



**International Organization  
for Standardization**

**[www.iso.org](http://www.iso.org)**



# International Standardization and Education

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International Organization for Standardization**

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21-22 February 2008**

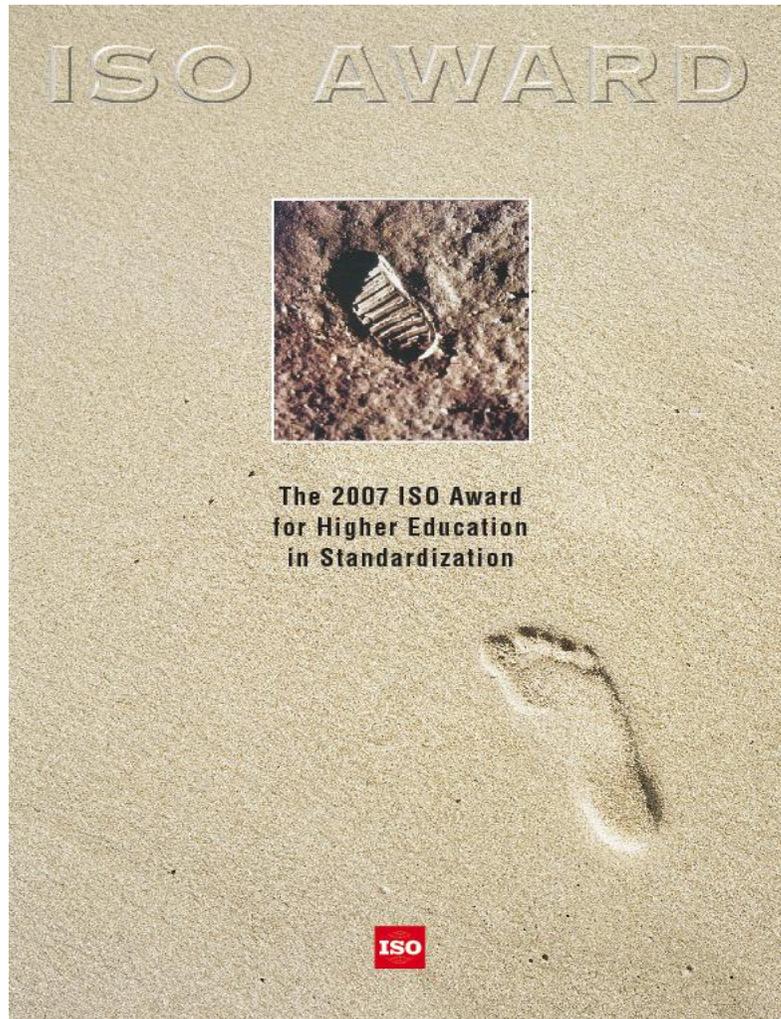
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- ISO's eLearning programme
- ISO/IEC inventory of studies on economic benefits of standardization
- Cooperation in the framework of WSC

