



#100

focus

Your gateway to International Standards

**Positive
change**



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Introducing the new *ISOfocus*

By the time you read this, you should have noticed that *ISOfocus* “looks different”. And you’re right!



Elizabeth Gasiorowski-Denis
Editor-in-Chief of *ISOfocus*

The magazine has undergone a slow but steady transformation over the last few months, culminating in this September/October 2013 issue.

Change is a constant in today’s world, and the business of standards has to adapt. This is particularly the case when it comes to communicating about our work. We embarked on a new journey last year by launching a “lighter” version of ISO’s Website, with advanced features that enabled us to resize content across multiple devices, and by devising a new way of engaging with you, our audience. It comes as no surprise therefore that we, at *ISOfocus*, must now mirror these online changes and rethink our formula. For the magazine, this will certainly result in further changes and improvements along the way. I hope you’ll travel with us to discover the next chapter, and perhaps contribute to its success.

First things first: Why the magazine makeover?

In today’s environment, the magazine’s scope had become too restrictive and the content – well, let’s be honest – a bit difficult to absorb for those not directly involved at the technical level. The time was ripe to reinvent ourselves with a completely new design. On the one hand, we wanted to expand our magazine coverage to reach a wider audience and highlight the benefits of International Standards in clear, simple language. On the other, we wanted to make sure the things we’re doing more creatively online – www.iso.org – can migrate to the magazine for our print readers.

Focus followers, don’t fret! The tone of the magazine will still be international. Its orientation will be one of a news publication, rather than an institutional one. The magazine, now officially a bi-monthly, will deliver investigative reports, high-profile interviews, compelling human-interest stories on International Standards. Emphasis will be on user experiences, overcoming challenges and showcasing concrete benefits.

One of the primary goals of the new *ISOfocus* (now bereft of the “+”) is to establish itself as the premier platform for exchange and dialogue among the standards user community – a forum for users to give feedback from the “real world”. Whether for a multinational enterprise faced with major decisions or a small business looking for ideas, ISO’s flagship magazine will seek to provide both the kind of overviews that strategic planners need or the little details that can make a big difference.

The theme of this “launch” issue of *ISOfocus* is therefore an extremely fitting one in the circumstances: **positive change**. The theme reflects our move to become a bigger, bolder magazine. And what better time to do this than in the 100th issue of *ISOfocus*! But, ultimately, we also want the magazine to look good! So tell us what you think! All comments are welcome – even critical ones (see page 5). **EGD**

5 RULES OF SOCIAL MEDIA

Social feed

STOP & think

Would **you** talk that way?

always WRITE BACK

Social media doesn't **exist** in a vacuum. Make traditional and social media work together.

everyone has an **INFLUENCE**

Embrace **negative CRITICISM**

SHARE WITH US YOUR THOUGHTS, IDEAS AND FEEDBACK!



Digital tweets, chirps and whispers

Few will still be asking why ISO is on social media. But just in case, here goes. Social media, or as some are calling it now, digital engagement, is ultimately about community. It is about bringing people together around a common interest. It is also about reaching out, and showing that organizations are made up of "people working for the people". It is about inspiring, conversing, informing, discussing, and of course listening. It is hard to keep up with all that goes on online, so here is a glimpse of what has been happening in the social sphere these past months.

@MariaLazarte
ISO Social Media Manager

Women in the standards business

Muhayyo Mahmudova: Hi! I worked as ISO coordinator in the biggest textile company in Central Asia.

Andrea Beddard: Hi, I'm Chair of the British Standards Society, the UK's standards users group, and also Vice-President of IFAN, the international standards users group.

Lillemor Harnell: Hello, I am the chair of the Swedish mirror committee of TC 176 Quality management and Swedish expert in the ISO work of 9001:2008 --> 2015. Come and work with us!

Audra Elaine Shahid: Hi Ladies, I am the Quality Link of an ISO Accredited Endoscope Decontamination Unit, ISO 9001:2008 and ISO 13485:2012, and also perform internal audits.

Евгения Банишка: Hi from Bulgaria! I work at Bulgarian standards body and my work deals with adoption of european and international standards at national level...



Mary Jane Aduana:

Hi! I am a Construction Safety Officer. Follow the standards and remember SAFETY FIRST!

What YOU are saying



@BSIstandards: NEWS: Two-thirds of businesses unaware of cybersecurity breaches

@Standards4RDI: "standardization and interoperability remain a pending issue" identifies the @WaterPI SRA [strategic research agenda] #Horizon2020

WE NEED MORE STANDARDS FOR WATER.

@WorldBank: Sustainable development is about people – better lives now, healthy planet for future generations.

ISO PROJECT MANAGER SHANNON FRAME REPORTS FROM THE WORLD HEALTH ASSEMBLY

@skframe: WHO highlights importance of developing standard operating procedures for emergency communications

@RanyeeCleanCook: The votes are in! We have approval for new @isostandards technical committee for cookstoves and clean cooking

RANYEE (UN GLOBAL ALLIANCE FOR CLEAN COOKSTOVES)

NOT JUST ONE, TARA, SEVERAL!

@mcmahon_tara: There's an ISO standard for that! RT@isostandards: Condoms – Making sure they are safe and work as intended ow.ly/kG7Jj



CORRECT!

Mini challenge

@isostandards: Guess who, guess who... Do you know which well-known ISO standard celebrates its second birthday this month?

@ICMAP: ISO 50001:2011 (Energy management systems) was launched in June 2011 and celebrates its second birthday this month.

To our readers

Are there any thoughts you want to share with *ISOfocus*? Well now, here's your chance. We will be creating a new page devoted entirely to you – our readers. This will provide a forum for comment and debate, and will be a way for you and us to interact and communicate. Would you like to comment on something you've read in *ISOfocus*? Do you think an issue is so important that you have to speak out? Are you fired up over something and want others to know about it? Either way, we want to hear from you!

Connect with *ISOfocus*

Keeping it short and simple will increase the likelihood that we can publish it. Max. 200 words and use short sentences. Some great letters are just 20-50 words! Air your views, comment, discuss, vent, argue, complain... yes, even criticize. Share with us your thoughts on anything (even loosely) related to the world of standards. Such exchanges will help reduce misunderstandings and positively influence the further development of standards. Write to us at isofocus@iso.org

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If you are into gifs, cats, cute puppies, memes and celebrities you will love the tumblr blog "There's a standard for that!" thenhj.tumblr.com



Cacaouette, our director's cat.

Play matters



Mattel, the world's largest toy maker, has been faced with some rough challenges due to safety scandals revolving around toy design and manufacturing in China. During August 2007 Mattel was forced to recall *in extremis* certain toys because they contained loose magnets and excess lead that posed immediate danger to the children who played with them. How did Mattel maintain its credibility and recover from the scandal while still keeping its #1 spot on the world market?

ISOfocus meets with David Kosnoff, Vice-President, Product Quality and Regulatory Compliance for Mattel, Inc., to discuss the firm's commitment to quality and safety policies, its use of standards, and compliance to worldwide product regulatory requirements.

ISOfocus: Mattel recalled 19 million toys from August to September of 2007 – the biggest recall in the company's history. Many media sources commended Mattel for getting the word out quickly and efficiently. How has Mattel's safety and quality strategy changed since 2007? What has been improved?

David: Let's start with what hasn't changed – our unwavering commitment to product safety and quality. The health, safety and well-being of children are our top priority, and we will meet or exceed legal requirements and industry standards for product quality and safety. We work hard every day to earn the trust of our consumers through our dedication to safety by making products that parents can trust.

Since 2007, we have worked to enhance our product compliance protocols and procedures to ensure the highest safety standards are followed at Mattel. As the toy industry has become much more regulated,

Fact

Lead – a metal that for years was common in paint and gasoline – can harm a child's brain, kidneys and other organs. High levels in the blood can cause coma, convulsions and death. Lower levels can reduce intelligence, impair hearing and behaviour and cause other problems.

Source: WHO

Barbie is still the world's best-selling toy brand after more than 50 years.

Photo: Mattel



particularly with respect to chemicals, we have significantly increased both the capabilities and capacities of our laboratories, investing in new facilities, new equipment, and highly trained staff.

All our laboratories are now accredited to ISO/IEC 17025 for laboratory competence, and we are requiring all factories producing our products to be certified to ISO 9001 for quality management.

You manufacture and sell your products globally, producing some toys in factories of your own as well as using contract factories. With a global operation, how do you ensure the quality and safety of your products throughout the supply chain?

Mattel uses a number of methods to help ensure the success of its quality management system.

Quality and safety start with the right design. We design our toys to meet standards such as ISO 8124, ASTM F963 and EN 71 on toy safety. We then use a variety of tools to assess and validate these designs.

We source our products from reputable manufacturers. Our factories, both Mattel-owned and vendors, are certified to ISO 9001. Many are also certified to ISO 14001 and OSHAS 18000. Designs and processes are further validated through our pilot programme, which involves testing to both internal reliability and external safety standards.

