



# members

**ISO membership**  
manual

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ISO: The **Inter** **national**  
Organization  
for **Standardi** **zation**

## ISO membership

Standards impact an estimated 80% of world commodity trade. If you are not a full and active member of ISO, you are letting others decide how standards are set and under what conditions your country participates in international trade. ISO membership comes with **rights, benefits, good practice and obligations**: you need to actively take up your rights and benefits, follow good practice and adhere to your obligations, to deliver excellence in the ISO system and to ISO customers globally.

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Depending on your member category, you have up to four statutory member rights. These are **rights** to:

1. Participate in developing ISO standards
2. Sell ISO standards and publications, and use copyright and the ISO name and logo
3. Participate in developing ISO policy
4. Participate in governing ISO

These member rights come with statutory **obligations** and are implemented according to **good practice**. ISO and its members are also bound by legal obligations, for example on competition or anti-trust, protection of personal data and copyright.

As an ISO member, you have **access to the largest, global, multi-stakeholder standards community**. Our member countries generate some 98% of world gross national income (GNI) and represent around 97% of the world's population.



ISO standards are developed in over 3 000 technical bodies by around 100 000 experts from industry and commerce, government, consumers, labour organizations, academic and research bodies, standards bodies and non-governmental organizations in over 160 countries. Through ISO meetings and events, you share ideas and interact with people who work on standards, drawing on their insight, knowledge and expertise to tackle national, regional and global economic, social and environmental issues.

ISO has **one member per country**. As the national representative of ISO, you are the organization most representative of standardization in your country. You can delegate membership rights and obligations to other organizations but you remain responsible to the other ISO members. Many ISO members are part of the government structure in their country or mandated by government. Others are private-sector organizations.

**ISO is an inclusive organization** with three member categories : subscriber, correspondent and full member (or member body). As the table below shows, the categories give increasing access to, and influence in, the ISO system :

	Subscriber members	Correspondent members	Full members
Participating in developing International Standards	Yes	Yes	Yes
Participating in developing policy	No	Yes	Yes
Selling ISO standards and publications, using copyright and the ISO name and logo	No	Yes	Yes
Participating in governing ISO	No	No	Yes

To join ISO or to upgrade your membership, contact the ISO membership team at **memb@iso.org**. You need to decide when the membership or upgrade should begin and confirm that you will :

- Meet all of your obligations as an ISO member
- Follow ISO rules and decisions
- Pay your annual membership fees on time

When joining ISO, you also need to present documents confirming your status as the organization most representative of standardization in your country, and be in a country recognized by the United Nations.

The Secretary-General decides on new subscriber and correspondent memberships, and upgrades to correspondent member. ISO Council decides on admissions of, and upgrades to, full membership.

You also need to let the ISO membership team know if your national standards body changes its name or its responsibilities. This ensures that your organization is properly registered as the ISO member in your country.

For information on any aspect of being an ISO member, contact Pamela Tarif, Head of Membership at **tarif@iso.org** or **memb@iso.org**



## ISO membership fees

One of your member obligations is **to pay your fair share of the costs** to maintain the ISO system and Central Secretariat. This is done through membership fees decided by the ISO General Assembly. Paying your fees gives you access to your member rights and benefits.

Fees are calculated using a unit value and by allocating a number of units to each member. Full member units vary according to economic importance (gross national income, exports and imports); correspondent and subscriber members pay a fixed number of units:

- *Full members*  
Unit value x n (n = number of units allocated)
- *Correspondent members*  
Unit value x 2
- *Subscriber members*  
Unit value x 0.5



Each September, you receive your membership fee invoice for the following year. Full members and correspondent members pay at least 50 % by end March and any balance by end September. Subscriber members pay in full by end September. If you do not pay on time, your membership will be suspended or withdrawn.

For more information, contact **Véronique Hauguel**, Head of Finance, at **finance@iso.org**

	Full members	Correspondent members	Subscriber members
At least 50 % by end March	Yes	Yes	No
Balance by end September	Yes	Yes	No
Single 100 % payment by end September	No	No	Yes

You can pay your fees into either ISO bank account:

<b>UBS SA – Genève – Swift : UBSWCHZH80A</b>
c/c N° 240 – 335.120.30 C
IBAN : CH09 0024 0240 3351 2030C

or

<b>Crédit Suisse – Genève – Swift : CRESCHZZ12A</b>
c/c N° 4835 – 904847 – 21
IBAN : CH17 0483 5090 4847 2100 0





ISO member  
rights, good  
practice and  
obligations



## MEMBER RIGHT 1

### Developing ISO standards

Members participate in ISO technical committees according to their national economic, social and environmental priorities. You can see the **areas covered by ISO standards** on our Website. There are over **220 technical committees** plus subcommittees, working groups and study groups. You can send delegates to participate in ISO technical committee work according to your membership category.

