



# Contents

## p. 11

### ISO Insider ISO looks into possibility of developing standards for corporate social responsibility

ISO is investigating the possibility of developing International Standards for corporate social responsibility – also known as social accountability. ISO Council has asked ISO/COPOLCO, Committee on consumer policy, to carry out this feasibility study, taking into account a draft Israeli standard, SI 10000, Social responsibility and community involvement.

## p. 19

### Special Report Management system certification + corporate e-commerce strategy = e-assurance

On the Internet, customers and suppliers engaging in e-commerce transactions must grapple with two major issues: trust and authenticity. How can a customer trust a supplier who may be located on a different continent, and how can such a remote buyer verify that the supplier's identity and claims of conformity to management system standards such as ISO 9000 and ISO 14000 are authentic and true? This special report includes a six-point strategy for certified suppliers to consider when venturing into the cyber-market.



- 4 Editorial – There is nothing permanent except change
- 7 ISO 9000:2000 – The challenges of the new version
- 11 ISO looks into possibility of developing standards for corporate social responsibility
- 14 Generic guides aim to halt proliferation of requirements for accreditation and certification
- 16 Code of good practice for conformity assessment
- 17 Work begins on ISO complaints handling standard
- 19 Management system certification + corporate e-commerce strategy = e-assurance
- 26 Greener skies – KLM's ISO 14001-certified environmental programme takes off
- 32 ISO 9001 proves to be AIAG's motor for improving services to automotive industry
- 31 IQA register guarantees quality of quality consultants
- 38 Managing organizational changes – *Part one: Change in turbulent times*
- 46 "Can generic management system standards really fit all sizes – both multinational corporations and small and medium-sized enterprises?"
- 54 Next issue



**ISO MANAGEMENT SYSTEMS** is published six times a year by the Central Secretariat of ISO (International Organization for Standardization) and is available in English, French and Spanish editions. **Publisher:** ISO Central Secretariat, 1, rue de Varembe, Case postale 56, CH-1211 Geneva 20, Switzerland. Tel. + 41 22 749 01 11. Fax + 41 22 733 34 30. E-mail central@iso.ch Web www.iso.org **Editor in Chief:** Roger Frost. **Contributing Editor:** Garry Lambert. **Artwork:** Pascal Krieger. A one-year subscription (six issues) to *ISO MANAGEMENT SYSTEMS* costs 128 Swiss francs. **Subscription enquiries:** Sonia Rosas, ISO Central Secretariat. Tel. + 41 22 749 03 36. Fax + 41 22 749 09 47. E-mail sales@iso.ch



ISO Central Secretariat has mandated **SOGI Communication** as its advertising representative, not only for the French edition, which SOGI also distributes in addition to ISO's members, but also for the English and Spanish editions. SOGI Communication is also authorized to offer advertising banner space on ISO's Web site (www.iso.org). SOGI Communication, 103, rue La Fayette, 75481 Paris cedex 10, France. Tel. + 33 (0)1 42 81 94 00. Fax + 33 (0)1 42 81 98 07. **Director:** Maurice Roboh. **Editor in Chief:** Martin de Halleux. E-mail halleux@qualite-references.com

© ISO, October 2001. The views expressed in *ISO MANAGEMENT SYSTEMS* are those of the authors. The advertising of products, services, events or training courses in this publication does not imply their approval by ISO.