Most of our larger factories have built in-house laboratories to facilitate our aggressive quality assurance (QA) and quality control (QC) programmes, testing of raw materials, work in progress, and vetting of finished goods. These laboratories create additional capacity and speed and, to ensure adequate capabilities, Mattel requires them to be certified to ISO/IEC 17025. All products are certified to meet applicable requirements and standards. Only then can full production begin.

We rely on a combination of our factories' quality management systems and the expertise of our own team of engineers to ensure that initial levels of quality are maintained throughout the production run. In addition to the daily QA and QC activities, we periodically pull samples from production and re-qualify our products so that we have a high degree of assurance that our toys continue to meet all our requirements.

From children to their grandparents, you have a wide range of consumers. How do International Standards facilitate Mattel's relationship with customers and support the company's product recall strategy?

The safety of our consumers is Mattel's top priority. As a company, we have designed and implemented a comprehensive infrastructure to ensure the safety of our products in order to produce fun and safe toys.



Examine the toy chest of most children around the world and you are likely to find several popular Mattel brands in it.

Since its 2007 recall of 19 million toys, Mattel has worked to enhance its product compliance protocols.

The Mattel toy box holds a number of other well-known brands including Fisher-Price infant and toddler toys and Hot Wheels, Matchbox and Tyco cars.



Whether we are reducing the carbon footprint of our supply chain, exploring the use of innovative new materials, or encouraging our workforce to promote a sustainable future, Mattel continues to develop the most playful products while taking into consideration our impact on the planet and its people.

International Standards provide the framework for Mattel's rigorous safety and quality programme. Standards are incorporated at all phases of product development: from the inception of a concept and design (which integrates how children imagine, create and improvise when they play and how a toy can encourage such imagination or elicit play patterns in ways standards may not anticipate), through material selection and manufacturing, to store shelves, and finally the family playroom. ISO standards are the building blocks of Mattel's global programme for safety and quality and provide an important tool for building relationships with, and loyalty among, our customers, whatever their age.

Toys are essentially made of plastic, which has not always had a "green" image. How has sustainable development been integrated into the company's strategy?

As the largest toy manufacturer in the world, Mattel views sustainability as an investment in the future, for the current and upcoming generations upon which our business depends. In the early days – well before "sustainability" and "lean manufacturing" became common business terms – Mattel's efforts included a host of programmes, projects and strategies that addressed environmental concerns.

In recent years, we have dedicated tremendous resources to understanding the impacts of our business and positioning our company to address issues and opportunities in measurable ways. We have defined measurable goals and targets that align with our business and drive our global sustainability efforts: reducing the impact of our products and packaging, decreasing our carbon emissions and promoting a culture of sustainable growth.

17% of recalls across the world were toys

Source: US Consumer Product Safety Commission

Mattel participates actively in ISO technical committees, especially ISO/TC 181, *Safety of toys*. What progress would you like to see in international standardization in general and in toy standards in particular?

We live, work and play in a global economy. The safety of children and families everywhere is important to Mattel. We believe that toys, no matter where they are made or by whom, must meet International Standards for safety such as those laid out in ISO 8124, *Safety of toys*. Mattel's emphasis on safety drives our commitment towards active participation in the standards development work of ISO/TC 181 and other standards committees. We encourage common standards for all toys throughout the world, and as a good corporate citizen, we have always made it a priority to collaborate and share our knowledge and experience on product safety. One of the challenges of the global economy, however, is that not all markets adopt or recognize ISO standards. Sometimes a



Mattel designs its toys to meet standards such as ISO 8124 on toy safety.



country or region establishes its own requirements that are not consistent or concurrent with existing standards, making selling in the various markets difficult and costly – and potentially threatening consumer protection if the standards that are adopted do not meet international norms. Mattel encourages countries throughout the world to move towards unified standards for toy safety that incorporate the latest intelligence and technology and help to ensure consumer protection across borders. The safety of children, no matter where they live, is a goal we all share. **EGD/ST**

About Mattel

Mattel is the worldwide leader in the design, manufacture and marketing of toys and family products with more than USD 7 billion in sales. With worldwide headquarters in El Segundo, California, Mattel employs approximately 30 000 people in 40 countries and territories and sells products in more than 150 countries. In 2013, for the sixth year running, Mattel was voted one of the “100 Best Companies to Work For” by Fortune Magazine. Mattel is also ranked among Corporate Responsibility Magazine’s “100 Best Corporate Citizens”.



David Kosnoff is Vice-President, Product Quality and Regulatory Compliance for Mattel, Inc. He is responsible for the quality and safety of all new Mattel products, development of new toy safety standards, and compliance to worldwide product regulatory requirements.

buzz



Franz Gilbert, member of the US technical advisory group to ISO/TC 260.

Supporting stakeholder engagement

The National Standardization Agency of Indonesia (BSN) recently hosted a workshop on stakeholder engagement in Lombok, Indonesia, in June 2013. Some 28 participants representing 14 countries from South and South-East Asia attended the event, which garnered strong stakeholder presence from industry, government, consumers, academia and non-governmental organizations. The workshop’s interactive format enabled delegates to exchange experiences and identify best practices, to be implemented in their respective countries. The workshop is part of a series of workshops and related training material destined to help ISO member bodies identify relevant stakeholders and encourage them to get involved in the development of standards and participate in areas of standardization that are of particular interest to their country.

Honing in on human resources

ISO’s work on human resource (HR) standards was highlighted in the recently held HR Shared Services & Outsourcing Summit in Chicago, the USA, attended by over 8 000 HR practitioners. ISO/TC 260, *Human resource management*, is exploring human resources practices around the world with a view to adopting uniform standards in areas such as terminology, measurement, and governance. An overview of the committee’s work was given by Franz Gilbert, member of the US technical advisory group to ISO/TC 260.

In less than two years, ISO/TC 260 has created the HR framework and is now starting to develop specific standards. The committee is stepping up its communication efforts to solicit support and bring more functional experts into its work (e.g. recruiting). Thirty-eight countries are currently participating in ISO/TC 260.



Participants at the stakeholder engagement workshop in Lombok, Indonesia.



The beauty of doing good

The pharmaceutical industry is cleaning up its image by investing in a raft of social responsibility and sustainability initiatives. Pharmaceutical companies have historically received much criticism for unethical and non-environmentally friendly business practices that include animal testing, unsustainable sourcing and chemical pollution.

Pressure from consumers, the media and retailers means that pharmaceuticals and ingredient companies are making progress in becoming “good corporate citizens”.

When it was launched in 2010, ISO 26000, *Guidance on social responsibility*, one of ISO’s most eagerly awaited standards, was tipped to have “world-changing potential”, and one that would help establish socially responsible behaviour as the fundamental duty of any organization. Since then, the new standard has been implemented by many organizations of all types and sizes around the globe wishing to demonstrate their commitment to sustainable

development, and accept responsibility for their impact on the environment, society and the economy.

Embracing social responsibility

Laboratoires Expanscience, headquartered in Courbevoie, France, exemplifies an organization that has embraced the socially responsible guidance provided by ISO 26000 in all its activities. The laboratory specializes in pharmaceutical products for rheumatology, dermatology, dental care, and the marketing of active cosmetic ingredients, developed

Easy to apply?

For *Expanscience*, the answer is “yes”, if the philosophy and approach are well understood and well interpreted. But it’s not only a matter of following the concepts, terms and definitions in ISO 26000, says the company’s R&D Manager Alex Saunois. The real question is “how to adapt the guidance” to the specifics of our business and the impacts we make.



Photo : Expanscience



Photo : Expanscience



Photo : Expanscience

Among its fair-return initiatives in Burkina Faso, *Expanscience* has provided *L'Union des Femmes Artisanes* with advances on crops and a loan to acquire land and construct a storage facility for organic crops.

and produced at its research and development (R&D) centre and industrial facility in Eure-et-Loir. Whether you are just starting out on your social responsibility journey or already have a robust sustainability programme in place, ISO 26000 can provide an excellent framework for checking that you are addressing all the relevant issues.

Holistic approach

To initiate an internal policy that contributes to sustainable development, *Expanscience* joined the Global Compact of the United Nations in 2004 and committed to a voluntary Corporate Social Responsibility (CSR) initiative involving all of its activities. One of the central aims of this approach was to reduce the social, economic and environmental challenges raised by the plant supply chains, a holistic approach that serves to confirm the company’s commitment to social responsibility and ethical corporate behaviour. In practice, the company’s CSR activities are organized around a number of strategic areas, all of which involve the company’s external activities with its stakeholders.