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During 2014 and 2015, correspondent and subscriber members benefit from **new member rights** that offer increased participation in ISO standards development work. The new rights are for those members whose national standards body wants to participate and gain experience in ISO standards development work but is unable to get support and funding to upgrade immediately to full membership.

The new rights mean you can participate in up to five (5) standards development committees; comment and vote on draft and final draft ISO International Standards; and build your capacity and develop strategic partnerships through P-member “twinning”. More details about these new rights are in this chapter. Or contact the **ISO membership team** to find out how to get involved. For background on twinning, see our brochure: *Guidance on twinning in ISO standards development activities*.

Find out more about  
working in ISO  
technical committees  
in *My ISO job*



As the ISO member, you organize consultations among stakeholders in your country to develop a national position on ISO standards. There are many stakeholders who can play a role: industry and commerce, government, consumers, labour organizations, academic and research bodies, standards bodies and non-governmental organizations. For more information, see our brochures *Guidance for national standards bodies – Engaging stakeholders and building consensus* and *Guidance for ISO liaison organizations – Engaging stakeholders and building consensus*.

ISO committees **meet** in different locations around the world, in a range of ISO member countries, including developing countries. Physical meetings raise awareness locally about the benefits of international standardization and virtual meetings reduce the cost of participation. You can offer to host a meeting by contacting the technical committee or subcommittee secretariat concerned, making sure there are no restrictions by your country on the members who would attend.

The **ISO technical policy (TECH/POL) team** helps you by:

- Resolving problems within or between committees and promoting coherence in the technical community
- Working with the International Electrotechnical Commission (IEC) and Technical Management Board (TMB) to publish the *ISO/IEC Directives* and Consolidated ISO Supplement. These set out the rules for developing International Standards and other publications and are on the ISO Website: **policies and directives**
- Being secretariat to the Technical Management Board and informing ISO members about TMB decisions
- Supporting members in developing new areas for standardization
- Promoting the *ISO Code of Ethics* on how members operate in the ISO System; and the *ISO Code of Conduct* for those participating in standards development
- Giving advice on setting up twinning arrangements between developed and developing country members to participate as a P-member, running a secretariat or acting as Committee Chair

For more information, contact Sophie Clivio, Director STP, at [clivio@iso.org](mailto:clivio@iso.org)

The ISO **standards development** team :

- Provides professional advice and guidance to ISO technical committees
- Coordinates ISO's decentralized standards development process, and
- Edits and publishes ISO standards

**You have rights to participate in developing ISO standards according to your member category :**

	Full members	Correspondent members	Subscriber members
Participate as a P-member in an ISO technical committee or subcommittee	Yes	Yes, during the new rights pilot, in up to 5 committees	Yes, during the new rights pilot, in up to 5 committees
Participate as a P-member in an ISO working group	Yes, if you are a P-member of the parent committee	Yes, if you are a P-member of the parent committee	Yes, if you are a P-member of the parent committee
Twin as a TC P-member	Yes	Yes, during the new rights pilot, in the committees where you are a P-member	Yes, during the new rights pilot, in the committees where you are a P-member
Submit comments on draft ISO standards	Yes, in the committees where you are a P- or O-member	Yes, during the new rights pilot, in the committees where you are a P-member	Yes, during the new rights pilot, in the committees where you are a P-member
Vote on draft standards	Yes, all draft standards	Yes, during the new rights pilot, in the committees where you are a P-member	Yes, during the new rights pilot, in the committees where you are a P-member

	Full members	Correspondent members	Subscriber members
Nominate delegates to a technical committee or subcommittee	Yes, if you are a member of the committee	Yes, in the committees where you are an observer ; and during the new rights pilot, those where you are a P-member	Yes, during the new rights pilot, in the committees where you are a P-member
Nominate experts to working groups	Yes, if you are a P-member of the parent committee	Yes, during the new rights pilot, in the committees where you are a P-member	Yes, during the new rights pilot, in the committees where you are a P-member
Participate as an O-member in an ISO technical committee or subcommittee	Yes, with rights to comment and vote	As an Observer but no rights to comment or vote	No
Hold a secretariat, chair or convenorship of an ISO technical committee or subcommittee	Yes	No	
Twin as a TC secretary	Yes	No	No
Twin as a TC Chair	Yes	No	No
Propose a new work item for standards development	Yes	No	No



**When developing ISO standards, you must :**

- Vote on all draft standards in the committees you participate in as a P-member
- Organize consultations among your stakeholders to develop national positions on draft ISO standards and present them to the relevant ISO technical committees
- Respect the results of ISO consensus building
- Follow the *ISO Code of Ethics* and the *ISO Code of Conduct*
- Follow TMB rules and respect TMB decisions
- When holding secretariats, act without bias and ensure you have the resources to perform your duties



## Good standardization practice

To ensure ISO global relevance and acceptance worldwide, ISO standards are developed according to **good standardization practice**. As an ISO member, you are a part of this good practice. This means that, to develop standards, you need to have standards systems and processes in your national standards body that are open, transparent, inclusive, impartial, effective, relevant and coherent. You also need to follow ISO rules, involve stakeholders, and be able to implement and adopt ISO standards. You can see a self-assessment checklist of good standardization practice on the next pages.

