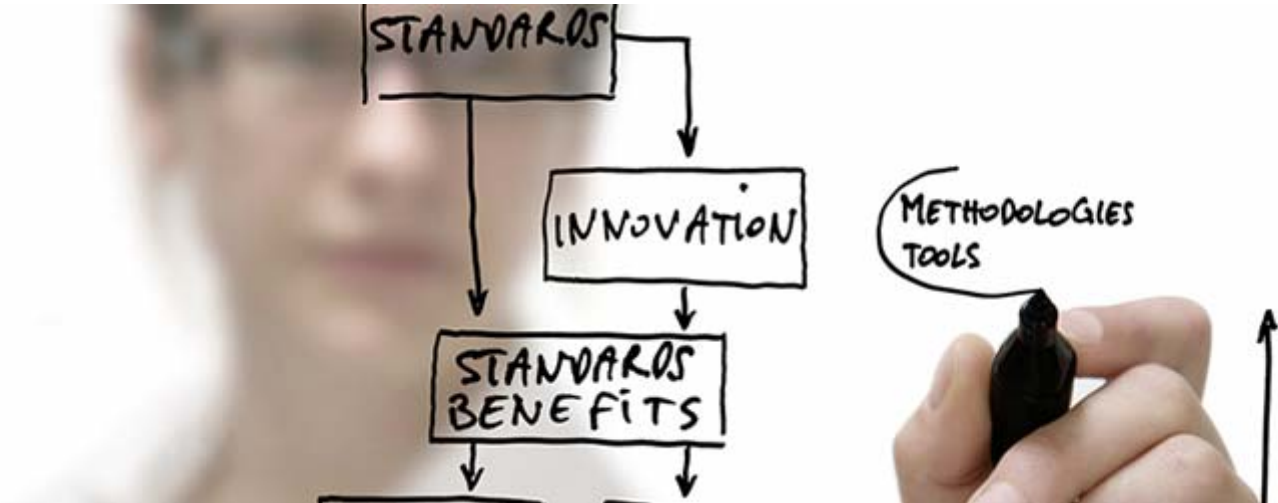


Promoting cooperation between International standardization and Academia

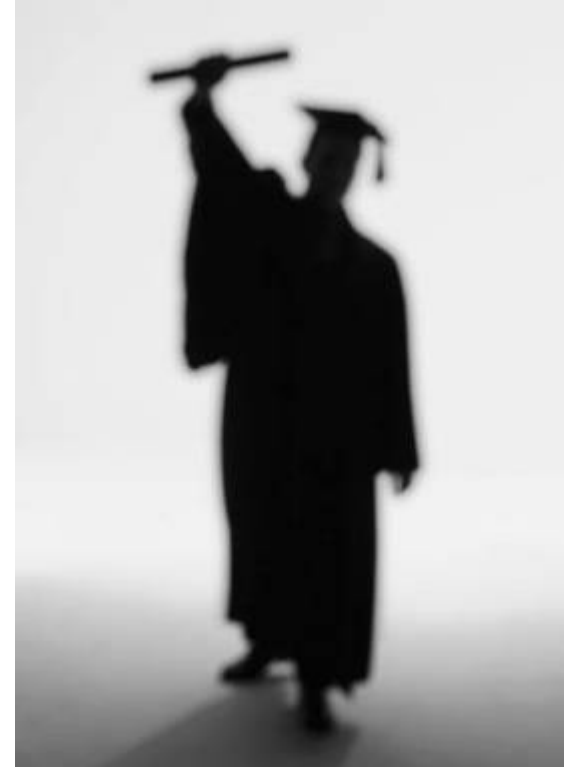


WSC Academic Week 2010
Geneva, 7 July

Rob Steele
ISO Secretary-General

Contents

- ISO
- ISO and Academia
- ISO Awards
- A new competition



« So What? »



From Google Images

The World Standards Cooperation (WSC)

The 3 leading international standardization organizations,
all based in Geneva :



- Multi-discipline and cross-sector



- For electrotechnology



- For telecommunications

Collaborate to meet the challenges of converging technologies

The ISO System

As of 3 June 2010

163 national members
98% of world GNI
97% of world population

Collection of 18 083
ISO Standards

1 038 standards
produced in 2009

195 active TCs
3 238 technical
bodies
50 000 experts

- IT tools
- Standards development procedures
- Consensus building
- Dissemination

Central Secretariat
in Geneva
153 FTE staff

Scope of ISO's work

Over 40 new technical bodies established since 2005

- Information and societal security
- Response to climate change
- Energy efficiency and renewable resources
- Sustainable building design and operation
- Water services
- Nanotechnologies
- Intelligent transport systems
- Food safety management
- Health informatics
- Social responsibility
- Tourism and related services
- Fisheries and aquaculture
- Carbon footprint
- Services
- Biotechnology
- Finance