# ISO and Education

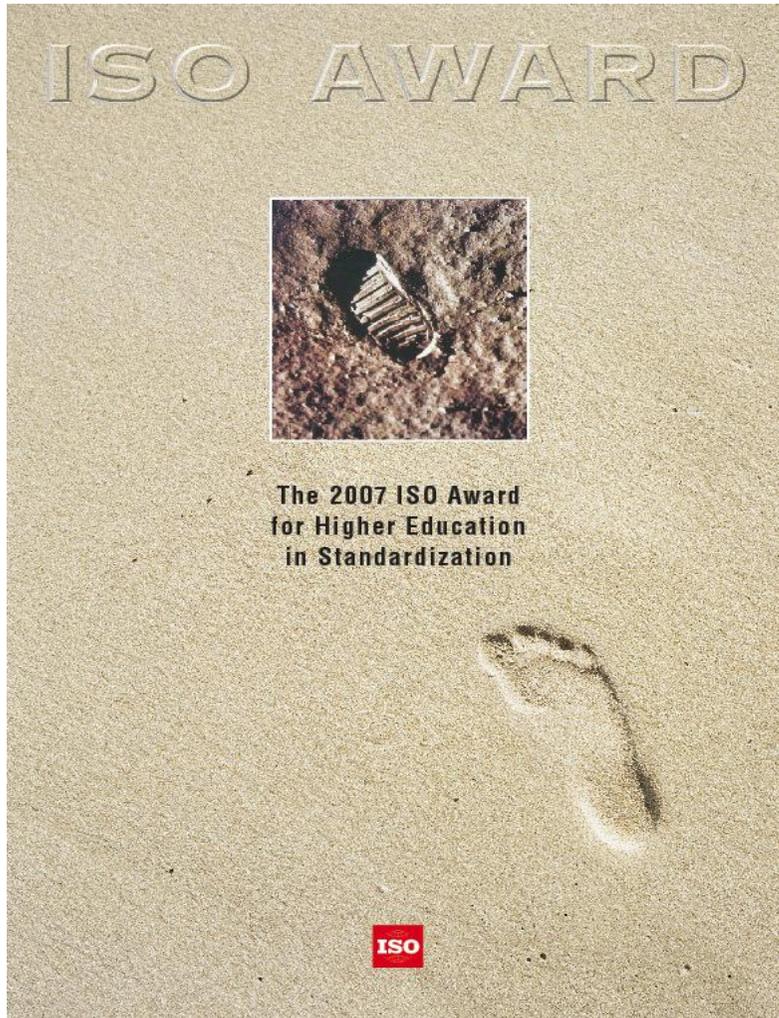
- Standards are a vehicle for the sharing of knowledge, technology and good practices: an essential component of the world-wide industrial and post-industrial infrastructure
- The key role of standards has been implicitly recognized, since a long time, in the education programmes covering a broad variety of technical fields
- More recently, educational institutions all over the world have recognized the importance of standardization for the contribution that it can give to trade of products and services, to promoting good business practices and to fostering technological innovation
- ISO considers this trend of utmost importance and believes in the fundamental contribution that educational institutions can give on teaching what international standardization is and what can be achieved through it

# The ISO Award



Introduced in 2006, the ISO Award aims to raise awareness of the importance of standardization worldwide by supporting institutions of higher education that have developed and implemented successful programmes related to standardization as a tool to access world markets, transfer technology and promote good business practice and sustainable development.

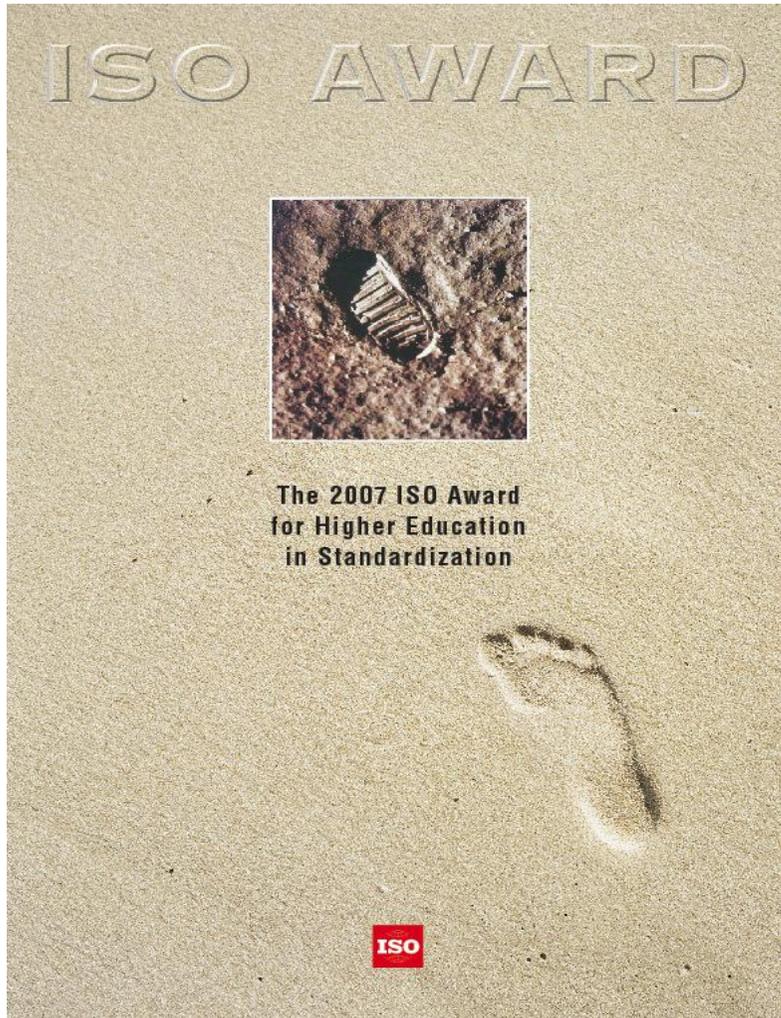
# The ISO Award (2)



The award comprises a certificate of appreciation and a cash prize of 15.000 Swiss francs. It is co-sponsored by ISO and the Japanese Industrial Standards Committee (JISC), the ISO member for Japan.