## Stakeholder engagement

What it means : Processes are in place to ensure that the organization engages meaningfully with stakeholders at the organizational level as well as at the project level to ensure greater relevance to the local stakeholders.

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are :

(para H) ... They shall also make every effort to achieve a national consensus on the standards they develop...

	Key questions	Typical evidence
Projects	How are stakeholders informed about new projects ?	<ul style="list-style-type: none"> <li>• Notification mechanism</li> <li>• Procedures – allow for participation</li> <li>• Bulletins</li> <li>• Websites</li> <li>• Work programme</li> </ul>

	Key questions	Typical evidence
	How is the contribution by all stakeholders assessed when voting ?	<ul style="list-style-type: none"> <li>• Voting rules</li> <li>• Voting records</li> <li>• Disposition of comments – were all comments logged and considered ?</li> </ul>
	How are committee leaders made accountable to seek input from absent or non-contributing stakeholders ?	<ul style="list-style-type: none"> <li>• Code of conduct</li> <li>• Training events / training material</li> <li>• Attendance records</li> <li>• Objections and complaints</li> </ul>
Committees	How do you ensure that committees represent a balance of interests ?	<ul style="list-style-type: none"> <li>• Procedures</li> <li>• Review</li> <li>• Business plans</li> </ul>
	How is representivity or balance of a committee, working group or mirror committee assessed ? a) Groups b) Decisions	<ul style="list-style-type: none"> <li>• Forms – voting records</li> <li>• Membership data – reports</li> <li>• Minutes of meetings</li> </ul>
	How does the NSB avoid situations where individual interests dominate ?	<ul style="list-style-type: none"> <li>• Review</li> <li>• Appeals</li> </ul>
	How do committees identify important stakeholder groups at a) the committee level, and b) for each approved project ?	<ul style="list-style-type: none"> <li>• TC business plans</li> <li>• Project proposal forms</li> <li>• Project value assessment process</li> </ul>
	How do committees attract the participation of new stakeholders and encourage the use and uptake of published standards ?	<ul style="list-style-type: none"> <li>• Communiqués</li> <li>• Bulletin</li> <li>• Advertisements</li> <li>• Launch functions</li> <li>• Training courses and seminars</li> </ul>
Organization	How are stakeholders consulted when setting standards priorities ?	<ul style="list-style-type: none"> <li>• Consultation processes</li> <li>• Advisory groups</li> </ul>



### Due process

What it means : A rigorous system is in place to ensure that the rights of all parties are protected and that the principles of good standards practice are adhered to by the organization. The process is defined by rules and the rules are regularly and consistently followed. The standards and their provisions do not result in unfair, unreasonable or arbitrary treatment of any of the parties.

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are :

(para D) ... shall accord treatment to products originating in the territory of any other Member of the WTO no less favourable than that accorded to like products of national origin

and to like products originating in any other country

(para E) ... shall ensure that standards are not prepared, adopted or applied with a view to, or with the effect of, creating unnecessary obstacles to international trade

(para N) ... shall take into account, comments received during the period for commenting. Comments received through [other] standardizing bodies... shall... be replied to as promptly as possible. The reply shall include an explanation why a deviation from relevant International Standards is necessary

(para O) ... Once the standard has been adopted, it shall be promptly published.

	Key questions	Typical evidence
Policies	How do you check that your policies don't unfairly discriminate against any interests ?	<ul style="list-style-type: none"> <li>• Policies and procedures</li> <li>• Review</li> </ul>
	How are all legitimate interests accommodated ?	<ul style="list-style-type: none"> <li>• Principles contained in procedures</li> </ul>
	How do you check that policies are applied consistently over time and across committees and projects ?	<ul style="list-style-type: none"> <li>• Regular audits</li> </ul>
Projects	How do you verify that standards projects are approved based on a real need in the country ?	<ul style="list-style-type: none"> <li>• Value and needs assessment</li> <li>• Project approval process</li> <li>• Standards strategy</li> <li>• TC business plans</li> </ul>
	How are you assured that all of the provisions of the standard are necessary and contribute to the agreed scope of the project ?	<ul style="list-style-type: none"> <li>• Formal technical review process</li> <li>• Technical editing process</li> <li>• Public comments</li> </ul>
Committees	What systems are in place to receive and consider comments from other standards bodies related to standards under development in your committees ?	<ul style="list-style-type: none"> <li>• Notification enquiry handling procedures</li> </ul>
	What is the average time taken after formal approval of a draft document for it to be published and available for purchase by interested stakeholders ?	<ul style="list-style-type: none"> <li>• Formal stage codes defined</li> <li>• Project management process</li> <li>• Publication data</li> <li>• Notification data</li> </ul>
Organization	How are policies reviewed for effectiveness ?	<ul style="list-style-type: none"> <li>• Management review of policies and procedures</li> </ul>
	What formal quality management system is in place in your organization ?	<ul style="list-style-type: none"> <li>• Quality manual</li> </ul>





### National implementation / adoption

What it means : The national standards body demonstrates a commitment to adopting International Standards as their own, withdrawing conflicting national standards and facilitating the implementation of standards in their markets.