These areas include :

- **Choice of ingredients** : by showing respect for nature through the entire supply chain, from the plant grower to the consumer
- **Transparency** : by promoting regular sourcing and better traceability of ingredients
- **Human factor** : by strengthening the bond with suppliers (plant growers and harvesters) to support their technical know-how, standard of living and independence
- **Ethics** : by implementing responsible purchasing policies and a fairer deal for all stakeholders
- **Consumer concern** : by improving the company’s relationship with its customers and patients

Alex Saunois, R&D Manager for Lipochemistry and Plant Extraction at *Expanscience*, explains how implementing ISO 26000 has made a positive impact on the company. “Developing CSR by using ISO 26000 is a way to change our business’s point of view, and to give us and our partners the best approach to solving sustainability issues,” says Alex Saunois. “In this way we can select stakeholders who are sensitive to, and in compliance with, our sustainability strategy.”



Alex Saunois, R&D Manager for Lipochemistry and Plant Extraction, Laboratoires Expanscience.

Supply chain solutions

Conscious of its supply chain responsibilities, *Expanscience* has developed a dedicated sustainability strategy which takes the practical form of a “Responsible Supply Chain” benchmark. This benchmark complies with the ISO 26000 standard and UEBT (Union for Ethical Biobased Trade) benchmark definitions and practices. For *Expanscience*’s R&D Manager, there were two important steps in the social-responsibility approach. The first step was to develop the *Expanscience* CSR strategy using ISO 26000, and lay down a set of commitments. Having decided to integrate all the ingredients made by the laboratory within this scope, the second step was to screen each supply chain source in order to identify the positive and negative impacts generated by its business. Then, CSR actions were decided, discussed and implemented in relation to these commitments and impacts. For *Expanscience*, ISO 26000 offers the best approach and guidance to define a strategy for sustainability and sustainability management.



Photo : Expanscience

Expanscience in figures

871 staff

- 711 in France and 160 in subsidiaries
- 60% female staff
- Average age 41.3

56.8 million products manufactured

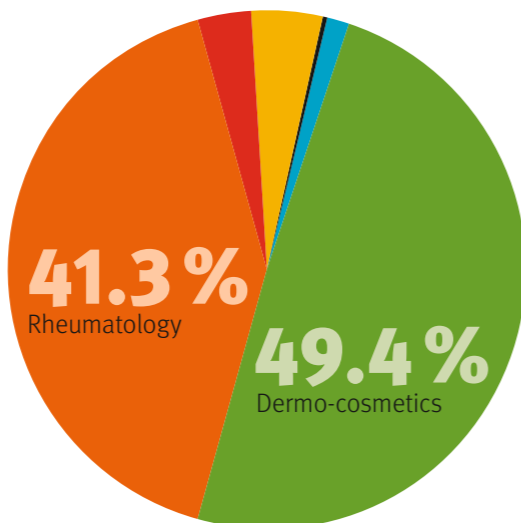
- Income from sales: EUR 240.5 million, including 41% international sales
- 4.3% income from sales invested every year in research and development

76 patents

- registered between 1997 and 2012
- 10 subsidiaries and 84 distributing countries

Breakdown of income by activity (%)

3.2% Dermatology **4.5%** Dental care **0.3%** Processing **1.3%** Cosmetic active ingredients



Expanscience's cellular biology laboratory.



Photo : Expanscience

All activities at the Expanscience research and development centre follow socially responsible practices in line with ISO 26000 guidance.

Company backup

So what has the response to ISO 26000 been within the company? For Mr. Saunois, ISO 26000 is an ideal tool for raising awareness of social responsibility and *Expanscience* has used many of its tools to achieve this:

- Making regular presentations to all company members explaining the corporate line and commitments
- Holding sustainable working group meetings in all departments
- Developing ingredients in working groups using CSR appraisals

Every employee, from research and development to marketing, is trained in this strategy – the aim being to advance, adapt or change their responsible working practices.

Business benefits

Like most organizations using ISO 26000, *Laboratoires Expanscience* integrates its societal challenges into its economic strategy to better prepare for, and contribute to, tomorrow's world.

“Implementing ISO 26000 in our ingredient development projects has given *Expanscience* a more complete and integrated view of the impacts generated by its activities. The main objective was to secure ingredient supply in parallel with sustainability improvement management,” explains Alex Saunois.

“The application of this non-certifiable norm* is a real opportunity for an organization like ours to progress in responsible practices and supply chain security, to better anticipate crises (ours and those of our stakeholders) and enhance our credibility as a real actor in sustainability, proven by our actions.” *EGD/GL*

* ISO 26000 is not a management system standard and is not intended for certification purposes or for regulatory or contractual use.



Photo: Ken Banks, www.kiwanja.net

Are consumers safe in the digital age?



Photo: Jason Tester Guerrilla Futures

With an expanding online market, consumers are enjoying increased choice and the opportunity to buy products from all over the world. The flip side, however, is that it becomes harder to protect consumers from unfair trading practices, underlining the need for robust global market surveillance systems.

E-commerce is expanding. Data gathered by the OECD (Organisation for Economic Co-operation and Development) from its member countries reveals that the percentage of consumers purchasing products online increased from about 25% in 2007 to 32% in 2011.

Growth in other countries, such as China and Brazil, is even higher. Brazil's online sales showed an increase of 26% between 2010 and 2011, while Chinese growth soared by a staggering 500% in 2011, compared with 2008. In addition, purchases made using mobile devices are booming, as is mobile banking. While they do make consumers' lives easier, these consumption patterns raise challenges to consumer protection and product safety.

International Standards play a crucial part in keeping consumers safe, providing a foundation for government policies, which often lag behind market developments.

Lack of legal measures

A survey conducted by the consumer rights group Consumers International (CI) (www.consumersinternational.org) in 60 countries maps out the state of consumer protection around the world. The report reveals that barely half the countries surveyed (52%) have a national consumer protection policy and less than a third of governments (29%)

have proper mechanisms in place for resolving e-commerce disputes out of court.

At a recently held ISO workshop on product safety (see page 23), Luke Upchurch, Head of Communication for CI said, "Legal measures are spreading, but implementation is weak, so standards are needed to underpin legislation." (Hear the audio interview of Luke Upchurch with the online version of this article.)

A prime example of a standard that can instigate change is ISO 10008:2013, *Quality management – Customer satisfaction – Guidelines for business-to-consumer electronic commerce transactions*. Published in May 2013, the new standard helps set up a fair and transparent e-commerce platform that will enhance consumer confidence in e-commerce transactions. Input by ISO/COPOLCO, the ISO Committee on consumer policy, ensured that consumers' rights were indeed taken into account.

Mobile banking and payment

In today's highly volatile financial marketplace, security of mobile banking and payments is another very real concern for consumers and financial service providers.

According to Gartner, Inc., the world's leading information technology research and advisory company, worldwide mobile payment transactions will have reached

USD 235.4 billion by the end of 2013, featuring a 44 % increase from 2012 values of USD 163.1 billion. And the number of mobile payment users will have totalled 245.2 million, up from 200.8 million in 2012. In this context, banking institutions and mobile marketers face the daunting challenge of ensuring the security of applications and technologies in order to minimize the risk of security breaches and information thefts.

Work on future standards (ISO 12812, parts 1 to 6) for mobile financial services (under the aegis of ISO technical committee ISO/TC 68, *Financial services*, subcommittee SC 7, *Core banking*) will contribute, with the participation of consumer representatives, to eliminating some of the uncertainties faced by both consumers and businesses when buying and selling online.

International Standards
play a crucial part
in keeping consumers safe.

