STRATEGIC BUSINESS PLAN – ISO/TC 91

Executive summary

The scope of ISO/TC 91 Surface active agents is standardization of classification, terminology, sampling, physical, chemical or other test methods, specifications, etc., of surface active agents and mixtures containing one or more surface active agents with or without other conventional components of soap and detergent formulations.

At present, ISO/TC 91 has 14 participating members and 39 observer members which are both developed and developing countries.

Today, many products are traded on the basis of technical specifications, and most products traded require proof of compliance with certain technical specifications and safety regulations before being released onto the global market.

In addition, the role of international test methods and other technical information is very important, and the reliability of test data is a critical factor when making decisions on purchases and usage.

Therefore, the most important benefits expected from the work of ISO/TC 91 are improving the quality and safety of the products and access the global market.

ISO/TC 91 standards are technical agreements which provide framework for compatible technology worldwide. These standards will respond to market and regulatory needs in the global market and to scientific and technical development in various countries.

The main objectives and priorities of the technical committee are development of globally relevance International Standards, in order to promote the surface active agents quality and safety and facilitate the world trade in the field of surface active agents.

1 Introduction

1.1 ISO technical committees and business planning

The extension of formal business planning to ISO Technical Committees (ISO/TCs) is an important measure which forms part of a major review of business. The aim is to align the ISO work programme with expressed business environment needs and trends and to allow ISO/TCs to prioritize among different projects, to identify the benefits expected from the availability of International Standards, and to ensure adequate resources for projects throughout their development.

1.2 International standardization and the role of ISO

The foremost aim of international standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade.

Three bodies are responsible for the planning, development and adoption of International Standards: ISO (International Organization for Standardization) is responsible for all sectors excluding Electrotechnical, which is the responsibility of IEC (International Electro technical Committee), and most of the Telecommunications Technologies, which are largely the responsibility of ITU (International Telecommunication Union).

ISO is a legal association, the members of which are the National Standards Bodies (NSBs) of some 164 countries (organizations representing social and economic interests at the international level), supported by a Central Secretariat based in Geneva, Switzerland.

The principal deliverable of ISO is the International Standard.

An International Standard embodies the essential principles of global openness and transparency, consensus and technical coherence. These are safeguarded through its development in an ISO Technical Committee (ISO/TC), representative of all interested parties, supported by a public comment phase (the ISO Technical Enquiry). ISO and its Technical Committees are also able to offer the ISO Technical Specification (ISO/TS), the ISO Public Available Specification (ISO/PAS) and the ISO Technical Report (ISO/TR) as solutions to market needs. These ISO products represent lower levels of consensus and have therefore not the same status as an International Standard.

ISO offers also the International Workshop Agreement (IWA) as a deliverable which aims to bridge the gap between the activities of consortia and the formal process of standardization represented by ISO and its national members. An important distinction is that the IWA is developed by ISO workshops and fora, comprising only participants with direct interest, and so it is not accorded the status of an International Standard.

2 Business Environment of the ISO/TC 91

2.1 Description of the Business Environment

The following political, economic, technical, regulatory, legal and social dynamics describe the business environment of the industry sector, products, materials, disciplines or practices related to the scope of this ISO/TC, and they may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards:

The scope of ISO/TC 91 is standardization of classification, terminology, sampling, physical, chemical or other test methods, specifications, etc., of surface active agents and mixtures containing one or more surface active agents with or without other conventional components of soap and detergent formulations.

Surface active agents' industries are rapidly improving and the technical requirements are becoming more and more strict, therefore, It is expected that the committee activities, will improve the quality and safety of the products in the global market during the next years.

The categories of relevant stakeholders are industry, government, consumer association etc. The concern of these relevant stakeholders is safety of the products and accesses the global market.

The ISO/TC 91 will closely cooperate with CEN/TC 276 Surface active agents.

2.2 Quantitative Indicators of the Business Environment

The following list of quantitative indicators describes the business environment in order to provide adequate information to support actions of the ISO/TC 91:

3 Benefits expected from the work of the ISO/TC 91

Benefits expected from the work of ISO/TC 91 are:

- establishing harmonized rules;
- Increasing benefits;
- promoting the product quality;
- reducing costs;
- improving health, and safety;
- improving market competitiveness and export capability;
- access the global market

Developing of International Standards in the field of surface active agents and implementation of them will eliminate or reduce technical barriers to trade and provide access the global market.