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are :

(para F) ...Where International Standards exist or their completion is imminent, the standardizing body shall use them, or the relevant parts of them, as a basis for the standards it develops, except where such International Standards or relevant parts would be ineffective or inappropriate...

(para G) ... shall, in an appropriate way, play a full part, within the limits of its resources, in the preparation by relevant International Standardizing bodies of International Standards regarding subject matter for which it either has adopted, or expects to adopt, standards...

	Key questions	Typical evidence
Projects	How do national technical committees decide on standards projects ?	<ul style="list-style-type: none"> <li>• TC business plans</li> <li>• Standards strategy and policy</li> <li>• Information sessions</li> </ul>
	How do you identify, track and report any permitted changes to International Standards when adopted in your country (e.g. environmental or infrastructure constraints) ?	<ul style="list-style-type: none"> <li>• Notification procedure</li> </ul>
	How is the participation in international organizations and the adoption of International Standards addressed in rules for drafting standards ?	<ul style="list-style-type: none"> <li>• Standards strategy and policy</li> <li>• Voting rules</li> <li>• Approval procedure – is there a difference in the way standards are adopted “off catalogue” to when you have actively participated in the development ?</li> </ul>
Committees	How does participation in international committees get coordinated ?	<ul style="list-style-type: none"> <li>• Rules for mirror committees</li> <li>• Records of national votes and positions</li> <li>• National consensus positions</li> </ul>
	How is a balanced / representative opinion formed on issues in cases where no manufacturing capacity exists in your country ?	<ul style="list-style-type: none"> <li>• Rules for representivity and openness of committees or groups</li> <li>• Formulation of mandates by delegations</li> <li>• Delegation reports</li> </ul>
	What agreements are in place with organizations from which you wish to adopt standards and in whose processes you would like to participate ?	<ul style="list-style-type: none"> <li>• Membership agreements</li> <li>• Membership obligations</li> <li>• Participation statistics</li> </ul>



### Transparency

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are:

(para J) ... publish, make public, and notify the availability of a work programme at least once every six months.

(para K) ... make every effort to become a member of ISONET...

(para L) ... publish a notice announcing the period for commenting in the publication referred to in paragraph J. Such notification shall include, as far as practicable, whether the draft standard deviates from relevant International Standards.

(para N) ... take into account,... the comments received during the period for commenting. Comments received through [other] standardizing bodies... shall, if so requested, be replied to as promptly as possible. The reply shall include an explanation why a deviation from relevant International Standards is necessary.

(para P) ... promptly provide, or arrange to provide, a copy of its most recent work programme or of a standard which it produced. Any fees charged for this service shall, apart from the real cost of delivery, be the same for foreign and domestic parties.

	Key questions	Typical evidence
	Describe any programmes or efforts to promote the implementation of International Standards in your country.	<ul style="list-style-type: none"> <li>• Training course</li> <li>• Launch functions</li> <li>• Pamphlets and bulletins</li> </ul>
Organization	What support is available to facilitate attending International Standards meetings?	<ul style="list-style-type: none"> <li>• Travel budget/finance</li> </ul>
	To what extent does the organization commit to aligning regionally and internationally?	<ul style="list-style-type: none"> <li>• Policy</li> </ul>
	How does the organization measure the degree to which it aligns its standards with international norms?	<ul style="list-style-type: none"> <li>• Alignment metrics and reports</li> </ul>



	Key questions	Typical evidence
<b>Projects</b>	How are stakeholders informed of new work items under consideration? Drafts for public comment: How is the general public informed of draft standards being considered for publication? Are stakeholders outside the country notified and is the information as readily available to them as to local stakeholders? Can stakeholders view the scope of the proposed standards for free? Do you charge stakeholders to receive the full text of the final draft standard?	<ul style="list-style-type: none"> <li>• Work programme published and made available at regular intervals (no less than six monthly): <ul style="list-style-type: none"> <li>◦ Internet</li> <li>◦ Gazette</li> <li>◦ Newsletter (online or paper)</li> <li>◦ Others</li> </ul> </li> <li>• Medium used for notice (non-discriminatory)</li> <li>• Adequate time is provided for comment (comment periods)</li> <li>• Procedures on how to comment</li> <li>• Procedures – clearly communicated</li> <li>• Comments are taken into account (statistics)</li> <li>• Is the approval process independent of those responsible to deliver the standard?</li> <li>• Final approval of document considers any comments received during public enquiry – form</li> <li>• Records of comments</li> </ul>
	How do you provide assurance that all comments are logged and considered before final approval of the document for publication?	<ul style="list-style-type: none"> <li>• Independent process</li> <li>• Open to public scrutiny</li> <li>• Regularly audited</li> </ul>
	How soon (on average) after formal approval of documents for publication is the document available for purchase?	<ul style="list-style-type: none"> <li>• Publication statistics from project management data</li> <li>• Clear definition of stage codes</li> </ul>
	<b>Committees</b>	How is the TC work programme made available?