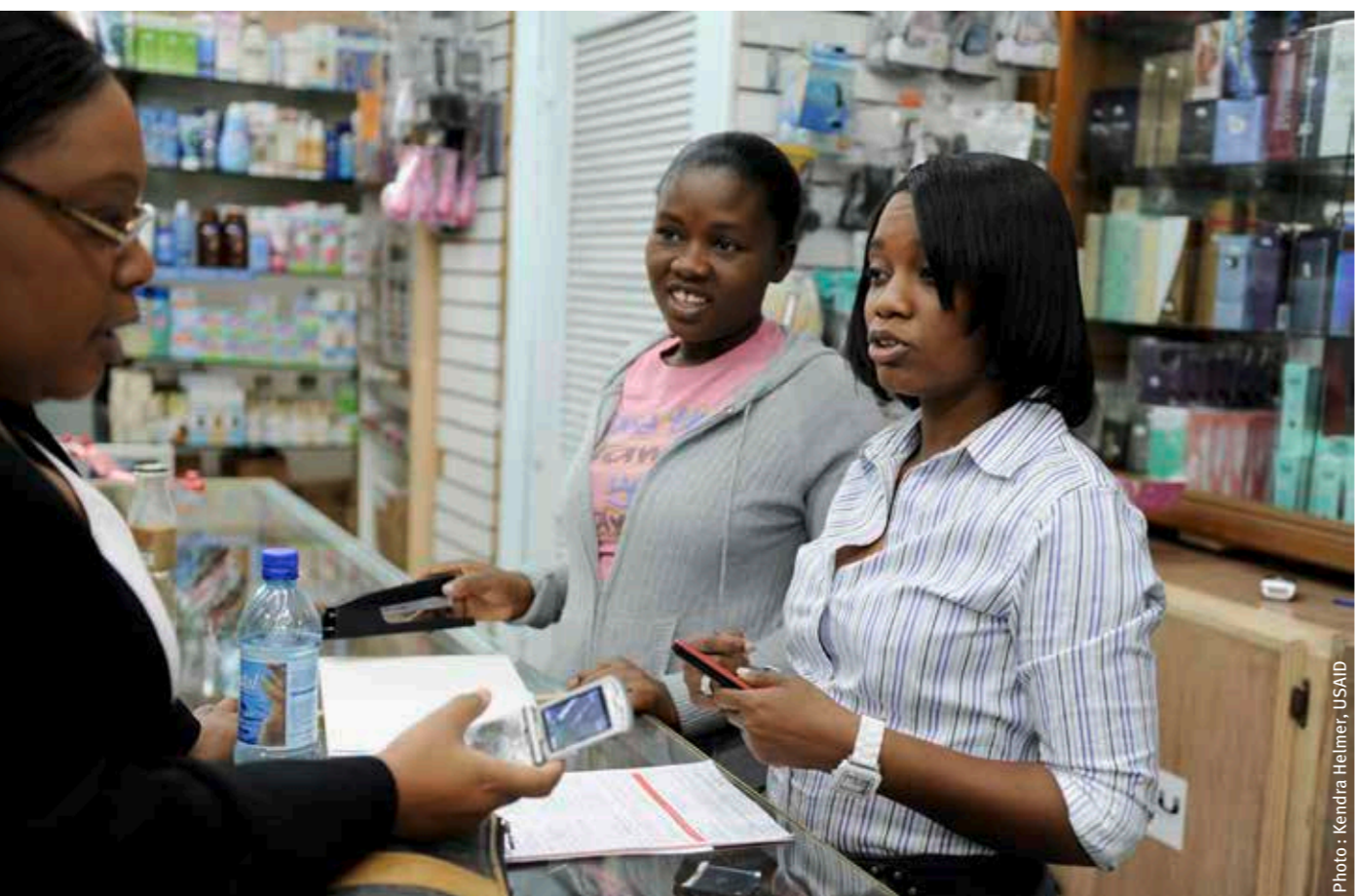


Photo : Kendra Helmer, USAID

Market surveillance and the importance of standards

With the expanding online market, consumers can find it a challenge to keep up with new products and innovations, which may or may not conform to existing standards. This is where market surveillance comes in. Market surveillance is the work carried out by public authorities to ensure that products comply with the requirements set out in the relevant legislation.

As Noel Toledo, a market surveillance consultant, highlighted at the ISO/COPOLCO workshop: “Market surveillance is about the prevention of future problems and accidents, including fatal ones.

For ineffective market surveillance has an impact on the number of fatalities.” (An interview of Noel Toledo is available with the online version of this article.)

The key to effective market surveillance is data collection. In October 2012, the OECD launched the GlobalRecalls portal (to help consumers who have purchased globally sold products to access recall information at a single point. The new information bank comprises recall data from Australia, Canada, the USA and the European Commission and aims to extend to more countries in the future.

The GlobalRecalls portal (see globalrecalls.oecd.org) improves the visibility and publicity of product recalls and, most importantly, provides the global view that has become so indispensable in today’s international marketplace.

Standards for product testing and product recall, which include two of ISO’s most recent launches, help make market surveillance more efficient.

As Ratna Devi Nadarajan, Secretary of ISO/PC 240, *Product recall*, explained at the ISO/COPOLCO meeting, “The recently published ISO 10377:2013, *Consumer product safety – Guidelines for suppliers*, and ISO 10393:2013, *Consumer product recall – Guidelines for suppliers*, will help small and medium-sized suppliers in particular to implement effective product recall and corrective action mechanisms to protect their businesses and consumers.”

ISO 10393 (see article in *ISO Focus+* May/June 2013) gives practical advice to companies on how to recall a defective product traded across borders, manage the associated legal risks and build customer loyalty, while ISO 10377 helps manufacturers assess the risk of a consumer product throughout its life cycle. The advice on effective recalls and corrective mechanisms will lead to improvements in product safety and hence consumer protection. **ST**

ISO workshop on product safety

Leading issues in the battle to protect consumers were discussed at the 35th ISO/COPOLCO meeting held in Malta and hosted by the Malta Competition and Consumer Affairs Authority. The workshop entitled “Innovating food products – How standards can ensure consumer protection” attracted more than 100 participants from over 30 countries. Each year, the ISO Committee on consumer policy (ISO/COPOLCO) holds a workshop on consumer-related matters. Bringing together consumer representatives from around the world, these seminars are an invaluable way of informing the standardization community about the needs of consumers and how standards can embrace these. The full agenda and presentations are available on www.iso.org.



Participants from more than 30 countries gathered at the 35th ISO/COPOLCO meeting in Malta.





Biomimetics boom calls for standards

Also known as “bionics” or “biomimicry,” biomimetics is the science of applying designs from nature to man-made systems and technology. Bio-inspired materials and design are gaining interest in many fields, including aerospace technology, building and civil engineering, medical technology, and sports equipment.

ISOfocus talks to two members of ISO technical committee ISO/TC 266, *Biomimetics* – Dr. Ljuba Woppowa, General Secretary of the VDI society Technologies of Life Sciences, and her colleague Dr. Heike Seitz – to discuss the importance of this growing industry and the usefulness of standards.

***ISOfocus*: How is biomimetics different from traditional science and engineering?**



Ljuba: The basic concept of biomimetics is learning from nature and is not restricted to any research area. It is not enough to simply imitate nature and copy natural constructions; innovations and solutions to practical problems can be provided through applying the knowledge gained from biological systems by interdisciplinary cooperation.

How has biomimetics evolved over the last few years?



Heike: Biomimetics has evolved tremendously. Extraordinary and well-known examples for biomimetic solutions are the Velcro, the Lotus-Effect, the artificial shark skin or the Flectofin, awarded

the International Bionic Award 2012 – and many more. Biomimetic applications are complex, requiring intensive research and development. But they have the potential to foster new industries that positively impact the economy.

Is it possible to standardize the highly interdisciplinary and creative approach of bio-inspiration?

Ljuba: International Standards would be helpful for the adoption of biomimetic processes. ISO/TC 266 was established in 2012 to prove this question and provide the first International Standards for industry. Four working groups have been created:

- Terminology and methodology
- Structures and materials
- Biomimetic structural optimization
- Knowledge infrastructure of biomimetics

Any future meetings? How can people join?

Heike: The next meeting of ISO/TC 266 will be held on 29-30 October 2013 in Prague, the Czech Republic. Those interested in participating should contact their national standards bodies. *EGD*



Velcro has been to the moon almost as many times as humans. The inspiration for the ubiquitous adhesive material comes from the plant burdock.

Photo: NASA



Fourteenth ISO Secretaries' Week held in June 2013 in Geneva, Switzerland.

ISO Secretaries' Week

As Secretary Support for ISO/TC 160, *Glass in building*, Institute Committee Manager Javier Valencia commented: "Through the high competence of the leaders of ISO, I had the opportunity this week to deepen my knowledge further in relation to my work as ISO/TC Secretary Support. No doubt, I will be able to implement the knowledge acquired via better and more efficient interaction between the members and, at the same time, work to resolve their difficulties. I'm looking forward to that!"



Enter the world of conformity assessment

The ISO Committee on conformity assessment (ISO/CASCO) is making headway. The committee recently undertook the systematic review of its two key standards: ISO/IEC 17011 on requirements for accreditation bodies and ISO/IEC 17000 on conformity assessment vocabulary and general principles. It is expected that any future revision of these important standards will bring consistency and clarity to the market. ISO/CASCO is also fostering cooperation with regulatory authorities by holding the workshop "Impact of economic globalization, regulation and consumer safety on conformity assessment" on 11 October 2013 in Beijing, China. Hosted by the Standardization Administration of China (SAC) and the Certification and Accreditation Administration of China (CNCA), the event will close off the ISO/CASCO plenary week.

For more information, see www.iso.org/casco2013.

Standards and sustainable innovations

"Standardization and the International Transfer of Sustainable Technologies" was the theme of a workshop hosted recently by ISO in Geneva, Switzerland.

The workshop highlighted the need for international policy coordination.

Experts from different international organizations, such as the Organisation for Economic Co-operation and Development (OECD), World Intellectual Property Organization (WIPO), European Patent Office (EPO), World Trade Organization (WTO), International Centre for Trade and Sustainable Development (ICTSD) and the European Commission, exchanged ideas on how different regimes interact in shaping the international diffusion of sustainable innovations.

The international transfer of sustainable technologies is a sensitive area and International Standards have an important role to play in harmonizing technologies while protecting free trade, intellectual property rights and the global environment.