The award selection committee consists of eminent international personalities from academia, the economic sphere and the media.

# The ISO Award (3)



ISO Award 2007 selection committee:  
**Chair, George Arnold**, ISO Vice-President (policy);  
**Mr. Guillaume Chenevière**, Director, Media and Society Foundation;  
**Dr. Barbara Ischinger**, Director, Directorate for Education, OECD  
**Mr. Guy Sebban**, Secretary-General, International Chamber of Commerce (ICC)  
**Prof. Masami Tanaka**, Director General, Japan Chemical Industry Association (JCIA); Vice-President, Japanese Industrial Standards Committee (JISC)

Six finalists selected: educational institutions from China, Egypt, France, Republic of Korea, Japan and the Netherlands



# ISO AWARD

THE ISO AWARD FOR HIGHER EDUCATION IN STANDARDIZATION

IS GRANTED TO

**THE CHINA JILIANG UNIVERSITY**

PEOPLE'S REPUBLIC OF CHINA

FOR ITS UNDERGRADUATE PROGRAMME ON STANDARDIZATION

AND PRESENTED TO

**PROF. SONG MINGSHUN**

DEAN OF THE COLLEGE OF MANAGEMENT



HÅKAN MURBY  
ISO PRESIDENT

SEPTEMBER 2007



GEORGE ARNOLD  
CHAIR OF THE SELECTION  
COMMITTEE



INTERNATIONAL ORGANIZATION FOR STANDARDIZATION





中國計量學院  
CHINA JILIANG UNIVERSITY

管理学院



Jiliang University Campus



# The ISO Helmut Reihlen Award

- Helmut Reihlen Award was created in 1999 in the form of a contest for young standardizers in developing countries and economies in transition, focusing attention on standardization and related matters
- The purpose of the contest is to mobilize the enthusiasm of young standardizers in developing countries and economies in transition and to raise awareness of the importance of standards in promoting safe and sustainable development

# The ISO Helmut Reihlen Award (2)

- The contest is held every two years under the *ISO Action Plan for developing countries*
- Prizes reward the best essays written on an important subject of international standardization or related matters
- The contest is open to permanent employees working in a national standardization institution, member of ISO, as well as experts engaged in ISO's technical work
- The theme for the **2006 Helmut Reihlen Award** was “*Stakeholder involvement for effective participation in international standardization*” – the award was granted to **Mr. Madungwe from SAZ (Zimbabwe)**
- The theme for the **2008 Helmut Reihlen Award** is “International Standards supporting public policies” and the competition is being launched shortly

# The ISO Lawrence D. Eicher Leadership Award

- Every year, the award provides recognition for superior performance by one of the ISO standards development groups
- The 2007 edition has gone to subcommittee SC 4, *Industrial data*, of ISO technical committee ISO/TC 184, *Industrial automation systems and integration*

# The ISO Lawrence D. Eicher Leadership Award

The major development efforts have focused on the STEP series of standards, i.e. Standards for Exchange and Product Data (ISO 10303 – *Product data representation and exchange*)

The  
2007  
Lawrence D. Eicher Leadership Award

for excellence in creative and innovative  
ISO TC/SC services and initiatives

is presented to

ISO/TC 184/SC 4

Industrial automation  
systems and integration –  
Industrial data

  
Håkan Murby  
President of ISO



September 2007

  
Alan Bryden  
Secretary-General of ISO

for different functional areas, covering product design, analysis and manufacture. The STEP standards and data modules represent hundreds of millions of dollars of proven investment, and are available to help in the generation of consistent product information models through the entire range of products covered by ISO.

