



# Взаимодействие с ИСО

63-е Заседание МГС

28 июня 2023

[iso.org](https://www.iso.org)

# Политика Регионального Взаимодействия





## ISO REGIONAL ENGAGEMENT POLICY (As confirmed under Resolution 7/2023)

### 1 Scope

This Policy applies to the Organization as a whole and is divided into two "pillars".

Pillar 1: ISO/CS engagement with ISO members

Direct engagement with ISO's members is one of the highest priorities of the ISO Central Secretariat (ISO/CS). The purpose of pillar 1 of the Regional Engagement Policy is to enhance this direct engagement, leading to an increased understanding of members' specific circumstances. This will allow ISO/CS to provide more effective and tailored support and services with a view to ensuring each member gets the maximum benefit out of their membership in the Organization.

Pillar 2: ISO/CS engagement with regional and sub-regional standards organizations.

ISO values its relationship with regional and sub-regional standardization organizations (RSOs) recognized by Council. The purpose of pillar 2 of the regional engagement policy is to clarify and enhance ISO/CS's engagement with these organizations.

### 2 Pillar 1: ISO/CS engagement with ISO members

Through this regional engagement policy, ISO/CS will provide direct, dedicated support by grouping members into broad, defined regions. Dedicated ISO/CS resources will support the ISO members in each region by providing a platform where members can share ideas and best practices, and by working with them to build tailored programmes and initiatives as required. The sharing of ideas between regions will be encouraged.

The goal of this pillar of the regional engagement policy is to improve the ISO experience for all ISO members in line with the strategic objectives of the Organization.

#### 2.1 Pillar 1 objectives

- Support the implementation of the ISO Strategy

Through improved direct engagement and further understanding of members' needs, equip all ISO members with the knowledge and tools to be strong contributors to, and beneficiaries of the ISO system. This, in turn, will support the implementation of the ISO Strategy at the national and regional levels.

- Support capacity building for all members

Enhance capacity building for all members by better understanding their needs and identifying clusters of needs to deliver tailor-made support and services. Support the efforts of ISO members in the region to implement the activities outlined in the ISO Action Plan for developing countries (APDC). Identify potential donor organizations with which to explore opportunities for engagement.

# Политика Регионального Взаимодействия

- Направление 1 – члены ИСО
- Направление 2 – Региональные Организации по Стандартизации

Одобрено



# Деятельность

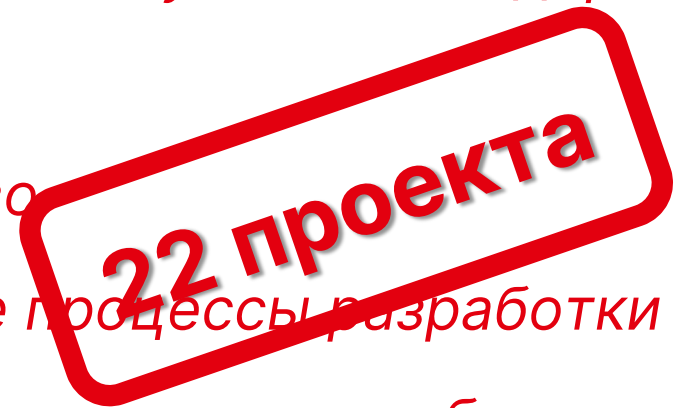
- Двусторонние встречи
- Региональные вебинары
- Координация мероприятий с участием ГС ИСО и других должностных лиц
- Обучение и поддержка
- Продвижение программ ИСО
- 'Connecting people'
- Индивидуальная поддержка



# Стратегия ИСО 2030

# Программы

1. Benefits of Standards / *Преимущества стандартов*
- 1.a Education about Standardization sub-programme / *Обучение стандартизации*
2. IEC/ISO SMART / *Стандарты SMART*
3. Digital Collaboration / *Цифровое сотрудничество*
4. Improved development processes / *Улучшенные процессы разработки*
5. Future challenges and market needs / *Будущие вызовы и потребности рынка*
- 6a. Sustainability: Climate / *Устойчивое развитие: Климат*
- 6b. Sustainability: Diversity & Inclusion / *Устойчивое развитие: Инклюзивность*
7. ISO Digital Learning Solutions (closed) / *Цифровое обучение (завершен)*
8. Customer matters / *Удовлетворение потребностей пользователей*