The workshop highlighted the need for international policy coordination. It also acknowledged company-led initiatives, such as private food standards for promoting effectively and efficiently sustainable innovation. The event was organized by the Chair of Innovation Economics of the Berlin Institute of Technology. Dr. Daniele Gerundino, Strategic Advisor to the ISO Secretary-General, commented: "ISO recognizes the relationship between standards and innovation and is promoting several initiatives to better highlight and strengthen this link. We look forward to continuing the interaction with participating organizations."

Gearing up electric cars

Global automobile experts came together for the plenary meeting of ISO/TC 22, *Road vehicles*, in Göteborg, Sweden. Having published over 700 standards – including more than 120 in 18 months – one of ISO's most active committees continues to meet rapidly evolving industry demand, with an increasing focus on electric and fuel-cell vehicle standards.

Close collaboration with the International Electrotechnical Commission (IEC) continues to be top priority, with several new work items under development. Publication of a grid communication interface is a recent example of this inter-organizational coordination. ISO is also working together with IEC to produce a compendium of electric vehicle standards developed by both organizations. This follows on the heels of an ISO publication on the same topic.

The impact of global automobile standards developed by ISO/TC 22 was put on full display at a guided tour of the Volvo Trucks Tuve Assembly Plant outside Göteborg. Some 70 countries are active in the work of ISO/TC 22 as members or observers.



National standards bodies from across the Caribbean, Central America and South America get to grips with good standardization practice, La Paz, Bolivia, May 2013.



Global automobile experts at the Volvo truck plant in Göteborg, Sweden.



Jacob Holmblad

Insider goes out

Former ISO Vice-President (technical management), Jacob Holmblad knows the ins and outs of ISO, but a new position outside the standards business opened his eyes for the first time to how the world sees or rather does not see us.

What strikes me is that this daily discourse takes place outside the realm of standardization as we know it.

I have enjoyed a long and stable career path paved with just two major appointments, each spanning two decades. My quite different career moves have provided interesting perspectives on the places I've worked for and I am now in a position to see their strengths and weaknesses from the outside.

For 20 years I mastered the ins and outs of international standardization at ISO. Then, two years ago, I took the plunge with a very different kind of job when I joined the largest pension fund in Denmark – as a contributor mind you, I am not yet on the receiving end! Yet the world of standardization continues to creep into my daily life, both on a professional and a personal level, and I am constantly reminded of the many things that would not be possible without ISO and its members.

Simplifying complexity

Take the financial sector for instance. Its global scale and the strict regulations it must adhere to make it a hugely complex industry that requires advanced management tools in order to function. It also relies on a set of core values, one of which immediately drew my attention: simplification. I can't help but think that, ultimately, this is what standardization is all about.

PFA, the company I work for, like many others, strives to be as efficient as possible in its operations, processes and products. In this context, the words "simplicity" and "standardization" are often used synonymously. We talk about "adopting standardized solutions", "applying simple concepts", "achieving a standard for this or that", and "demonstrating continuous improvement". But what strikes me is that this daily discourse takes place outside the realm of standardization as we know it.

We have a lot of valuable tools at our disposal, but I have yet to come across standards in their most basic sense, as ISO intended. Of course, the world we live in is not devoid of standards, but they are sector-specific and completely unknown to the general public outside our specialized fields.

This can be explained by two factors: a lack of general knowledge about standardization, and a deep-rooted "we want and know how to do it all" approach. Yet clearly, this outlook can be costly: reinventing the wheel amounts to an incredible waste of time and effort. Our company knows the usefulness of standards, but we need to take that extra step and move away from our sectorial approach towards an international one.

Picture perfect

The Swedish standards body, SIS, encapsulated the essence of standardization in the image of a nuclear family – father, mother, daughter and son – enjoying the sunshine on a lovely summer's day in the Swedish countryside. In this idyllic picture, there was a lawnmower, toys, a house and a boat by the lake, each identified by a bubble listing the numerous standards that support them.



“Old love will not be forgotten”

So says the proverb – and neither will mine for standardization. Memories, wisdom and knowledge pop to the surface from time to time in my new life, and I like to keep it up, which is why I am a big fan of *ISOfocus*! I have to confess that every month I look forward to immersing myself in the new issue and enriching my mind with a topic that is now more often than not outside my daily activities. I have come so far that I can be talking to my wife and, while looking at her, tear the plastic sealing with my right index finger, open it and delve in. For me, it's prime time!

social responsibility. These efforts are sustained by the firm conviction that, in doing so, we will add value to our customers and improve our market position.

When we took on the challenge, I was keen to be involved and tackle social responsibility from a practical side. But I was surprised to discover that our efforts were being driven by general considerations and broad objectives without using the inspiration and guidance of ISO 26000, which nobody had heard about.

It was an eye-opener for my colleagues! I gave them a copy of the standard and used it to stimulate, facilitate and systematize our task. The good news was that the standard proved quite useful. The bad news was not having turned to it from the outset, which would have saved us a lot of energy.

ISO still has a long way to go to make its work more visible and accessible, especially at the operational and user levels. But this is not for lack of trying, for ISO has deployed a lot of resources and energy on branding. Standards are just not an easy subject on which to communicate,

because they are abstract and technical, and because of the broadness of their scope. I used to say: “You name it, we've got it!” As if it weren't complex enough, successful communication also requires the coordinated effort of the ISO Central Secretariat at an international level and ISO's member bodies at a national level.

To conclude, I should like to leave you with this thought: I know that you are working hard and are doing a good and valuable job, but don't rest on your laurels! Keep going and step up the pace as the road is still long. In today's world, if you are not adapting and growing, you risk a certain end. The world needs ISO's sustained efforts to help customers fully reap the benefits of standards. Business continuity, in particular, is an area where ISO can have a significant impact. Once enterprises recover from the storm that has been raging since 2008, they will draw lessons from this bitter experience: constant vigilance and transparency are prerequisites in order to face the rapid, often unexpected changes of today's globalized world.

Yet the happy family seemed blissfully oblivious to the standards that “enable” this comfortable lifestyle.

This is a story the standards community knows only too well! Looking at this snapshot from a distance, I realize that it captures not only the mission of standardization, but also the cracks in its veneer. The evident “lack of awareness” emphasizes how too many of us still have not grasped the true meaning and importance of standards.

Although I have not surveyed my 1200 colleagues, I believe most would fit the mainstream profile. During meetings, I try to change this state of affairs by telling them about standards and how they make a difference. An old trick of mine is to mention ISO 9001... for that “aha!” moment. Regrettably, this flicker of realization is all it brings to mind, highlighting a fundamental lack of insight into the value and role of International Standards, a fact that won't be solved by merely getting them to buy a standard.

Picking winners

Now that I am a “user” of standards, I am more aware of ISO's ability to detect, capture and elaborate sustainable trends for business and society. ISO 26000 for social responsibility is an excellent example of ISO's capacity to spot and pick winners. In spite of today's economic crisis and adverse business conditions, a considerable number of Danish enterprises – including our company – are making systematic efforts to document

Too many
of us have
not grasped
the importance
of standards.



6 things you should know about Alexane Rosa

Alexane, a 24-year old graphic designer, never imagined having a career in standards.



Photo: Jo Simoes



It's her first job after graduation.



She's a cartoon illustrator.



She's the youngest staff member at the ISO Central Secretariat.

What began as an internship at the ISO Central Secretariat ended up being the be all and end all for the young professional. Here, Alexane tells us the six things you should know about her and her work.



She's part of the team leading the new layout of *ISOfocus*.



Her work was featured on Swiss television.



She's part of an amateur theatre group.



Hydrogen age

Hydrogen is a significant source of energy which can be burned to produce power with no negative impact on the environment, unlike power produced by burning fossil fuels. Hydrogen gas can be easily produced by splitting water into its constituent elements – hydrogen and oxygen.

In a new paper in the journal *Nature Chemistry* published earlier this year, scientists at the University of Glasgow outline how they managed to replicate the way plants use the sun's energy to split water molecules into hydrogen and oxygen at separate times and at separate physical locations. Experts heralded the importance of this discovery, saying it could make hydrogen a more practical source of energy.

What does this mean for the hydrogen industry? Is the hydrogen age finally upon us? *ISOfocus* sits down with Dr. Andrei Tchouvelev, the new Chair of ISO/TC 197, *Hydrogen technologies*, to discuss thought-provoking ideas about the future of hydrogen and the most pressing challenges for standards.

ISOfocus: What needs to take place in order for hydrogen technologies to become more widely used?

Andrei: The speed of "hydrogen age" – to use hydrogen scientist and engineer David Sanborn Scott's term – will depend largely on energy and environment policies at the local, regional and international levels.

There are people, including myself, who claim that hydrogen does not have a level playing field. Hydrocarbons still benefit from significant government subsidies, either open or hidden. Hydrogen, including hydrogen fuel cells (see page 38), presents an obvious solution to both economic and environmental challenges. But in this dire

The remarkable possibilities
of hydrogen fascinated me
from the outset.