# The ISO eLearning programme

- Three main target groups
  - Learners in higher education environment (**HE**)
  - ISO members' staff, particularly in developing countries (**MB**)
  - Experts in ISO's technical work (**TE**)
- First priority: **MB** target group – develop or extend competences to support national interests in international standardization (ISO members' staff, particularly in **developing countries**)
- Three eLearning modules cover all the core competences of an **Expert in International Standardization Management**

# Expert in International Standardization Management

**Assessing priorities for standardization**

**5 months, 1 to 2 hours per day**

**MODULE 1**

**Implementing international standards**

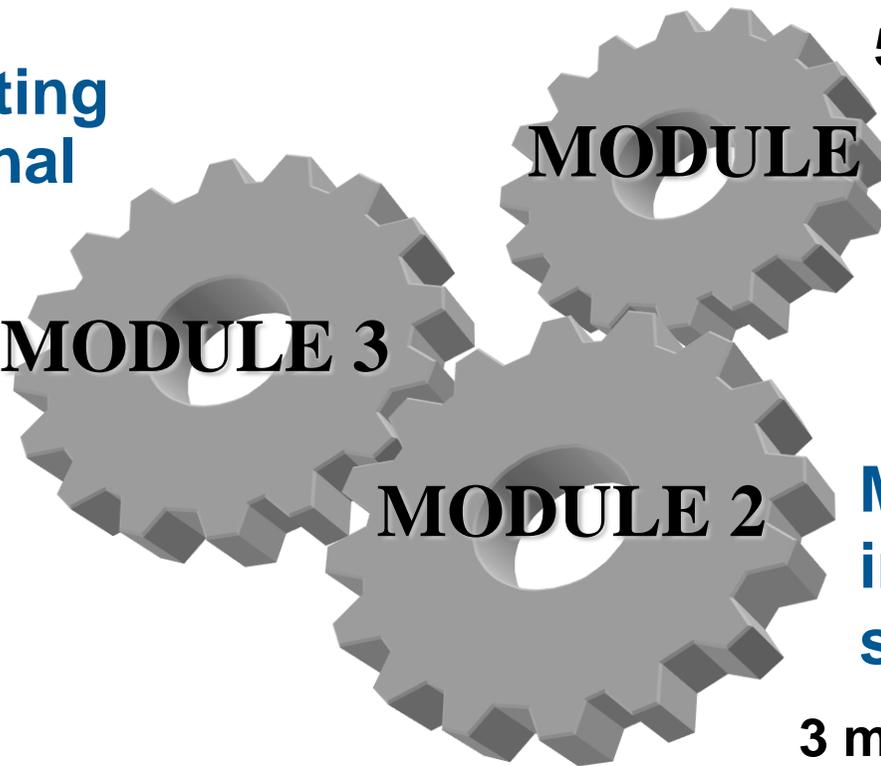
**3 months, 1 to 2 hours per day**

**MODULE 3**

**MODULE 2**

**Managing participation in international standardization**

**3 months, 1 to 2 hours per day**



# Approach (1)

## ● Learning by doing

- Creation of a **simulation (« story »)** around which to structure the « core » learning experience. The student is asked to play a role and **perform the actual tasks** that a person fulfilling that role is expected to do
- **Specific materials** are provided in relation with the undertaking of the various tasks identified
- General information and descriptive materials (guides, textbooks, official documents, presentations, templates/tools,..) are **provided as « side content »**, to be used as supporting material



*ISO e-learning*

Assessing priorities for standardization



# Welcome to

# Southistan



# The « Story »

## Setting:

- Country: **Southisthan** - Capital: **Sirabad**
- Standards body: **SBS – Southistan Bureau of Standards**

## Main players in the course:

- **Dr. Samina Khan** – Director for Standards Development in SBS (she joined SBS recently and is promoting innovation in the institute)
- **Standards Officer** – Working under supervision of Samina Khan – this role is performed by the **learners**

**Mentor** – Outside the story: provides advice throughout the course, reviews work done by the learners and coordinates the interactions among them

# The Course – Module 1 homepage

**ISO e-learning**  
Assessing priorities for standardization

**Course Home**

- Course Description
- Succeeding in this Course
- Website Structure
- Getting Help
- Learning Resources
- Communication and Collaboration System
- SBS Intranet

**Getting to Work**

- Task 1:** Assessing Priorities/Communicating with Stakeholders
- Task 2:** Communicating with Difficult Stakeholders
- Task 3:** Identifying Relevant International Standards and Work Items
- Task 4:** Drafting 3-Year Action Plan
- Task 5:** Accommodating Stakeholder Feedback