# ПОРТФОЛИО ПРОГРАММ И ПРОЕКТОВ

## 1. Benefits of Standards

Increase understanding of standards and their impact  
- [parker@iso.org](mailto:parker@iso.org)

PROJECT	OUTPUT
1. Societal impact on standards	A report
2. Standards and regulations	A report
3. Research project 3 <sup>(1)</sup>	A report
4. Economic benefits of standards pilot for developing countries	A report on results
<b>1.a Education Sub-programme</b>	
5. EaS materials	Teaching material, webpage, booklet
6. EaS network	Network of people EaS, content for young people, promotion of global EaS
7. EaS network	Tool and Report

## 2. IEC/ISO SMART

Becoming the primary driver of creation, integration and distribution of digital standards - [gerasymchuk@iso.org](mailto:gerasymchuk@iso.org)

PROJECT	OUTPUT
8. IEC/ISO SMART - Pilots and scalability	Prototypes created and scalability of each pilot assessed

## 3. Digital collaboration

Integrating digital and hybrid work in a sustainable long-term way - [maggia@iso.org](mailto:maggia@iso.org)

PROJECT	OUTPUT
9. Online Standards Development	End-to-end authoring, commenting and editing
10. Relationship and community management	Consolidated processes and tools

## 4. Improved development processes

Improve the ability to respond to market needs, optimizing the existing deliverables, and creating fast-response processes - [bazindecaix@iso.org](mailto:bazindecaix@iso.org)

PROJECT	OUTPUT
11. Optimized deliverables	Improved processes, tools and deliverables
12. Committee strategy management	Improved SBPs (strategic business plans)

## 5. Future challenges & market needs

Becoming better equipped to identify new topics and organize standard work around them - [parker@iso.org](mailto:parker@iso.org)

PROJECT	OUTPUT
13. Foresight framework implementation	Report on trends relevant to standardization
14. Standardization roadmap	New process for developing strategic roadmaps

## 6.b Sustainability | Diversity & inclusion

Enhance balanced representation in the ISO system in terms of gender, age, geography, and accessibility - [taillard@iso.org](mailto:taillard@iso.org)

PROJECT	OUTPUT
15. Gender Action Plan 2022-2025	<ul style="list-style-type: none"><li>• Identification of new work linked to SDG5</li><li>• Assessment of barriers to women's participation</li><li>• Use of gender responsive language</li><li>• Guidance on gender responsive standards</li></ul>
16. Young Professional	<ul style="list-style-type: none"><li>• Toolkit on students' engagement</li><li>• YP Award</li><li>• YP Forum</li></ul>
17. Stakeholders' Participation	Reviewed and further defined categories

## 6.a Sustainability | Climate

Improve ISO's value proposition to support businesses, governments and civil society to contribute to the climate agenda, as well as systematically consider climate impact in ISO development process and reduce the carbon footprint of the ISO system - [bruchez@iso.org](mailto:bruchez@iso.org)

PROJECT	OUTPUT
18. London declaration action plan	Mapping of ISO standards and market needs, guidance to the technical community, engagement toolkit for members, and strategic engagement plan with external partners
19. Net zero	Framework to monitor ISO's carbon footprint and improve its performance
20. COP28 Climate	Event participation
21. TMB action plan	Implement the activities as per the TMB Action Plan approved in August 2022 by the TMB

## 7. ISO Digital Learning Solutions (Closed)

Improving accessibility to learning and development content - [maggia@iso.org](mailto:maggia@iso.org)

The first results on this Programme are available in the annex of the Rolling Implementation Plan report

## 8. Customer matters

Establishing, supporting and improving processes for learning the customers' needs and integrating them within ISO culture and operations - [gerasymchuk@iso.org](mailto:gerasymchuk@iso.org)