In business, there are many things a Manager must consider.
 What and where are the risks / opportunities?
 In all these areas, ISO standards can assist

ISO and Academia

- Standards - Vehicle for sharing knowledge, technology and good practices
- Role of standards recognized in education programmes covering a broad variety of technical fields



ISO and Education

- Standards support:
 - Trade in products and services
 - Good business practices
 - Innovation
 - Sustainable development

- Role increasingly recognized by academia – this trend of utmost importance



Academia contribution to Standardization

- Teaching what is and what can be achieved through standardization
- Participating in development of standards
- Developing research and studies on standards-related matters
- Using Standards to improve the efficiency of academic institutions

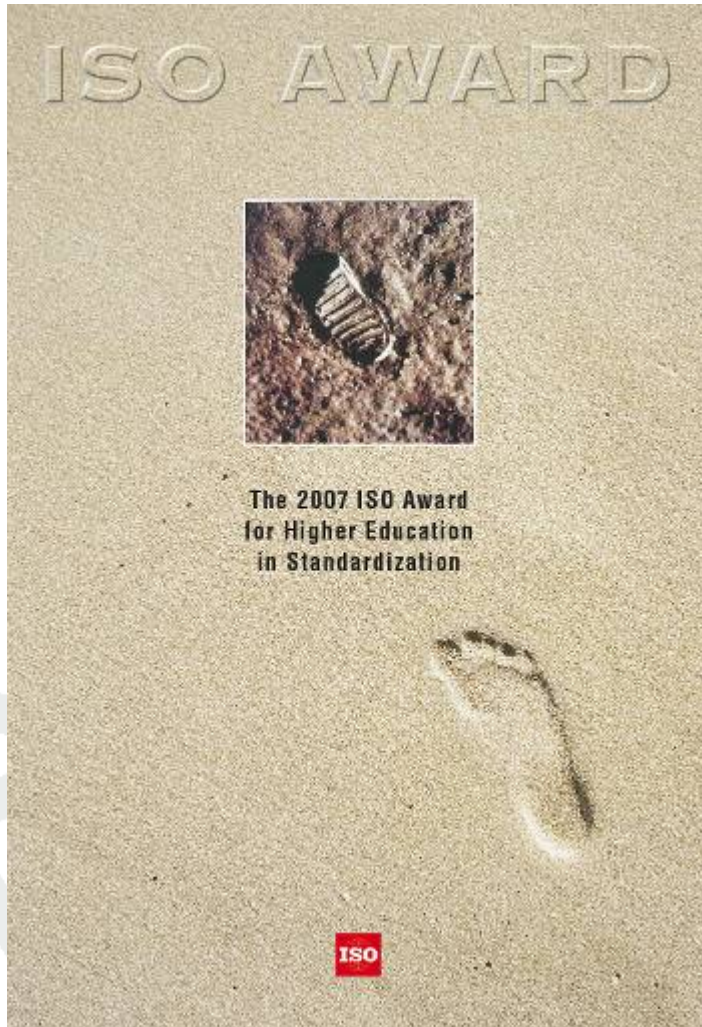


Cooperation with Academia

- With IEC and ITU, ISO recognizes the essential contribution from academia and has developed initiatives to:
 - Demonstrate its appreciation of academia's work
 - Encourage and support broader engagement of academia on standards-related matters
 - Promote cooperation at various levels

