

It is, therefore, possible to build stronger regional, national and global governments by working for the benefit of the local arena. By securing a high quality



Meeting of International Workshop Agreements

performance of the municipal government, public policies coming from other government levels can be corrected and improved, allowing the whole system to strengthen itself. This is a new approach to help building world-class governments, both at local and global levels.

For this reason, there is the need to standardize an effective implementation of ISO 9001: 2000 in local governments in such a way that acceptable conditions of quality management on integral local governance are assured to all people present in their territory.

The scheme to be used is an IWA (International Workshop Agreement), which allows the publication of a sectorial guide in as little as two years, as it was the case of the ISO/IWA 1, Quality Management Systems Guidelines for performance improvement in Health Service Organizations and the ISO/IWA 2 Quality Management Systems Guidelines for the application of ISO 9001: 2000 in Education. In addition, the IWA mechanism can open a collective learning space, which is very useful for a sector as important and wide as the one being discussed here.

Given the importance of the issue of quality management on local governments for Mexico and many other countries that have so far expressed their interest in the idea, the National Standardization Technical Committee on Quality Management Systems suggested that Mexico, through the DGN, promoted before the ISO Technical Management Board, the organization of a new IWA: Quality Management Systems Guidelines for the application of ISO 9001:2000 in Local Governments.

Relevant Documents:

USA: IWA 1. Quality Management Systems-Guidelines for performance improvement in Health Service Organizations.

MEXICO: IWA 2 Quality Management Systems-Guidelines for the application of ISO 9001:2000 in Education.

ARGENTINA: IRAM 30300: Guidelines for interpretation of the ISO 9001:2000 in Municipality

OAS/RIAD (Organization of American States): OAS/Ser.K/XXXVII.2 REDMU-II/doc.5/03 25 August 2003: Design of Parameters, Frames of Reference, Proposed Methodologies and Common Strategies to Promote Processes of Decentralization, Local Government, and Citizen Participation (Presentation by the Mexican Delegation) ²

²www.upd.oas.org/riad/Reunion%20Mexico/Ingles/5%20Presentacion%20Delegacion%20de%20Mexico%20Ingles.doc



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Cooperation and liaison:

Since 1984, the issue of quality management in local governments has been discussed and theorized by a number of Mexican specialists, whose leadership has been recognized in many national and international forums, standing out for the design of an innovative approach in the integral assessment of local governments' performance. This approach has been widely presented not only in Mexico, but in other countries, such as: Canada, United States of America, Guatemala, El Salvador, Saint Vincent and Grenadines, Colombia, Peru, Brazil, Argentina, Chile, Bolivia, Spain, France, Belgium, Switzerland, United Kingdom, and Malaysia. It has also been presented before many international organisms, such as the Organization of American States: Interamerican Network of High Level for Decentralization, Local Governments and Citizen Participation (RIAD), Washington D.C.; The United Nations: Division for Public Administration and Development of Economic and Social Affairs, New York; The World Bank, Washington D.C., The Interamerican Development Bank, Washington D.C.; The Organization for Economic Cooperation and Development, Paris; URB-AL Program Conference on local Partnership: Europe Aid Cooperation Office, Valparaiso; among others.

The Mexican experience has been applied in more than 200 Mexican municipalities, and, at an international level, in local governments of El Salvador, Dominican Republic, Panama, Nicaragua, Guatemala, Colombia, Ecuador, Peru, Chile, Russia, and Pakistan.

First in March, in Santiago de Chile, and then in May 2004, the Latin-American Institute for Quality Management (INLAC), liaison member of ISO TC 176, showed interest in backing up an initiative of this type and made arrangements so that the COTENNSISCAL could be the proponent Mexican organism. In July, the COTENNSISCAL supported this initiative creating a technical working group for this effect. During the World Forum of Quality 2004, the initiative to organize an IWA for local governments was presented to the ISO/ TC 176 CSAG. In the 22nd ISO/TC 176 Meeting, celebrated on December 2004 in Kuala Lumpur, Malaysia, the presentation of this initiative was announced in its opening session, to be latter analyzed in detail in a special meeting with the Iberoamerican representatives, convoked by the Mexican delegation and by the INLAC. It was afterwards formally presented in the ISO/TC 176 Liaison Forum session. Representatives of delegations of nearly 20 countries manifested their interest in the issue, which made it clear that an initiative of this type could have a wide international support.

Preparation of the guidelines:

With the purpose of preparing the document's draft that will be reviewed in the workshop, the COTENNSISCAL, in its July 2004 assembly session, authorized the formation of the above mentioned technical work group for local governments,



Meeting of International Workshop Agreements

whose technical coordination is responsibility of Dr. Victor Nava, and the thematic coordination is responsibility of Dr. Carlos Gadsden.

