ISO’s vision
Why we do what we do

Making lives easier, safer and better.

Through our members and their stakeholders, we bring people together to agree on International Standards that respond to global challenges. ISO standards support global trade, drive inclusive and equitable economic growth, advance innovation and promote health and safety to achieve a sustainable future.

ISO’s mission
What we do and how we do it

Goals
What we need to achieve to realize our mission and vision

ISO standards used everywhere
Meeting global needs
All voices heard

Priorities
Where we need to focus our resources to achieve our goals

Demonstrate the benefits of standards
Innovate to meet users’ needs

Deliver ISO standards when the market needs them
Capture future opportunities for international standardization

Advance environmental sustainability through ISO standards
Advance inclusivity and diversity in the ISO system

Strengthen ISO members through capacity building

Drivers of change
Economy: trade and uncertainty
Technology: the impact of accelerating technological progress
Society: changing needs and expectations
Environment: the urgent need for action

Implementation plan + Measurement framework
Includes specific programmes, projects and measures of success to monitor progress

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