	Key questions	Typical evidence
	How do you make available or distribute drafts for consideration by committee members? How do you allow for them to further disseminate the drafts to their constituents?	<ul style="list-style-type: none"> <li>• Document distribution system</li> <li>• Passive – pick-up based on notification</li> <li>• Active – sent via e-mail <ul style="list-style-type: none"> <li>◦ Records</li> </ul> </li> </ul>
	Is a standard system of classification of standards by subject matter employed to allow easy access to the standards by interested parties?	<ul style="list-style-type: none"> <li>• ISO online</li> </ul>
	How are trading partners and other standards bodies informed of the programme of work of the NSB?	<ul style="list-style-type: none"> <li>• ISO online</li> <li>• Notification procedure</li> </ul>





## Openness

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are:

(para J...) (part) The notification shall contain the name and address of the standardizing body, the name and issue of the publication in which the work programme is published, the period to which the work programme applies, its price (if any), and how and where it can be obtained...

(para L) ... shall allow a period of at least 60 days for the submission of comments on the draft standard by interested parties within the territory of a Member of the WTO. This period may, however, be shortened...

(para M) ... On the request ... shall promptly provide ... a copy of a draft standard which it has submitted for comments. Any fees charged for this service shall, apart from the real cost of delivery, be the same for foreign and domestic parties.

	Key questions	Typical evidence
Projects	How do you ensure that those wishing to participate or have their voice heard can do so? How do you ensure that you do not discriminate against any of the legitimate interests?	<ul style="list-style-type: none"> <li>• Notification procedures</li> <li>• Member acceptance process</li> <li>• Fees requirement</li> <li>• Mode of participation (do you meet physically or is work done via IT tools)</li> </ul>
	What do you define as “legitimate and appropriate” representation on committees?	<ul style="list-style-type: none"> <li>• Rules of membership</li> </ul>

	Key questions	Typical evidence
Committees	What is the current composition of stakeholders on your committees?	<ul style="list-style-type: none"> <li>• TC records</li> <li>• Membership classification system</li> <li>• Database</li> </ul>
	What processes do you have in place to ensure that experts serving on mirror committees represent a good balance of the national interests?	<ul style="list-style-type: none"> <li>• TC review of mirror committee representation and performance</li> <li>• Procedures for mirror committees</li> <li>• Mirror committee membership and participation records</li> </ul>
	How do you ensure that delegations to International Standards setting meetings act in accordance with the mandate of the representative mirror committee?	<ul style="list-style-type: none"> <li>• Formal mandate formulation</li> <li>• Formal comments submission</li> <li>• Trip reports and recommendations</li> </ul>
	Are minimum comment periods (60 days) for public comments before the approval of national standards adhered to?	<ul style="list-style-type: none"> <li>• Formal system to register up-loaded drafts and closing periods</li> <li>• Deviations and concessions (shortened circulation period) are duly authorized and recorded</li> <li>• Procedures describe circumstances under which circulation can be shortened</li> </ul>
	Are processes in place to develop awareness among a wider range of stakeholders and to overcome barriers that may have prevented groups from participating previously?	<ul style="list-style-type: none"> <li>• Availability of information</li> <li>• Awareness and advocacy programmes</li> <li>• Advertising</li> <li>• Capacity development</li> </ul>
Organization	How does your organization obtain strategic-level input from important stakeholder groups in setting its direction?	<ul style="list-style-type: none"> <li>• Membership of governance structures (Boards)</li> <li>• Advisory committees</li> </ul>



### Consensus and impartiality of decision making

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are:

(para H) (second part) ... make every effort to achieve a national consensus on the standards they develop.

	Key questions	Typical evidence
Projects	How do you demonstrate that consensus was reached before any national standard is published?	<ul style="list-style-type: none"> <li>Records or voting</li> <li>Includes all responses and all interests polled</li> </ul>
	Where does the organization commit to developing its standards by consensus and how is consensus defined?	<ul style="list-style-type: none"> <li>Policies</li> <li>Enabling legislation</li> <li>Terms of reference</li> </ul>
Committees	How do you ensure all relevant interests were party to the development of standards?	<ul style="list-style-type: none"> <li>Committee records</li> <li>Project records</li> <li>Balance or representivity requirements</li> </ul>
	What practices are used to take into account the views of all parties and to reconcile any conflicting arguments?	<ul style="list-style-type: none"> <li>Chair training</li> <li>Voting rules</li> <li>Appeals mechanisms</li> </ul>
	How are decisions made when certain arguments cannot be reconciled?	<ul style="list-style-type: none"> <li>Training of committee chairs</li> <li>Calling for votes and voting rules</li> </ul>
	How are decisions made by the committee appealed?	<ul style="list-style-type: none"> <li>Appeals mechanisms (process and records)</li> </ul>
Organization	How is the organization funded and does this affect the independence of decision making?	<ul style="list-style-type: none"> <li>Accounts</li> <li>Annual Report</li> </ul>
	What is the legal status of the standards body	<ul style="list-style-type: none"> <li>Enabling legislation/ mandate or agreements defining reporting structures, responsibilities and dependencies</li> </ul>