PROJECT	OUTPUT
22. Integration	Procedures for integrating needs

# Процесс пересмотра



\* Возможное утверждение Генеральной Ассамблеей в зависимости от характера изменений



# Наращивание потенциала

# Программы спонсорства ИСО



# Наращивание потенциала

## Training of Trainers (TOT)

*Обучение инструкторов*

## Digital Learning Solutions

*Платформа индивидуального обучения*

## New Rights Programme (NRP)

*Программа новых прав*

**Council Resolution 24/2023**

(Adjustment of New Rights Programme)

Council decides to extend the New Rights Programme to ISO members who have lapsed out of the programme for selected standards development committees linked to sustainability related priorities or where specific earmarked funding support is available, as per the existing terms of the NRP, i.e., up to five eligible committees and for a maximum period of five years.

This Resolution amends Council Resolution 43/2019





# Ежегодное собрание ИСО 2023



**ISO Annual  
Meeting 2023**  
18-22 Sept  
Brisbane

**Надеемся на  
встречу с Вами в  
Брисбене!**

*Meeting global needs*

**#ISOannualmeeting**

Hosted by



# Немного цифр...

## 5 дней

Организовано Standards Australia в Брисбене (18-22 сентября 2023)

## ≈40 сессий

Управление, тематические сессии и дискуссии

**Очные, виртуальные и гибридные** (15-20 сеансов различного контента, включая ежедневные интерактивные семинары)

## 500 участников в Брисбене

## >5000 участников онлайн

- Члены ИСО и ключевые заинтересованные стороны (делегации)
- Партнерские организации
- Политики, международные и неправительственные организации, академические, промышленные и технические сообщества







**ISO Annual  
Meeting 2023**  
18-22 Sept  
Brisbane

## **Мировое кафе: Стратегия ИСО 2030**

**18 сентября  
11ч00-13ч00**

*Meeting global needs*

**#ISOannualmeeting**







**ISO Annual  
Meeting 2023**  
18-22 Sept  
Brisbane

**Графика**

**Визуальные эффекты**

**Баннеры**

**Презентации**

**Тексты**

**Доступ здесь**

*Meeting global needs*

**#ISOannualmeeting**

**ISO Annual Meeting 2023 - Promotional kit**



Board

Table



Filter

AP

Welcome to the Trello board  
of the ISO Annual Meeting

Read here what it's all about



Use the official registration link:  
[https://www.iso.org/annualmeeting?  
utm\\_source=promotion-  
kit&utm\\_medium=ISONetwork&utm  
\\_campaign=AM23](https://www.iso.org/annualmeeting?utm_source=promotion-kit&utm_medium=ISONetwork&utm_campaign=AM23)