4 Representation and participation in the ISO/TC 91

4.1 Membership

Countries/ISO member bodies that are P and O members of the ISO committee

4.2 Analysis of the participation

At present, ISO/TC 91 has 14 participating members and 39 observer members which are from developed and developing countries and the experts are from industries, governmental organizations, technical sectors and other interested parties. In addition ISO/TC 91 cooperates with CEN/TC 276 and established the Liaisons with some ISO Technical Committees and International Organizations and Associations.

5 Objectives of the ISO/TC and strategies for their achievement

5.1 Defined objectives of the ISO/TC 91

Based on the considerations above, the ISO/TC 91 proposes the following objectives and strategic directions for its future work:

- developing of globally relevance International Standards;
- improving of quality and safety of surface active agents products;
- facilitating the surface active agents global trade;
- meeting the market needs;
- Global dissemination of technologies and good practices in the field of surface active agents

5.2 Identified strategies to achieve the ISO/TC 91's defined objectives

ISO/TC 91 will use the following strategies to reach the objectives:

- To organize one plenary meeting each year in order to discuss on general items and the progress on the work items within the committee;
- To organize working-group meetings as often as needed, at least one time a year;
- To ensure the interested parties involvement;
- To continue liaisons with ISO/TC 47, ISO/TC 72/SC4, ISO/TC 207, ISO/TC 217,ISO/TC 2 7, ISO/TC 34/SC 11, ISO/TC 38/SC 1, ISO/TC 120, ISO/TC 120/SC2, ISO/TC 147/SC 2 , AISE, AOAC, CESIO, EC, ICA-co-operative, ICTC, IUPAC, OECD, WCO, WHO;
- To continue cooperation with CEN 276 Surface active agents.

6 Factors affecting completion and implementation of the ISO/TC 91 work programme

One of the risk factors for the ISO/TC 91 is the target date for publishing of International Standards. It is crucial that ISO TC 91 and its stakeholders reach a balanced and acceptance of each other's position. While a great deal of expertise lies in industry, authorities must be fully engaged in the development of new international standards, in order to assure adoption into regulation.

7 Structure, current projects and publications of the ISO/TC 91

Information on ISO online

The link below is to the TC 91 page on ISO's website:

https://www.iso.org/committee/50490.html

Click on the tabs and links on this page to find the following information:

- About (Secretariat, Committee Manager, Chair, Date of creation, Scope, etc.)
- Contact details
- Structure (Subcommittees and working groups)
- Liaisons
- Meetings
- Tools
- Work programme (published standards and standards under development)

Reference information

Glossary of terms and abbreviations used in ISO/TC Business Plans

General information on the principles of ISO's technical work

Annex

Long-term Strategic Business Plan including Sustainability

1. Foreword：

According to ISO Strategy 2030, to thrive in an environment known as VUCA (Volatile, Uncertain, Complex, Ambiguous), organizations must have a clear vision, mission, and priorities. The priorities are designed to be regularly adjusted to respond to changes in the external environment. It is important that this regular adjustment incorporates technological advances and responds appropriately to customer feedback. In addition, sustainability issues related to climate change and other issues cannot be solved in one region or country, so ISO's activities aiming at standardization beyond borders are becoming increasingly important.

2. Vision, Mission and Goal

These are clearly shown in ISO Strategy 2030 as follows:

Our vision for 2030
Making people's lives easier, safer and better.

Our mission

Through our network of members, we develop International Standards to support global trade, drive inclusive and equitable economic growth, advance innovation, protect health and improve safety, and create a sustainable future.

Our goals

Goals are stepping stones to our vision and will help us to ensure that our work makes people's lives easier, safer and better. They will help us to maximize our impact and ensure that our standards support global trade, drive inclusive and equitable economic growth, advance innovation, protect health and improve safety, and create a sustainable future.

<ISO standards used everywhere>
To realize our vision, our standards must be widely used. We need to ensure that key players are aware of the benefits that our standards bring.

<Meeting global needs>
To realize our vision, we must develop consensus-based standards relevant for all countries and users that respond to current and future challenges. We need to ensure that our standards are easily accessible, usable, and available when the market needs them.

3. To create Long-term Strategic Business Plan

In order to create our long-term strategic business plan in ISO / TC91, it is necessary to identify current issues, which are unique to this TC, to quantify the issues, to analyse the causes of the issues, to propose improvement methods, to evaluate the effectiveness of the proposed methods, and regularly to review and adjustment.

3.1 To know where we are (identification, quantification of issues, and cause of issues)

To date, there have been 83 ISs completed at TC 91. First, it is quite important to understand whether these IS have been used and meeting customer needs.