### Relevance and effectiveness

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are: (para E) ... ensure that standards are not prepared, adopted or applied with a view to, or with the effect of, creating unnecessary obstacles to international trade. (para I) ... Wherever appropriate, the standardizing body shall specify standards based on product requirements in terms of performance rather than design or descriptive characteristics.

	Key questions	Typical evidence
Projects	How do you identify new standard's needs? Is the mechanism mostly proactive or reactive?	<ul style="list-style-type: none"> <li>Strategic planning process               <ul style="list-style-type: none"> <li>Takes into account economic imperatives</li> <li>Covers agreed measures or indicators of relevance and sets targets for improvement</li> </ul> </li> <li>TC business plans</li> <li>Clear project definitions (what's in scope, what's out)</li> </ul>
	How do you assess that potential standards are needed and set out to solve a real problem?	<ul style="list-style-type: none"> <li>Assessment tool</li> </ul> What parameters are tracked?

	Key questions	Typical evidence
	How do you ensure that published standards remain relevant and effectively solve the problems they set out to address?	<ul style="list-style-type: none"> <li>Regular systematic reviews of standards</li> <li>Does the process (procedure and forms) require an assessment of usefulness of the document when considering options (withdraw, revise, reaffirm)</li> </ul>
	How do you ensure that International Standards adopted as national standards are kept up to date?	<ul style="list-style-type: none"> <li>Information resources</li> <li>Alignment of project information and information resources</li> <li>Formal assessment of respective programmes of works.</li> </ul>
	What mechanisms do you have to ensure that standards do not restrict new technologies or small operators? How do you respond to complaints regarding the fairness of existing standards?	<ul style="list-style-type: none"> <li>Editorial policy – standards should be output-based</li> <li>Patent policy – considerations when using patented or specified solutions</li> <li>Complaint handling and recording of issues</li> </ul>
	What quality checks do you have in place to ensure that documents do not: <ul style="list-style-type: none"> <li>Limit applicability of the standard to all suppliers</li> <li>Restrict the technology used</li> <li>Discriminate against certain players?</li> </ul>	<ul style="list-style-type: none"> <li>Editorial process</li> <li>Technical review process</li> </ul>
	How do you ensure that the correct standard is purchased by the customers?	<ul style="list-style-type: none"> <li>Returns policy</li> <li>Customer satisfaction surveys/ complaints</li> <li>Customer assistance</li> <li>Information and advice resources</li> <li>Online customers can view scope before purchasing</li> </ul>



### Development of capacity

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are:

(para F) ... use existing International Standards or those where completion is imminent, as a basis for the standards it develops.

(para G) ... play a full part, within the limits of its resources, in the preparation by relevant International Standardizing bodies of International Standards regarding subject matter for which it either has adopted, or expects to adopt, standards.

(para Q) ... shall afford sympathetic consideration to, and adequate opportunity for, consultation regarding representations with respect to the operation of this Code presented by standardizing bodies that have accepted this Code of Good Practice...

	Key questions	Typical evidence
<b>Projects</b>	When participating internationally, how do you set up representative local structures (mirror committees)?	<ul style="list-style-type: none"> <li>• Procedures covering the establishment and composition of mirror committees</li> </ul>
<b>Committees</b>	How do you promote standards and standardization to groups that may not be familiar with the subject (SMEs say)?	<ul style="list-style-type: none"> <li>• Outreach and promotion activities</li> <li>• Road shows</li> <li>• Information sessions</li> </ul>
	How do you cater for new entrants or those not familiar with standards?	<ul style="list-style-type: none"> <li>• Member assistance and orientation</li> <li>• Training courses/material</li> </ul>

	Key questions	Typical evidence
<b>Organization</b>	Do you have cooperation agreements with other standards bodies?	<ul style="list-style-type: none"> <li>• Bilateral</li> <li>• Multilateral</li> <li>• Regional</li> </ul>
	How do you assist other organizations?	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Reports</li> </ul>
	In the past 12 months, what development programmes have members of staff participated in?	<ul style="list-style-type: none"> <li>• Programmes</li> </ul>



## Coherence

The relevant substantive provisions under Annex 3 of the World Trade Organization Technical Barriers to Trade Agreement are:

(para H) ... make every effort to avoid duplication of, or overlap with, the work of other standardizing bodies in the national territory or with the work of relevant international or regional standardizing bodies.

(para K) ... make every effort to become a member of ISONET...