The writing of the draft guidelines started in July 2004, with the participation of specialists in quality management systems, as well as experts on fundamental aspects of local governments, obtaining a basic national consensus in January 2005. The ISO Technical Management Board (TMB) provided its approval for the workshop during its 32nd meeting in February 2005/10-11, Geneva, Switzerland, under the 19/2005 resolution, to later circulate the draft among all interested ISO member countries, for a wider analysis and consensus.

For the organization of this workshop, there is the support of different institutions led by the Public Administration National Institute (INAP) that have agreed to be part of the organizing group. The workshop will take place in Veracruz, Mexico, on May 22 and 23, 2005, prior to the World Forum on Quality, organized by the INLAC. It is expected to be attended by a very relevant number of ISO/TC 176 authorities and membership, in order to take advantage of their presence in Mexico. The technical work group on local governments formed by the COTENNSISCAL is responsible for the guideline's draft and is also meant to organize the IWA.

Once the document is approved by consensus, a period of analysis and evaluation of three years is proposed, time in which Mexico will present its content and advantages at an international level, presenting a report every six months to the authorities of ISO. If it becomes necessary, Mexico will also provide the follow-up for another 3-year period.

Those parties and member bodies interested in participate in IWA LG, please complete the registration form 1 for IWA LG meeting and send it to Carlos Gadsden, IWA LG Secretariat: iwagl@osimx.com

As far as we see at this stage, it could be necessary to limit the participants to the workshop to one representative of each interested part by country i. e. Five as maximum.

Expected number of deliverables: One: IWA LG "Guidelines for the application of ISO 9001 on Local Governments".

Expected number of Project Task Groups: 3 or 4

Expected number of participants: 50- 60

Expected number of WS plenary meetings: 3



Meeting of International Workshop Agreements

Expected number of Task Groups meetings: 6

Plenary and Task Group meetings will be simultaneous
During the first plenary meeting will be defined the schedule for the project meetings for the forthcoming 18 months.

First Project Group Plenary and TG's meetings: May 22 to 23, 2005, previous to the INLAC Quality World Forum, in Veracruz, Mexico. (Draft Agenda attached, page 14)

Intensive use of Information Technology tools is expected within and between the Project and Task Groups.

Meeting Information

Dates & places of the meeting

The IWA GL meeting will be held at the **Hotel CROWNE PLAZA TORREMAR VERACRUZ** located in Veracruz, Mexico from 22nd to 23rd of May 2005.



Hotel CROWNE PLAZA TORREMAR
VERACRUZ

Blvd. A. Ruiz Cortines No. 4300
Veracruz / Boca del Río, Veracruz
CP 94293

México

Ph: + 52 (229) 989-2100

Fax: + 52 (229) 9892121

Web: www.crowneplaza.com/cpveracruz

229 Luxury Rooms and Suites all with Ocean View, located across the World Trade Center Veracruz and "Las Americas" Shopping Mall, in the Financial and Modern Area of Port of Veracruz, with its own beach and water sports.

Meeting Host

The 1st meeting of IWA LG will be hosted by the Dirección General de Normas - DGN

Dirección General de Normas (DGN)
Av. Puente de Tecamachalco 6, Piso 2



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Lomas de Tecamachalco, Sección Fuentes,
C.P. 53950 Naucalpan de Juárez, Estado de México
Tel. +(52 55) 5729 93 00 ext. 4139.
Fax +(52 55) 55 20 97 15
Web: <http://www.economia-normas.gob.mx>
E-mail: iso-mex@economia.gob.mx

Meeting Chair

Mr. Alejandro Carrillo Castro

Instituto Nacional de Administración Pública.
Presidente
Km 14.5 Carretera Libre México – Toluca
Colonia Palo Alto, Delegación Cuajimalpa
C.P. 05110 México D.F.

Ph: +52 (55) 5061-2600
Fax: +52 (55) 5570-0532
www.inap.org.mx

Meeting Secretariat

Mr. Carlos Gadsden

Instituto Nacional de Administración Pública / Comité Técnico Nacional de Normalización en Sistemas de Calidad / Organización de Servicios Interdisciplinarios

Hidalgo 21-3, Tlacopac San Angel, Delegación A. Obregón
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Ph: +52 (55) 5662-7007
Fax: +52 (55) 5662-3816

iwagl@osimx.com
www.osimx.com



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Registration

A registration form is enclosed. Delegates and participants are requested to send their completed form for themselves, and any accompanying person(s), before 15th of April 2005 (contact details are given on the page 15: Registration Form 1).

On arrival in Veracruz delegates must be registered for the IWA GL meeting, so the meeting can start at the scheduled time (10:00 hrs. May 22nd).