For example, Table 1 shows IS sales in Japan from 2015 to 2019. Out of 83 ISs, 21 ISs have been sold for a total of 34 purchases. 18 ISs related to basic physical properties of surfactants such as surface tension, interfacial tension, c.m.c. and wettability, 11 ISs related to the chemical analysis of surfactant, which objectives seem to be for analysis of surfactant raw materials. There are five cases including antibacterial property, angle of repose, foaming property that seem to be related to end consumer products such as detergents using surfactants. It is noteworthy that there are 18 purchases related to basic physical properties including vocabulary. This might suggest that some types of participation in TC91 from Academia is also important.

However, Table.1 does not show who purchased for what. There was a possibility that they were purchased by the project members of TC91 as references when formulating the relating IS. Therefore, it is desirable that the purchaser should be identified to really know whether these ISs have been meeting their needs and appropriately responding to the feedback from them.
Above all else, it is important to share global version of this kind of data to know if ISs are used everywhere. In parallel with collecting sales data, it is also necessary to know the other indicators such as “National adoptions”, “Number of standards referenced in regulation”, and “Average development time for
ISO standards” as basic data in TC91. To grasp the global perspective of where we are and to find current challenges through analysis enable us to create a strategy planning through analysing and finding challenges.
Sharing where we are is the first step to decide where and how we reach the goals and to win the deep engagement of TC91 members.

3.2 Identify future opportunities for International Standardization: Creation of long-term strategic business plan.

Based on 3.1, we create long-term strategy to reach the goals, where we should try to meet the indicator above mentioned. The strategy will include incorporating technological advances, seizing opportunities related to sustainability and safety in testing.
To seize the sustainability opportunity, it is expected that the use of the ISO network will be effective. Examples of the network are other TCs in which TC91 has continued liaisons including
TC 207(Environmental management) and TC147(Water Quality).Understanding other TC’s activities through analysing the data of them in the same way as mentioned in 3.1 is expected to be an important reference for TC91. This process will also lead to the strengthening of TC91 members through the capacity building mentioned in ISO Strategy 2030.

3.3 Regular Review and adjustment: Performance Review and Management review

Performance review under this strategy will be conducted regularly by checking 3.1 and adjusting
3.2. At the same time, it is desirable to conduct a management review that reflects
on the effectiveness of this long-term strategy

4. Timeline of creating long-term strategic plan

Since the bottleneck is in 3.1, the timeline depends on the preparation here.

Table1.Breakdown ofISO_TC91 Sales ofIS (from 2015 to 2019) ：Japanese Standard Association Group

Oct.31, 2019

Basic physical properties of surfactants and vocabulary

IS	Title	Order Quantity
ISO 304:1985 +	Determination of surface tension by drawing up liquid films	7
ISO 6889:1986	Determination of interfacial tension by drawing up liquid films	1
ISO 9101:1987	Determination of interfacial tension — Drop volume method	2
ISO 1065:1991	Determination of cloud point	2
ISO 6840:1982	Determination of critical micellization concentration — Method by measurement of counter ion activity	1
ISO 4311:1979	Determination of the critical micellization concentration — Method by measuring surface tension with a plate, stirrup or	2
ISO 8022:1990	Determination of wetting power by immersion	1
ISO 862:1984 +	Vocabulary	2
Total		18

Chemical analysis of surfactants

IS	Title	Order Quantity
ISO 17280:2015	Determination of 1,4-dioxan residues in surfactants obtained from epoxyethane by gas chromatography	2
ISO 16560:2015	Determination of polyethylene glycol content in nonionic ethoxylated surfactants - HPLC method	1
ISO 17293-1:2014	Determination of chloroacetic acid (chloroacetate) in surfactants — Part 1: HPLC method	1
ISO 17293-2:2014	Determination of chloroacetic acid (chloroacetate) in surfactants — Part 2: Ionic chromatographic method	1
ISO 19619:2018	Determination of free propylene oxide	1
ISO 21264:2019	Detergents -- Determination of Alkylphenol ethoxylates	1
ISO 2270:1989	Polyethoxylated derivatives — Iodometric determination of oxyethylene groups	1
ISO 4326:1980	Polyethoxylated derivatives — Determination of hydroxyl value — Acetic anhydride method	1
ISO 672:1978	Determination of moisture and volatile matter content — Oven method	1
ISO 6844:1983	Determination of mineral sulfate content — Titrimetric method	1
Total		11

Performance of Surfactant and its mixture

IS	Title	Order Quantity

ISO 21703:2019	**Microbiology - Microbiological test methods for liquid hand dishwashing**	2
ISO 4324:1977	**Powders and granules — Measurement of the angle of repose**	2
ISO 696:1975	**Measurement of foaming power — Modified Ross-Miles method**	1
Total		5