	Key questions	Typical evidence
Projects	How do you ensure that standards do not conflict with one another?	<ul style="list-style-type: none"> <li>• Consideration of conflict during project proposal phase</li> <li>• Classification based on subjects</li> <li>• Assignment of key words and search criteria</li> </ul>
	How do you handle superseded and withdrawn standards?	<ul style="list-style-type: none"> <li>• Withdrawal procedure</li> <li>• Database, library management</li> </ul>
	How do you ensure that two committees do not develop different standards for the same subject?	<ul style="list-style-type: none"> <li>• Consideration of conflict during project proposal phase</li> <li>• Classification based on subjects</li> </ul>
	How do you check that projects do not conflict with published international or regional standards, or with projects that are likely to be completed?	<ul style="list-style-type: none"> <li>• Approval process</li> <li>• Forms</li> <li>• Formal information search</li> </ul>
	How do you track changes from one edition of a standard to the next?	<ul style="list-style-type: none"> <li>• Change control procedures</li> <li>• Changes part of data about standards</li> </ul>

	Key questions	Typical evidence
	How do you ensure that standards work with legislation? Do not conflict with legal framework? Technical provisions of the standard satisfy the regulatory objectives?	<ul style="list-style-type: none"> <li>• Legal review</li> <li>• Involvement of public officials in projects</li> </ul>
	If development is contracted to SDO's how do you: Approve projects proposals? Approve standards as national standards? Ensure that two groups are not working on standards for the same subject?	<ul style="list-style-type: none"> <li>• SDO agreements</li> <li>• Project approval process and mechanism</li> <li>• Approval process</li> <li>• Common classification system – common to all players</li> </ul>
Organization	Is there a commitment to align standards internationally or regionally based on factors such as economic imperatives or regional and bilateral cooperation and trade agreements?	<ul style="list-style-type: none"> <li>• Procedures</li> <li>• Alignment commitment</li> </ul>
	Are there agreements with other bodies generating standards with which you want to align? What are the membership conditions of the organizations? How do you manage your obligations?	<ul style="list-style-type: none"> <li>• Agreements</li> <li>• Procedure or records of obligations</li> <li>• Sales and distribution agreements</li> <li>• Liaison function</li> </ul>
Projects	When participating internationally, how do you set up representative local structures (mirror committees)?	<ul style="list-style-type: none"> <li>• Procedures covering the establishment and composition of mirror committees</li> </ul>

	Key questions	Typical evidence
Committees	How do you promote standards and standardization to groups that may not be familiar with the subject (SMEs say)?	<ul style="list-style-type: none"> <li>• Outreach and promotion activities</li> <li>• Road shows</li> <li>• Information sessions</li> </ul>
	How do you cater for new entrants or those not familiar with standards?	<ul style="list-style-type: none"> <li>• Member assistance and orientation</li> <li>• Training courses/material</li> </ul>
Organization	Do you have cooperation agreements with other standards bodies?	<ul style="list-style-type: none"> <li>• Bilateral</li> <li>• Multilateral</li> <li>• Regional</li> </ul>
	How do you assist other organizations?	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Reports</li> </ul>
	In the past 12 months, what development programmes have members of your staff participated in?	<ul style="list-style-type: none"> <li>• Programmes</li> </ul>

## MEMBER RIGHT 2

### Selling ISO standards and publications, using copyright and the ISO name and logo

#### ISO standards and publications

As a full member or correspondent member you have a key responsibility to disseminate ISO standards in your country, selling them to customers directly; through a local distribution agent; or through the ISO Central Secretariat sales team.

Our Marketing, Communication and Information team is available to assist you in your activities for the promotion and sales of ISO standards and publications in your country. We provide information such as existing and potential best-selling standards, marketing data, ideas for marketing strategies, including ideas for products and customer segmentation that can help you organize your commercial activities, establish relationships with your national customers, and develop services and products to meet their needs.

In addition, the ISO Central Secretariat can provide you with tools such as a repository of ISO standards in various formats (the ISOSTD server), a feed service with the bibliographical data attached to ISO standards allowing you build and update catalogues, a watermarking tool to help you reinforce the protection of copyright in ISO standards.



Nicolas Fleury, Director of Marketing, Communication and Information, helps you **sell** ISO standards and publications, and **use** ISO copyright and trademarks. Contact Nicolas at [fleury@iso.org](mailto:fleury@iso.org)



You can also benefit from ISolutions Webstores, a quick and easy solution allowing customers in your country to buy ISO standards online from your Website.

This must be achieved respecting the obligations of *ISO POCOSA 2012*, ISO’s copyright and commercial policy.

We also offer training on marketing, sales and communication – including for the new ISolutions Webstores – to help you develop your marketing and communication activities, and meet your obligations to protect ISO’s copyright. Courses are available for full and correspondent members and can be organized at the Central Secretariat in Geneva or at other locations on a regional basis. Customized training can also be arranged.