**Course Home**

This is a 14-week course on how to effectively assess national priorities for standardization, set within the context of Southistan, a fictional developing country. You will be assuming the role of the newly hired Assistant to the Director of Standards Development. Your supervisor, Samina Khan (Director of Standards Development), is new to the office as well, and would like to improve upon the procedures and general approach through which Southistan's standardization priorities have historically been assessed. With her guidance, and by using the many resources provided, you will undertake a highly proactive, rigorous assessment of Southistan's standardization priorities, to ensure that the country's limited resources are allocated for optimal impact, and that all standardization activities are initiated based on clear, well-documented needs.

Read more about the course and explore its features using the links on the left, starting with the first link, [Course Description](#).

 You can also view a [printable version](#) of all the introductory materials.

© 2004 Content. [International Organization for Standardization](#)  
This site has been developed using the [Socratic Arts](#) pedagogical approach.

# Start page of a task

**ISO e-learning**  
Assessing priorities for standardization

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**Task 3: Identifying Relevant International Standards and Work Items**

Project requirements | Getting help | Submitting your work | Reflecting on what you learned

Printable version

From	Subject
Director Standards Development, SBS	Identifying Relevant International Standards and Work Items

**From:** Director Standards Development, SBS  
**Subject:** Identifying Relevant International Standards and Work Items  
**Attachment:** SBS National Standards Catalogue  
**Attachment:** SBS Work Programme  
**Attachment:** International Classification for Standards  
**Attachment:** Trade And Industry Classification Systems  
**Attachment:** ISO/TC Business Plans and IEC Strategic Policy Statements  
**Attachment:** Access to Information on Standards  
**Attachment:** Hints on Using the ISO and IEC Websites  
**Attachment:** Determining Relevant Standards and Work Items  
**Attachment:** Adoption of International Standards  
**Attachment:** List of National Standards Corresponding to Proposed Work Items Template  
**Attachment:** List of International Standards and Ongoing Work Items Corresponding to Proposed Work Items Template

Greetings!

Thanks for all your hard work. I'm confident the diligent work we are doing will result in a standardization plan that will meet our stakeholders' needs and expectations, along

# Student – Mentor – « Private Discussion Board »

Discussion: Student - Mentor -- Private Discussion Board

Admin Tuesday, 2005-02-22

ISO ISOTC Portal

Search ISOTC for: (Advanced)

Personal Enterprise Tools Help

Workspace Favorites Workspace Users & Groups Log-out Settings Contents For This Page

ISO Standards Development > ISO ELearning > EL Module 1 Assessment of... > Student Folders > Student Folders - SAC - L...

Student - Mentor -- Priva...

Period From: No Time Limit

Display:  Nested View  Report View

Show:  Topics Only  Unread Only  All

Post Topic Mark Read

- Welcome - El-Tawil, Anwar (anwar@el-tawil.net) 2004-11-19 00:25
- Re feedback to Submission 1 and 2 - Li, Zhiping (lizp@sac.gov.cn) 2004-11-24 10:19
- Re Feedback to Submission 4 - National Development Plans - Li, Zhiping (lizp@sac.gov.cn) 2004-11-29 04:08
- Re Re Feedback to submission 4 - El-Tawil, Anwar (anwar@el-tawil.net) 2004-11-29 08:15
- Well done! - El-Tawil, Anwar (anwar@el-tawil.net) 2004-11-30 07:39
- Thanks - Li, Zhiping (lizp@sac.gov.cn) 2004-11-30 09:42
- Re Feedback to Submission 10 - Li, Zhiping (lizp@sac.gov.cn) 2004-12-02 11:38
- Re Feedback to Task 2, Submission 1-Follow-up Communication Plan - Li, Zhiping (lizp@sac.gov.cn) 2004-12-16 01:30
- Re Feedback to T2, Submission 2 & List of Proposed Work Items - Li, Zhiping (lizp@sac.gov.cn) 2005-01-21 02:31

# Materials

- **Each module incorporate dozens of content elements including:**
  - Comprehensive **informative documents** and **guides** covering a broad variety of topics\*
  - **Business cases** developed with the support of NSBs and ISO committee experts
  - Excerpts from **ISO normative publications**
  - Document **templates**
  - **Checklists**
  - **Models** and IT tools
  - Selection of relevant articles and documents, along with **selected bibliography** and **hyperlinks** to relevant information sources