Dr. Andrei Tchouvelev, the new Chair of ISO/TC 197,
Hydrogen technologies.

economic climate, the environment is not a top priority. Times are changing though. The recent resurgence of natural gas as the bridging technology (to hydrogen) for energy needs indicates that positive changes are on the horizon. In addition, the tremendous recent advances in hydrogen fuel cells for material handling purposes and the steady course of car makers and industrial gas and energy companies, which are working to bring hydrogen fuel-cell vehicles to market within a 2015-2020 time frame, suggest that the “hydrogen age” may come within our lifetime!

As the new Chair of ISO/TC 197, what are your primary areas of focus? Are there new or different things you would like to see covered by International Standards?

As the new Chair, I am very fortunate to have Jim Ferrero from BNQ, our committee’s Secretary by my side. Jim and I have worked together for nine years in similar roles for the Canadian ISO/TC 197 national mirror committee. So I am very pleased that we can now continue our collaboration at the international level.

In September 2012, when Jim and I took over the committee, we quickly realized that we needed to focus on two key areas:

- Social : to improve collaboration, team work and technical expertise
- Technical : to improve the technical quality of our committee’s products

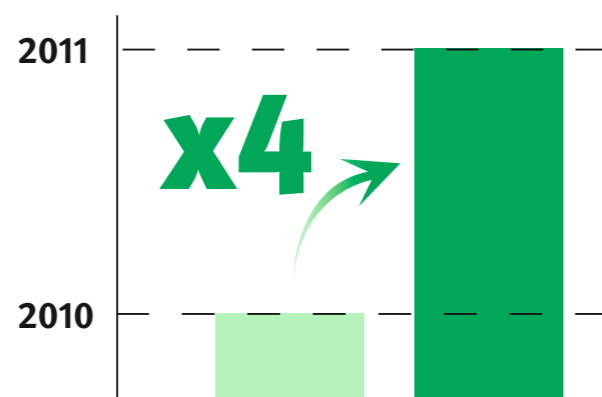
With strong support from the committee’s participants, we have now implemented a new structure that takes care of these key areas. Collaboration, team work, evidence-based and best practices are the four keywords that are driving our work. These measures allow us not only to improve internal collaboration, but also to increase stakeholder participation by attracting new liaisons and cultivating old ones.

Worldwide fuel-cell shipments grew by

214 %
between 2008 and 2011

Source: US Department of Energy, report published July 2012.

Global venture capital and private equity investments in hydrogen and fuel cells



Source: US Department of Energy, report published July 2012.

Standardization is a powerful tool. It’s also a double-edged sword. It can foster innovation but, if used incorrectly, may also hinder progress. What many people don’t realize is that standardization faces the same “chicken-and-egg” dilemma experienced by hydrogen vehicles and its infrastructure roll-out. What should come first?

For example, a premature prescriptive standard based on work-in-progress practices and limited knowledge may actually hinder progress and innovation, particularly in new technology areas. Hydrogen is no exception. Used by industry for over a hundred years, hydrogen has a different outlook today with new market opportunities and a wider user base. This requires an innovative approach to ensure hydrogen technologies reach their maximum performance without compromising on safety.

In my opinion, the focus for now should be on component standards, where the requirements are largely independent of local conditions. And when it comes to infrastructure roll-out support, timely guidance consisting of knowledge and best practice would serve as a useful tool for both industry and regulators. This would leave time to field-test these recommendations and promote best practices without overly restricting innovation and experimentation. The winning options could then be formalized in an International Standard.

How did your interest in hydrogen technologies develop? What possibilities of this technology excite you most?

I think I was just very lucky. Thirty years ago, I was hired as an assistant in science and technology by one of hydrogen economy’s “international fathers”, Prof. Valery Legasov. To qualify, I wrote two essays,



The hydrogen advantage

Fuel-cell electric vehicles (FCEVs) have many advantages over conventional fuel and battery-powered vehicles. They have no tailpipe emissions and, if hydrogen is produced from renewable sources, can provide truly emission-free mobility. Unlike battery vehicles, their range is comparable to existing gasoline vehicles and they can be refueled in minutes. Although they are expensive and are available only in limited markets, several major auto makers remain committed to producing commercial quantities by 2015.

Source: www.fuelcells.org

one on hydrogen production by water electrolysis and the other on hydrogen safety. These two areas later became the focus of my professional career.

The remarkable possibilities of hydrogen as a universal energy carrier fascinated me from the outset. The classic hydrogen economy model developed in the 1970s consisted of coupling nuclear power and water electrolysis to generate hydrogen during off-peak hours, when electricity demand is low. It would then use hydrogen to generate electricity during peak hours, when cost is highest. This model, otherwise known as peak shaving, avoids the need for load following by nuclear power plants and helps replace hydrocarbons (oil and gas) in peak electricity production.

The beauty and resilience of this concept is that it works equally well with renewable energy sources (RES). Hydrogen is a perfect and smart way of storing RES energy that could later be distributed or/and used on-site as the need arises. No other option presents such a unique combination of energy storage and energy carrier opportunities. **EGD**



ISO 20121 wins at Eurovision

Nobody ever suggested that turning the 2013 Eurovision Song Contest, which brought more than 100 000 visitors to the city of Malmö (Sweden), into a sustainable event would be simple.



Making Eurovision sustainable was no easy feat. There are food and beverages to consider, transport, energy, waste disposal and much more. But Susanna Winblad, a project manager for the City of Malmö, took on the challenge, armed with just ISO 20121 and the belief that doing the right thing should be easy. The result: a positive and inspiring experience. Here she shares with us her tips, lessons learned and other useful tidbits.

ISOfocus: Why did Eurovision decide to use ISO 20121?

Susanna: We felt that it was an opportunity for the City of Malmö to enhance its profile as a green destination. The standard was a tool that would help us highlight sustainability issues in our communication with partners and procurement services.



Susanna Winblad, Project Manager for the City of Malmö, Sweden.

Can you describe some of the initiatives taken?

In Malmö we believe that doing the right thing should be easy, so we made “acting sustainably” stress-free for participants and staff with the following initiatives:

- **Transport that flows:** we ensured free and easy public transportation for all delegates and the press, and encouraged visitors to take the train to the arena.
- **Ecological food:** we served, recommended and promoted ecological and locally produced food.
- **Tippy tap water:** we handed out refillable bottles to press and delegates, and made sure water taps were easily available in key locations.
- **Recycle it:** we made recycling easy for participants.
- **Education:** we taught all volunteers (550 persons) about sustainability and how to become role models

What did you find to be the biggest challenge?

It was hard to think of measurable goals when defining social and economic sustainability.

How many staff worked on the project?

I worked full time during the project and had an assistant who worked 20% on implementation.

What were the main results and impacts?

I have not yet finished working it out, but here are a few examples:

- Implementation of a new ticket system for public transport that helped avoid long queues and hassle
- Development of a new recycling system for events, which we plan to re-use in the future
- 80 000 cups of ecological and fair-trade coffee served
- Use of refillable tap-water bottles, which have 1000 times less impact on the environment than factory-bottled water

Do you have any tips or advice for ISO 20121 users?

Communication with all those involved is very important. And keep abreast of tasks delegated to others in the organization, for sustainability must always remain a core value in the project. Above all, don't aim too high, and celebrate your successes! *ML*

ISO 20121 – Fast facts

Full title

ISO 20121:2012, *Event sustainability management systems – Requirements with guidance for use*

Objective

Guides and supports event organizers wishing to integrate sustainability into their activities.

When was it published?

2012

Examples of early adopters

London Olympics 2012 (LOCOG), Danish Presidency of the EU Council, Manchester United Ltd., Croke Park Sports Stadium (4th largest in Europe), Eurovision Song Contest 2013



Encouraging visitors to “go with the flow” and leave cars behind.



Fill up your bottles at this tap-water station.



Sunscreen shows results

Daily use of sunscreen slows skin ageing, a new study found. Although dermatologists have long told people to use sunblock to prevent ageing, this is the first research to show an actual effect on the appearance of skin, researchers said.

According to the sunscreen study in *The Annals of Internal Medicine* (see www.annals.org) those assigned to use sunscreen every day had noticeably more resilient and smoother skin than those assigned to continue their usual practices.

The study involved 900 white people aged 25 to 55 in Australia, using a sun protection factor, or SPF, of 15. Most had fair skin, and nearly all burned in the sun. The majority used sunscreen at least some of the time, and two-thirds wore hats in the sun.

Assessing the efficacy of sunscreen products is recognized as an important public health issue. And thanks to ISO International Standards, consumers can rest assured that the index protection advertised on sunscreen products is equivalent the world over – making vacations easier and hassle-free!