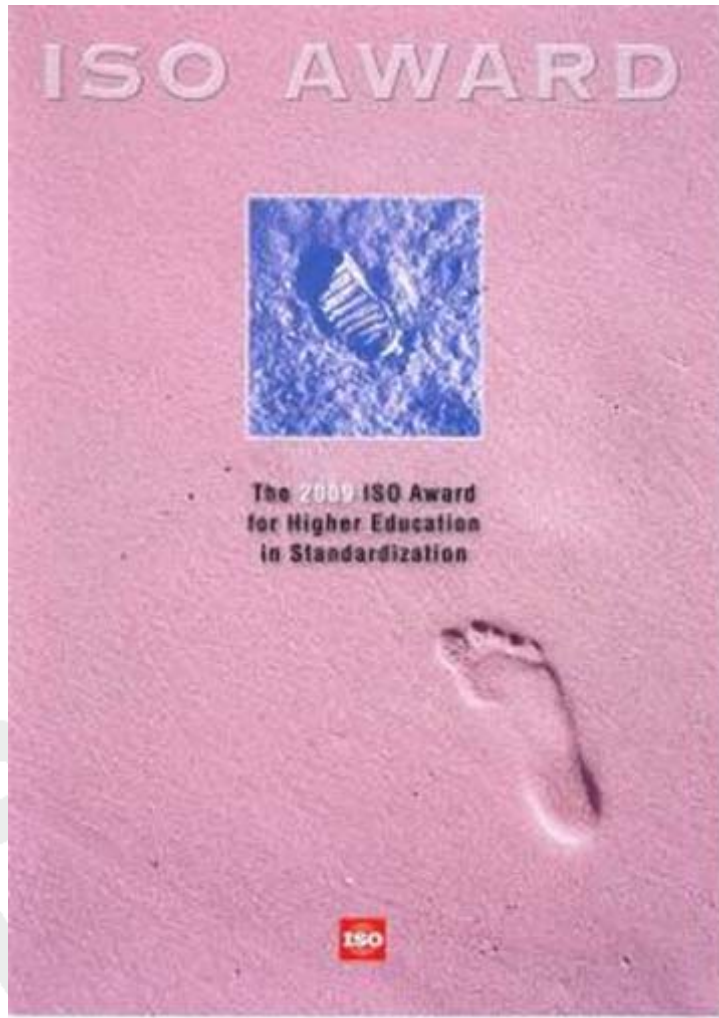


The ISO Award



- Introduced in 2006
- Aims to raise awareness of the importance of standardization worldwide
- Open to institutions of higher education that have developed and implemented successful educational programmes in standardization

The ISO Award



- Certificate of appreciation and a cash prize of 15'000 Swiss Francs
- Co-sponsored by ISO and the Japanese Industrial Standards Committee (JISC), the ISO member for Japan
- Selection committee : eminent personalities from academia, business and the media



ISO AWARD

THE ISO AWARD FOR HIGHER EDUCATION IN STANDARDIZATION

IS GRANTED TO

THE CHINA JILIANG UNIVERSITY

PEOPLE'S REPUBLIC OF CHINA

FOR ITS UNDERGRADUATE PROGRAMME ON STANDARDIZATION


AND PRESENTED TO

PROF. SONG MINGSHUN

DEAN OF THE COLLEGE OF MANAGEMENT


HÅKAN MURBY
ISO PRESIDENT

SEPTEMBER 2007


GEORGE ARNOLD
CHAIR OF THE SELECTION
COMMITTEE



INTERNATIONAL ORGANIZATION FOR STANDARDIZATION





ISO AWARD

THE ISO AWARD FOR HIGHER EDUCATION IN STANDARDIZATION

IS GRANTED TO

THE ROTTERDAM SCHOOL OF MANAGEMENT

ERASMUS UNIVERSITY
THE NETHERLANDS

FOR ITS EDUCATIONAL PROGRAMMES ON STANDARDIZATION

AND PRESENTED TO

DR. IR. H.J. DE VRIES

ASSOCIATE PROFESSOR STANDARDIZATION



ALAN MORRISON
ISO PRESIDENT

SEPTEMBER 2009



GEORGE ARNOLD
CHAIR OF THE SELECTION
COMMITTEE



INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

Other ISO Awards – for standardizers

▪ Helmut Reihlen Award

- Created in 1999 – bi-annual contest for young standardizers in developing countries and economies in transition



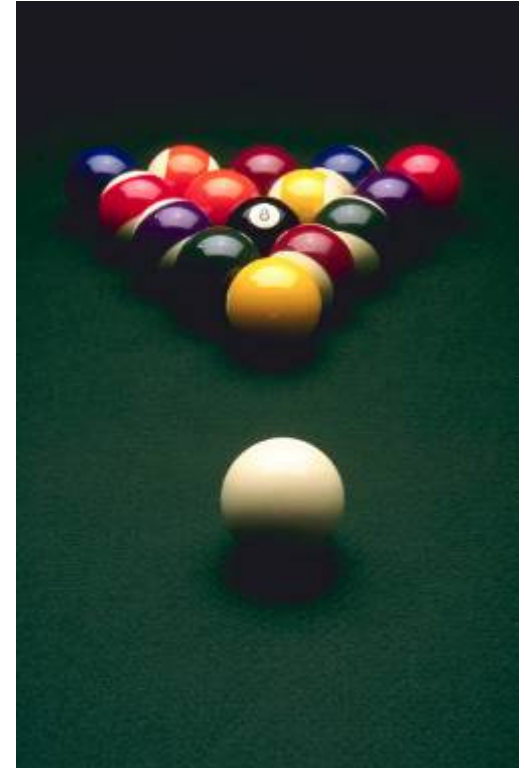
▪ Lawrence D. Eicher Leadership Award

- Annual recognition for superior performance by one of ISO's standards development groups



Simulations and Games

- Simulations and games - create an engaging, enriching and effective education experience
- For example, extensive ISO e-learning programme – targets standardization professionals – designed as a simulation





ISO e-learning

Assessing priorities for standardization



Welcome to

Southistan



Announcement: The ISO (WSC?) Business Game competition

- Aimed at recognizing high-quality, attractive business games dealing with standards-related matters (existing or under development)
- Co-sponsored by
 - ISO, discussions with IEC and ITU
 - Open Text and
 - The Stratford Institute (Ontario, Canada)



THANK YOU !



www.iso.org