An official list of participants will be made available to attendants.

World wide web

All the latest information on the IWA LG meeting will be available at the following address: <http://www.osimx.com>

Transport from the airport

International and domestic flights go to the Veracruz International airport.

Delegates are advised to use licensed airport taxi services from the airport to the Crowne Plaza Torremar Veracruz Hotel. The fare is approximately USD 15,00; and the journey takes about 20 minutes.

Tourism in Veracruz

Colorful and lively, the port of Veracruz is the first European city established on the North American mainland and the state's central attraction. Veracruz has a well-deserved reputation as the liveliest of Mexican cities, with a hedonistic, tropical atmosphere. It has long been a port of entry for immigrants from Europe, the last wave consisting of refugees from the Spanish Civil War. That European influence may explain the presence of its sidewalk cafes. The Caribbean also has influenced Veracruz, especially in music and dance. The danzón, a languorous two-person dance with lots of subtle hip movement, was brought to the city by penniless refugees fleeing Cuba in 1879 following its War of Independence. Veracruz has beaches and resort hotels, but its principal activity is that of a port, receiving the major share of Mexico's overseas imports and dispatching wares to foreign destinations. - Mexico Tourism Board

Local Sights

Isla de Sacrificios

Address Off shore in Veracruz port.



Meeting of International Workshop Agreements

Comment Named the "Island of Sacrifices" for the native executions witnessed by Cortes and his troops as they approached.

Plaza de Armas

Address Plaza de la Constitución

Comment The main square where the Municipal Palace, built in the 17th Century, and the Cathedral of Our Lady of the Assumption, built in 1743, are situated.

San Juan de Ulúa Castle and Fort

Address San Juan de Ulúa Island

Comment A great island fort built in early colonial times to defend the port.

Spanish Arms Museum

Address Baluarte de Santiago

Comment A small museum containing weapons and armor used by the Conquistadores.

Nearby Sights

Boca del Rio

Address Some 8 miles south of Veracruz port.

Comment A long beach area containing resort hotels and fine open-aired restaurants serving delicious seafood.

La Antigua

Address 15 miles north of the port.

Comment A small fishing village where Cortes landed with his troops in 1519. The remains of Cortes' headquarters and La Ermita, the first church built on Mexican soil, can be seen and explored.

Laguna de Catemaco

Address Some 60 miles south of the port.

Comment A large lake surrounded by dormant volcanic hills. It is considered one of the most beautiful lakes in Mexico and contains the islands of **Tenapi** and **Agaltepec**. Popular local tales state the best witch-doctors in Mexico come from this area.

Zempoala

Address Some 25 miles north of the port of Veracruz.

Comment An archeological site covering approximately three square miles considered to be the last capital of the **Totonaca Empire**.



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Accommodation

Hotel reservations should be made directly with the hotel of your choice. Special rates have been negotiated for delegates and participants both in the Crowne Plaza Torremar Veracruz Hotel and Puerta del Sol Hotel. Please ask for the Foro Inlac rate when making your booking, please.

HOTELS ACCOMMODATION

IWA LG / INLAC QUALITY WORLD FORUM 2005

Please ask for the FORO INLAC rate when making your booking



HOTEL CROWNE PLAZA TORREMAR VERACRUZ

Ruiz Cortines 4300
Boca del Río, Ver.
C.P. 94299 México
Clave para reservar: "Foro INLAC"
Tel. 52(229) 989-21-00 (reservaciones)
Lada sin costo: 01-800-71-29-900
Correo Electrónico: hotel@cptv.com.mx

Single room: \$ 1,130.00 mexican pesos per room per night
(taxes included) Breakfast included
Double room: \$ 1,250.00 mexican pesos per room per night
(taxes included) Breakfast included



HOTEL PUERTA DEL SOL

Bldv. Adolfo Ruiz Cortines No. 3495
Boca del Río, Ver.
C.P. 94270
Clave para reservar: inlac
Tel. 01-229-989-05-04
Lada sin costo: 01-800-110-01-23 ext.8109
Correo Electrónico: reservaciones@hotelpuertadelsolveracruz.com

Single room: \$ 1,061.50 mexican pesos per room per night
(taxes included) Breakfast included
Double room: \$ 1,189.00 mexican pesos per room per night
(taxes included) Breakfast included

NOTE: Hotel reservations should be made directly with the hotel of your choice

HOTELS MAP



Meeting of International Workshop Agreements



General Information

Passport, visa & vaccination

Visitors from a number of countries will be required to have a valid passport and a valid visa. Visas must be obtained before departure and applications should be made to a Mexican Embassy or Consulate in your country of residence. We would advise checking with a local travel agency, Mexican Embassy or Consulate about the time necessary for obtaining such a visa.