90%
of non-melanoma skin cancers are associated with exposure to ultraviolet (UV) radiation

Source: US Environmental Protection Agency



Montreal's transport drives on ISO 14000

The agency that operates Montreal's bus and metro network, *Société de transport de Montréal (STM)*, will improve its environmental management system based on ISO 14001 as part of its newly unveiled Sustainable Development Plan. The Sustainable Development Plan, which will be in effect until 2020, lays out a series of measures intended to reduce the Transport Corporation's ecological footprint. In addition to updating its environmental management system based on ISO 14001, the Plan intends to increase the residual-material recovery rate from 63% to 80%, in line with the objectives set by the Quebec government and the city of Montreal.

Source: Société de transport de Montréal

Thrill riders hang tight to standards

Whether you love to shred your vocal cords or clench your jaw and hang on in terrified silence, spectacular thrill rides are packing a powerful punch. According to CNN, speculators say 2013 is set to be a noisy season for roller coasters. Some of the scariest have already opened.

With hundreds of millions of people worldwide each year on roller coasters, the safety of amusement rides and devices is of the essence. To address these issues, ISO technical committee ISO/TC 254, *Safety of amusement rides and amusement devices*, is developing standards on:

- Biomechanical effects on amusement ride passengers
- Design and manufacture of amusement rides
- Operation of amusement rides

Good news for thrill riders! Injuries per billion ride cycles on extreme amusement rides are a hundred times lower than on air transport and a thousand times lower than in car transport.

Child's play

How do you teach standards to children? Make them play of course. That was the challenge Internorm took on with over 1500 children during the open days of the University of Lausanne (UNIL), Switzerland.

The games, which had a maritime theme, encouraged children to act either as crew or passengers of a sinking boat.

The crew challenge involved closing a large door to prevent water coming in. Children soon discovered that the knots and bolts were not standardized and that they required four different types of keys to close the door. A toolbox was nearby, but once again, absent standards meant that not all the keys were where they should be. As the children ran around finding the necessary tools, it became clear that standards were needed to ensure survival in an emergency.

Similarly, passengers in the sinking boat learnt the importance of safety measures and risk management.

Funded by UNIL, Internorm aims to increase understanding and participation of civil society in standardization. "The project is a knowledge-sharing platform bringing together expert and lay knowledge from civil society groups like consumers, environmental organizations, unions and others," says Jean-Christophe Graz, head of the project.

To learn more about Internorm: www.unil.ch/vei/internorm



Kids speak out!

We spoke to some of the children at the UNIL open days, and here is what they said.

What standard would you invent?

"To respect standards."

Daphina, 12

"To not throw cigarettes on the floor." Daniel, 12

"To respect the law. To not insult and criticize people." Elma, 12

What did you know about standards before today?

"That they have something to do with security." Elinor, 12

"Nothing." Adrian, 12

"Exit signs and many other symbols." Daniel, 12

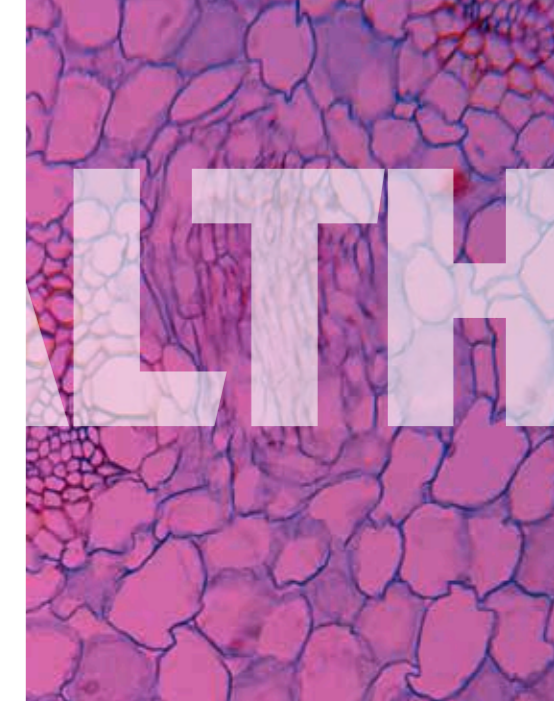
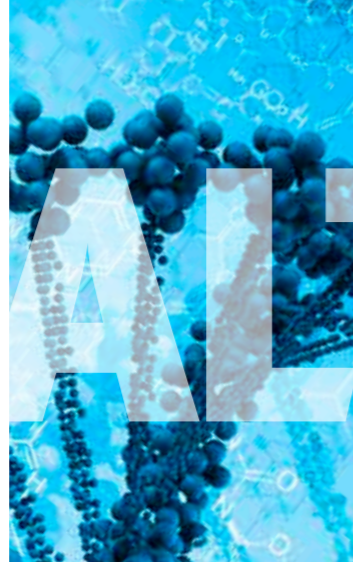
What have you learnt today?

"That you have to respect standards, even if you don't feel like it, because it can be dangerous otherwise." Aurelia, 12

"Using standards is good. They help us and make work a lot easier." Daniel, 12

"That standards are things everyone can recognize, in all countries."

Adrien, 12



What the doctor ordered

ISO has over 1200 standards focusing on health matters, including dentistry, medical devices, health informatics, traditional medicines and much more.

They help us by:

- Harmonizing medical practices globally – so we can be sure that our medical care will be the same everywhere
- Protecting the health and safety of patients and healthcare providers
- Supporting efficient exchange of information and protection of data
- Improving quality of care

Check out our new brochure to learn about the health standards that matter to you!

www.iso.org/iso/health

Doctors and surgeons!

Did you know about these life-saving standards?

- ISO 6009 establishes a colour code for identifying single-use hypodermic needles.
- ISO 7864 specifies requirements for sterile single-use hypodermic needles, including components, sizes, colour, sheath, needle tube, storage, transport wrapping, etc.
- ISO 7886 outlines requirements for plastic sterile single-use hypodermic syringes for the aspiration or injection of fluids, including cleanliness, lubricant, performance, packaging, labelling, etc.

I am a nurse...

...what standards should I know?

- Requirements and tests for needle-based injection systems (ISO 11608 series)
- Specifications for intravascular catheters (ISO 10555 series)
- Guidelines for evaluating urine-absorbing aids (ISO 15621)



“As an assistant nurse working on a medical ward, I appreciate standards like ISO 8537 (sterile insulin syringes) and ISO 23907 (sharps containers injury prevention), which make sure that products that have a vital impact on our daily working lives are safe and efficient. I am concerned that knowledge about standards is low in the healthcare system as this makes it harder for practitioners to understand what demands we can make on products and ensure they comply with standards.”

Eva Nilsson, Assistant Nurse, Haematology/Nephrology Ward, Sweden

More accurate self-testing for diabetes patients

Did you know?

As a diabetic you might be relieved to know that your pen injection system complies with the ISO 11608 series.

The new version of an ISO standard for self-testing glucose monitoring systems requires that manufacturers guarantee even greater accuracy in their test results. More accurate glucose measurements will help patients better regulate their diabetes thanks to more informed treatment decisions that may, for example, affect dietary intake and medication dose, especially insulin. ISO 15197:2013 (requirements for blood-glucose monitoring systems for diabetes mellitus) differs from its 2003 version on the following points:

- The accuracy of glucose-meter systems has increased, in particular for glucose values greater than 75 mg/dl (4,2 mmol/l).
- Manufacturers of glucose-meter systems must ensure their technology improves accuracy from +20% to +15%.
- The new version is credited for 99% of results as opposed to 95% for the previous one.
- For the first time, the standard provides formal acceptance criteria for measuring accuracy as regards testing by patients and assessment of interferences (including haematocrits).

I am a physiotherapist...

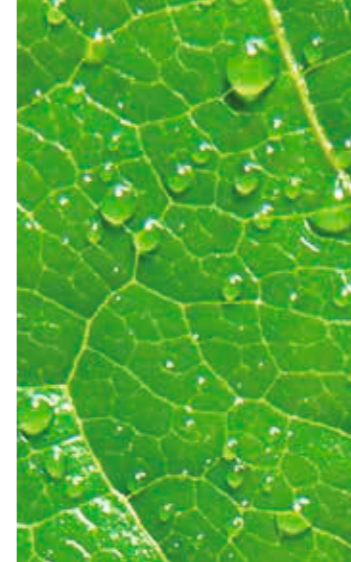
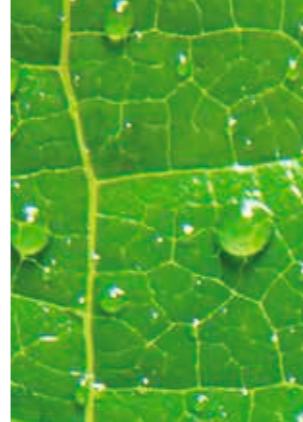
...what standards should I know?

Did you know ISO has an entire committee developing standards for assistive products used by persons with disabilities? If you are in the business, you should check out the standards outlining requirements and test methods for walking aids manipulated by both arms, including:

- Walking frames (ISO 11199-1)
- Rollators (ISO 11199-2)
- Walking tables (ISO 11199-3)

To find a standard, visit the ISO catalogue or your national ISO member: www.iso.org/catalogue or www.iso.org/isomembers





ISO 50001 blows two candles

Which energy standards do you need?