Contact the ISO/CS team for any  
questions



Direct links for file downloads



**Key messages**



ISO Annual  
Meeting 2023  
18-22 Sept  
Brisbane

Meeting  
global  
needs

Hosted by



What is the ISO AM23 - Short  
presentation text



Download key messages to  
promote participation in the ISO  
AM23



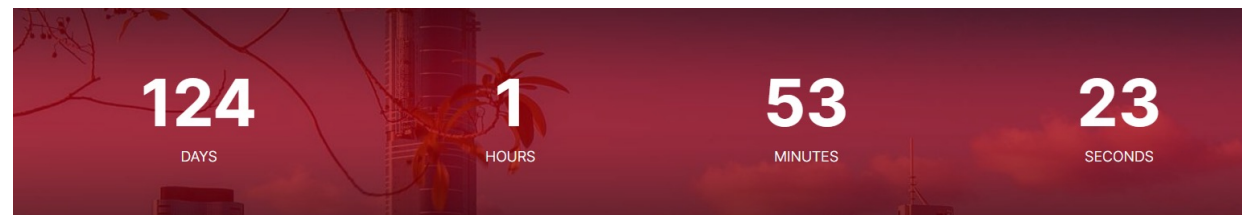
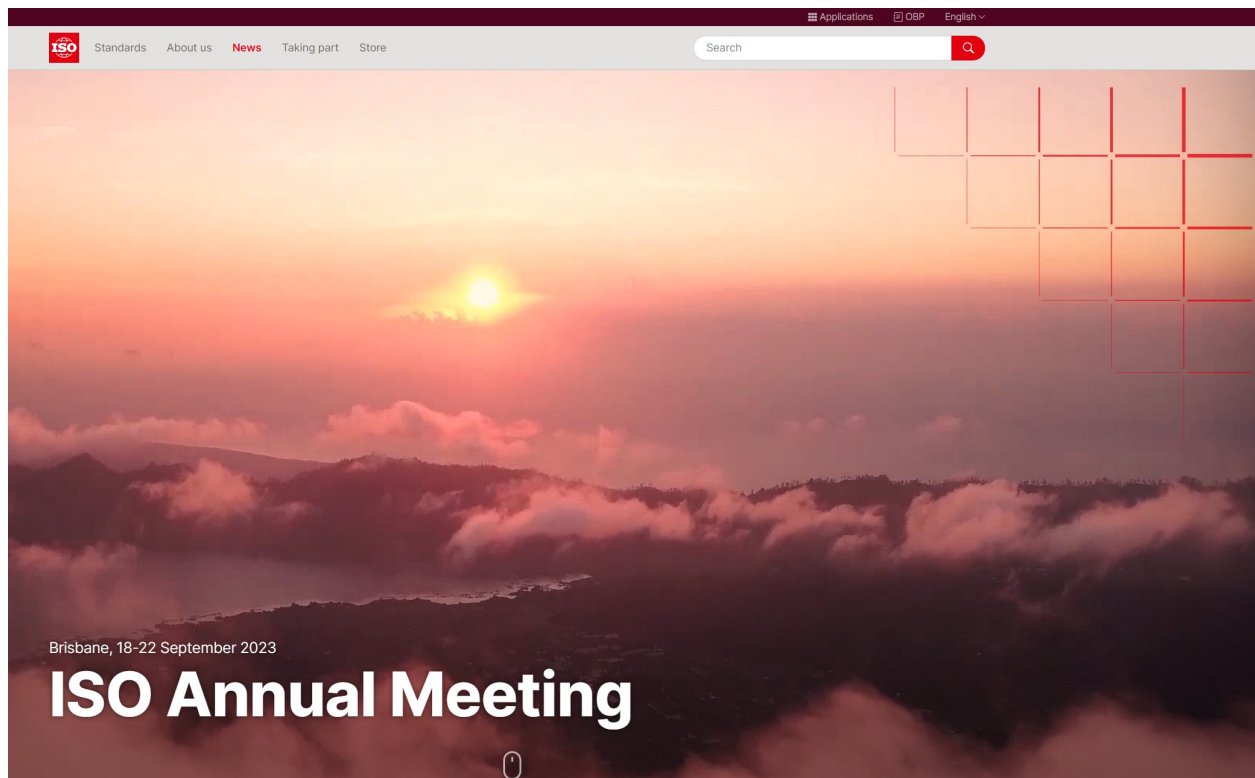
**Visual identity guidelines**



Download the ISO AM23 visual  
identity guidelines



# www.iso.org/annualmeeting



## Be part of the global conversation

This one-of-a-kind event convenes experts and leaders from the ISO community as well as an impressive range of government, industry and civil society representatives to share their thoughts on the biggest trends and challenges.

A packed programme explores a broad range of topics including:

- ✓ Artificial intelligence
- ✓ Circular economy
- ✓ Clean energy
- ✓ Cybersecurity
- ✓ Smart farming
- ✓ And many more...

A detailed overview of the programme is available on the [event's public page](#). You can download the [promotional flyer](#) today!

## Grow your network

Make connections and interact with thousands of like-minded peers from around the world. Don't miss this opportunity to network, share knowledge and be inspired.

[Register now](#)



**In-person and online**  
interactive sessions!

## Are you an ISO member?

[Register now](#) to participate in the ISO General Assembly on 21 September.

# Регистрация здесь







# Thank you.

Making lives *easier*, *safer* and *better*.