Snapshot

Drivers of change

| Economy: trade and uncertainty |
| Technology: the impact of digital |
| Society: changing expectations and behaviour |
| Environment: the urgency for sustainability |

ISO’s vision
Why we do what we do
Making lives **easier, safer and better**

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

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

ISO standards used everywhere
Demonstrate the benefits of standards
Innovate to meet users’ needs

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

All voices heard
Strengthen ISO members through capacity building
Advance inclusivity and diversity in the ISO system

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