\* *The majority of which were newly designed in the framework of this project*

# Feedback from participants

From the  
IRAM  
(Argentina)  
bulletin  
January  
2005

ACTUALIDAD INTERNACIONAL

## “E-LEARNING” PARA LA FORMACIÓN DE EXPERTOS EN GESTIÓN DE LA NORMALIZACIÓN INTERNACIONAL

La ISO está implementando un programa piloto de “E-Learning” para la formación de expertos en Gestión de la normalización Internacional por medio de Internet. El IRAM tiene la posibilidad y el honor de participar de esta experiencia única en el mundo con la participación de dos profesionales de la Dirección de Normalización:

La Ing. Natalia Drault -Gerencia Energía y Asuntos Ambientales- y la Lic Romina Garay -Gerencia Alimentos y Salud-.



ING. NATALIA DRAULT



LIC ROMINA GARAY

# Feedback from participants(2)

- *“ ....I find really useful the methodology for assigning priorities to standards, considering the economic role of a sector and the social problems and the plans and policies of the government..*

*... I actually used the methodology they explained for the overall matrix template and for developing the communication plan...”*

**From Argentina**

- *“ ...Recently there was an international conference in Ghana and I was asked to give a presentation on The Role of Standards for Economic Development. I can assure you that most of the material used came from your course materials and it was well received by the audience. I have also passed on most of the materials to my superiors to be used in the reorganisation of the Standards Division of GSB and it has been found very helpful. For all this and more I say thank you .”*

**From Ghana**

# Feedback from participants (3)

- *“... I believe this program will be very helpful on decision making in standardization management...”*

*...I also want to extend my acknowledgements to Anwar here very much. He gives me guidance and suggestions even reminders whenever I need them...”*

**From China**

- *“...For me it turned out to be a very useful and illuminating exercise which should be of great value to our organizations if adopted in our strategic planning sessions.*

*I think it is simply great that such an online course has been developed because through it, ISO can easily spread its influence to the farthest corners of the world, provided they are electronically linked. I'm happy and feel privileged to be part of this pilot project.”*

**From South Africa**

# Feedback from participants (4)

- *“...At the end, I want to confess that this course was a very successful and useful one for me. I think in the next year, the action plan of the standardization department in my organization will be based on this approach as a kind of improvement in our working procedures.”*

**From Jordan**

- *“...The course was really excellent and very much interactive since it emphasized the real standardization issues that we face daily.*

*Fellow e-learners, I think the completion of this course is not an end in itself but a means to an end. Let us continue to communicate, share experiences and improve our operations by implementing the dictates of this cause.”*

**From Zimbabwe**

# Development team

- **ISO/CS:** Jean-Remy Alessi, Anwar El-Tawil, Daniele Gerundino, Graham Kimberley, Reinhard Weissinger with the support of PR, DEV-T and other ISO/CS departments
- **Socratic Arts:** (*the company founded by Roger Schank, the eLearning visionary*) Suzanne Furlong, Kemi Jona, Roger Schank and others
- **With special thanks to:** DIN (Germany), JISC (Japan), DSM (Malaysia), SABS (South Africa) and ISO experts from ISO TC 45, TC 67, TC 127, TC 157

# ISO/IEC inventory of studies on economic benefits of standardization

- The analysis undertaken by ISO and IEC has focused on identifying studies on economic and social benefits of standardization based, as far as possible, on recent and original field research
- The inventory is publicly available on the ISO/IEC Information center web site  
<http://www.standardsinfo.net/info/livelihood/link/fetch/2000/148478/6301438/benefits/benefits.html>
- It will be further extended to become **a joint ISO/IEC/ITU initiative**
- Special thanks to our partners from academia who helped to develop and improve the inventory

# WSC Cooperation

- **ISO/IEC (and soon ITU)** inventory of studies on economic benefits of standardization
- **Cross-linking** of the sections on the respective web sites dedicated to standards and Education (or « Academia »)
- **Development** of a common set of training materials covering various aspects of standardization to be made available to educational institutions (materials to be extracted from the WSC « Standardization Community Management Course »)
- **Possible organization** of a « Standards and Academia » week in Geneva (in 2009 or 2010)