Over 150 ISO standards address energy efficiency and renewables. These range from energy management system standard ISO 50001, which can be used by organizations in any sector, to standards specific to certain industries, such as buildings, transportation, industry, information technology and much more.

To find out which ISO standards can help your business create a brighter energy future, check out our new brochure: www.iso.org/iso/energy.

As the saying goes, “time flies when you are having fun”, but it seems it can also fly when you are changing the world. Energy management system standard ISO 50001 turned two in June. Barely half a year after publication, we celebrated the fact that at least 100 organizations had already adopted the standard.

Today, we can be even more confident. By June 2013, over 3 000 organizations from 60 countries are reaping the benefits of ISO 50001 – increased energy efficiency, reduced costs and improved energy performance – according to Reinhard Peglau, Senior Scientific Officer on Environmental Management at the German Federal Environment Agency. If this trend continues, the standard could have a bearing on up to 60% of the world’s energy use.

Pack for SMEs

For the first time, you can buy these two publications together.

Implementing two of our most popular standards, ISO 9001 (quality management) and ISO 14001 (environmental management), can often be challenging for small and medium-sized enterprises (SMEs) due to lack of time and resources. The *ISO 9001 and ISO 14001 pack for SMEs* can help. The pack contains two publications (*ISO 9001 for small business – What to do* and *ISO 14001 – An easy-to-use checklist for small business*) that help break down the management system into manageable chunks.

ISO 14001 – An easy-to-use checklist for small business is a set of Yes/No questions that lead you through the development of an environmental management system in easy steps. There are helpful tips explaining what you can do when key information is lacking.

ISO 9001 for small business – What to do contains advice from the experts who developed the quality management standard. The handbook follows the structure of the standard, detailing at each stage what is needed and how to put it into practice.

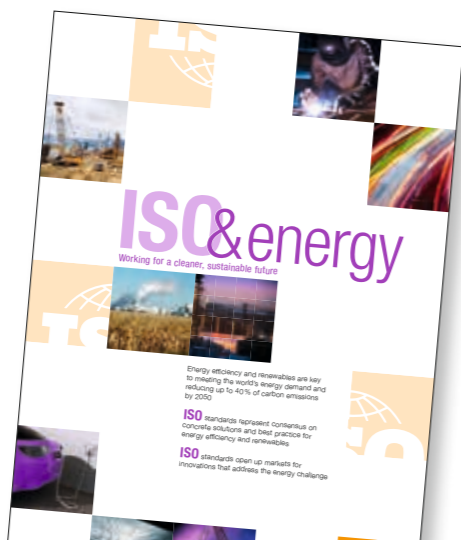
For the first time, you can buy these two publications together for a discounted rate of 69 Swiss francs (88 Swiss francs for the same publications bought separately).



Have you seen our new video?



Kirsi is Suvi’s mom and comes from Finland. She is a programme manager at ISO working on energy solutions. In this video, Kirsi and her daughter talk about the standards we need in order to bring about a clean-energy future. Watch it now by scanning the QR code or visiting www.iso.org/youtube. And if you like it, why not share it?



You can preview a selection of pages from these publications on the ISO Website.



870 million people worldwide are chronically undernourished

Source: FAO

World Food Day 2013

International Standards developed by ISO provide practical tools to implement the objectives of World Food Day, held this year on 16 October, on the theme of “Sustainable Food Systems for Food Security and Nutrition”. Organized by the Food and Agriculture Organization (FAO) of the United Nations, World Food Day 2013 will help increase understanding of problems and solutions in the drive to end hunger.

Fostering food standards and trade

Some 70 participants representing 26 countries from the Caribbean, Central America and South America attended a regional workshop on food standards and trade in Havana, Cuba, in May 2013.

Representatives of Codex Alimentarius and the World Organisation for Animal Health (OIE) gave presentations on their respective work and facilitated an exchange of experiences among all attendees. The workshop concluded by proposing an action plan designed to improve food trade in the region and around the world. Included in the action plan were food quality and safety aspects, as well as possible solutions to coordinate and harmonize the work of the various organizations involved. The workshop was organized by ISO with the support of the *Oficina Nacional de Normalización* (NC) and financial support from the Swedish International Development Cooperation Agency (Sida).

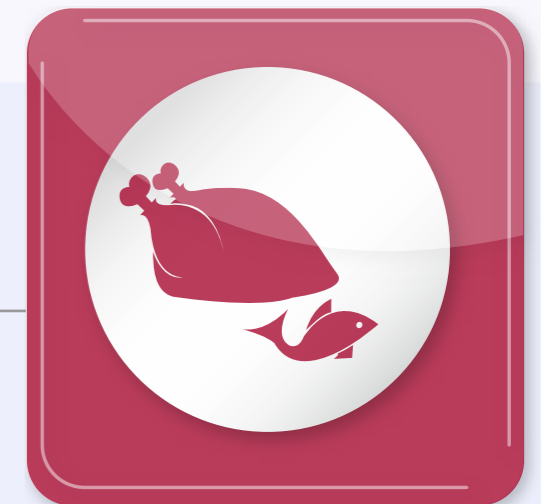
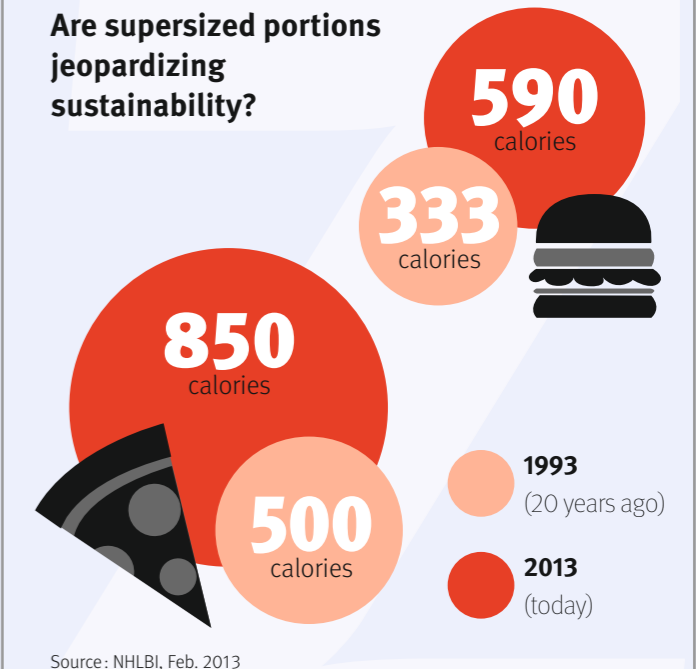


Participants at the workshop on food standards and trade in Havana, Cuba.

Debunking dairy standards

Some 200 participants representing 24 countries gathered in Rotterdam, the Netherlands, for the annual Analytical Week organized by the International Dairy Federation (IDF) and ISO. Combining strengths, sharing resources, and eliminating duplication in order to achieve better outcomes are the guiding principles of the analytical work and are reflected throughout this week in particular. Discussions highlighted the significant progress made by the IDF/ISO project on the determination of fatty acids in dairy products and infant formula. Also of note, promising advances in the enumeration of lactic acid bacteria in starter cultures for fermented milk products will lead to a full collaborative study in the third quarter of 2013. At a one-day symposium, high-level speakers addressed the role of standardization in trade, underlining the contribution of standards to food safety and quality as well as fair international trade. All agreed that achieving global harmonization requires collaboration between experts and standard-setting organizations as well as stakeholder involvement, for which greater promotion is needed, particularly in developing countries. The next IDF/ISO Analytical Week (15-20 May 2014) will be held in Berlin, Germany.

Are supersized portions jeopardizing sustainability?



ISO 22000 collection now available online

The ISO 22000 collection of standards for safe food supply chains is now available on ISO's Online Browsing Platform (OBP).

Designed to help companies in the food chain implement food safety management systems, the new collection gives access to the eight standards and technical reports currently making up the ISO 22000 family. It will help you get a grip on your food safety hazards and provide consistently safe end products that meet both customer and industry needs.

For a one-year flat fee of 375 Swiss francs, you can access this suite of standards from any computer or tablet as long as you have an Internet connection.

ISO 22000 is the latest collection to be made available on ISO's Online Browsing Platform, which already features the popular ISO 9000 and ISO 14000 families of standards.

To learn more, go to: www.iso.org/obp

Value added of ISO 22000 collection

As a unique tool for viewing ISO standards and publications, the OBP enables you to:

- Access and view online directly in your library the complete portfolio of standards making up the food safety family of standards
- Get new and updated standards added to your collection at no additional cost
- Use advanced filtering/search options for faster access and retrieval of the content you need for your work.

WORLD STANDARDS DAY



**INTERNATIONAL STANDARDS
ENSURE POSITIVE CHANGE**

14 OCTOBER 2013