No vaccination or other health certificates are mandatory for entry into Mexico.

Climate



Meeting of International Workshop Agreements

The bounties of the port are not only found in their people, its food or its culture, Veracruz also has an enviable warm-humid climate with an average yearly temperature of 26 degrees centigrade (approx. 80° F.)

Currency

Mexican currency is the PESO, with 100 cents = 1,00.

Bank notes are either of 500, 200, 100, 50 or 20 denomination, with coins for 20, 10, 5, 2, 1, or 50c.

There is no limit for importing currency into Mexico. However, amounts of USD 10.000,00 or over will need to be declared.

Currency can be exchanged at any bank (official week day hours 09:00 – 15:00), at a Bureau de Change, in most large hotels, or at the airports (Veracruz and Mexico City).

As the time of printing, the current exchange rate is approximately MXP 11.45 pesos to USD 1.

Credit Cards

Most leading credit cards are acceptable in hotels, restaurants and shops. However, some small shops may not accept payment by credit card.

Insurance

The organizers cannot accept any responsibility for any accidents, losses and/or damages which may occur. Delegates are advised to obtain travel, medical, personal accident and luggage insurance in their home country, prior to departure.

Time zone

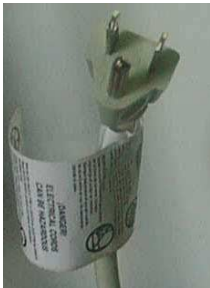
During the period of the meetings, at 12:00 h Greenwich Mean Time (GMT) Mexico will be at 06:00 h.

Electrical supplies

120 Volts A. C., 60 Hz , from a North American style 2 (flat) pin plug.



Meeting of International Workshop Agreements



Businesses, Post Offices, Shops, Restaurants

Business hours are generally:

	Weekdays	Saturday	Sunday
Banks	09:00 – 15:00	Closed	Closed
Post Office	09:00 – 17:00	09:00 – 17:00	Closed
Major Shops	11:00 – 20:00	11:00 – 20:00	11:00 – 20:00
Public Offices	09:00 – 16:00	Closed	Closed

Tipping

Tipping should be at your own discretion and for good service only, however, many restaurants will add a service charge to your bill. As a guide, it is usual to add 10% to a restaurant bill (without a service charge) or taxi fare.



Meeting of International Workshop Agreements

Registration Form 1



IWA LG
meeting
22 & 23-MAY-2005



IWA LG REGISTRATION FORM

IWA LG International Workshop Agreement on Guidelines for the application of ISO 9001 in local governments.

Please complete this form and return it to:

Mr. Carlos GADSDEN
Secretariat

Approved on the Technical Management Board resolution 19/2005, in its 32nd meeting, 10-11 February 2005, Geneva (Zwitzerland).

Either by fax: +(52 55) 56 62 70 07
or by e-mail: iwagl@osimx.com
before April 15, 2005.

Last Name: _____ Name: _____

Organization: _____

Address: _____

Country: _____ Zip/Code: _____ E-mail: _____

Phone: _____ Fax: _____

Arrival day (time): _____ Departure day: _____ No of nights: _____

N° of persons in the room: _____ Adults: _____ Children: _____

Remarks: _____



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PLENARY DRAFT AGENDA

IWA LG “GUIDELINES FOR THE APPLICATION OF ISO 9001:2000 IN LOCAL GOVERNMENTS”

VENUE: CROWNE PLAZA TORREMAR, VERACRUZ. MEXICO

DATES: MAY 22–23, 2005

Saturday, May 21st

16:00- 20:00	Registration
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Sunday, May 22nd

09:00 - 10:00	Registration
10:00 - 10:30	Opening Meeting
10:30 - 11:00	IWA LG Secretariat Report
11:00 - 11:30	IWA LG Project Plan
11:30 - 11:45	Coffee-break
11:45 - 12:00	Task Groups break out
12:00 - 13:00	Task Groups– Meetings
13:00 - 14:00	Lunch
14:00 - 16:00	Task Groups - Meetings
16:00 - 16:15	Coffee-break
16:15 - 18:00	Task Groups - Meetings
19:00 - 21:00	Welcome Tequila Party

Monday, May 23rd

09:00 - 11:00	Task Groups - Meetings
11:00 - 11:15	Coffee-break
11:15 - 13:00	Task Groups - Meetings
13:00 - 14:00	Lunch
	PLENARY
14:00 - 15:00	Task Groups Reports
15:00 - 15:30	Secretariat Report
15:30 - 16:00	Coffee-break
16:00 - 16:30	Next Steps
16:30 - 17:00	Closing Meeting
19:00 - 21:00	Dinner for Delegates