For more information, contact Nicolas at [fleury@iso.org](mailto:fleury@iso.org)

## Using ISO copyright and trademarks

The ISO business model relies largely on the revenues from the sale and exploitation of the **copyright** in ISO standards. Our **trademarks** – the ISO name and logo – distinguish our goods and services from those of other organizations. You must protect ISO copyright and trademarks and tackle infringement in your country. Unauthorized use undermines ISO’s business revenue model, causes confusion and damages the positive image of ISO.

Holger Gehring, Legal Adviser, helps you **protect** ISO copyright and trademarks. Contact Holger at [gehring@iso.org](mailto:gehring@iso.org) or [logo@iso.org](mailto:logo@iso.org)

## You have rights to sell ISO standards and publications, and use copyright and trademarks according to your member category :

	Full members	Correspondent members	Subscriber members
Download ISO standards from ISOSTD for national adoption, translation or sale in Word, PDF, XML and ePub formats	Yes	Yes	No
Reproduce, translate or adapt commercial publications (other than ISO standards) to sell to your customers	Yes	Yes	No
Reproduce, adapt and translate ISO promotional publications and videos for local use	Yes	Yes	No



Re-use content like news and pages published on the ISO Website	Yes	Yes	Yes
Use ISO name and logo	Yes	Yes	No, except to promote your membership in ISO

**When selling ISO standards and publications, using copyright and the ISO name and logo, you must:**

- Respect the ISO policy for distribution of ISO publications and protection of ISO’s copyright set out in *ISO POCOSA 2012* and the policy for the protection and use of ISO trademarks, *ISO/GEN 31:2010*.

**MEMBER RIGHT 3**

**Developing ISO policy**

ISO has three policy development committees: **CASCO**, **COPOLCO** and **DEVCO**.

**CASCO: the Committee on conformity assessment**

Conformity assessment activities test the conformity of products, services and systems. Conformity assessment processes test the compliance of products and services with relevant standards, regulations and other specifications. This helps ensure products and services deliver on their promises and builds consumer trust. Governments and buyers often only invite bids for procurement contracts from manufacturers and service providers that meet conformity assessment requirements.

**CASCO members** develop policy on issues such as mutual recognition and acceptance of national and regional conformity assessment systems. CASCO also develops conformity assessment standards and guides for certification bodies (that certify products, processes, services and management systems), testing laboratories, inspection bodies and accreditation bodies.

The CASCO Chairman’s Policy and Coordination Group includes ten ISO members and representatives from liaison organizations. It coordinates the work of **CASCO subcommittees and working groups**.

You can read more about conformity assessment in our brochure *Building trust*. For more information or to join CASCO, contact Sean MacCurtain, CASCO Secretary, at [maccurtain@iso.org](mailto:maccurtain@iso.org) or [casco@iso.org](mailto:casco@iso.org)



For more information or to join COPOLCO, contact Dana Kissinger-Matray, Secretary of COPOLCO, at [kissinger@iso.org](mailto:kissinger@iso.org) or [copolco@iso.org](mailto:copolco@iso.org)

### **COPOLCO : the Committee on consumer policy**

**COPOLCO** coordinates consumer participation in the standards development process at the international level ; provides a forum for sharing best practices for consumer participation at national level ; and advises ISO on policy and standards-related matters from the consumer perspective.

#### **COPOLCO members :**

- Exchange information on helping consumers benefit from standardization and issues related to consumer participation in standardization
- Develop consumer-oriented policy and standards proposals for ISO, and
- Channel consumer views into the ISO System

You can read more in our publications *ISO and the consumer, Involving consumers: Why and how – practical guidance for standards development bodies*, and *Your voice matters: Why consumers need to participate in standards-making... and how to get involved*.

Also try our interactive online tutorial, **Consumers and standards – Partnership for a better world**.

The COPOLCO Chair's Group is open to committed members of COPOLCO to help the Chair fulfil **COPOLCO's mandate**.

### **DEVCO : the Committee on developing country matters**

**DEVCO** is the Committee on developing country matters and is a forum for developed and developing countries to exchange views.

**DEVCO members** meet annually to :

- Identify the standardization needs of developing countries
- Recommend action to help developing countries meet these needs
- Monitor implementation of the **ISO Action Plan for developing countries**

Through training, DEVCO helps developing country members build their capacity and understanding of the process of standardization.

The DEVCO Chair's Advisory Group (CAG) consists of 11 ISO members who monitor implementation of the Action Plan for developing countries.

For more information or to join DEVCO, contact [academy@iso.org](mailto:academy@iso.org).







You have rights to develop ISO policy according to your member category :

	Full members	Correspondent members	Subscriber members
Be a participating member	Yes, in all three committees	No	No
Be an observing member	Yes, in all three committees	Yes, in all three committees	No
Nominate experts to a CASCO, COPOLCO or DEVCO working group	Yes	No	No
Be on a CASCO, COPOLCO or DEVCO Chair's group	Yes	No	No

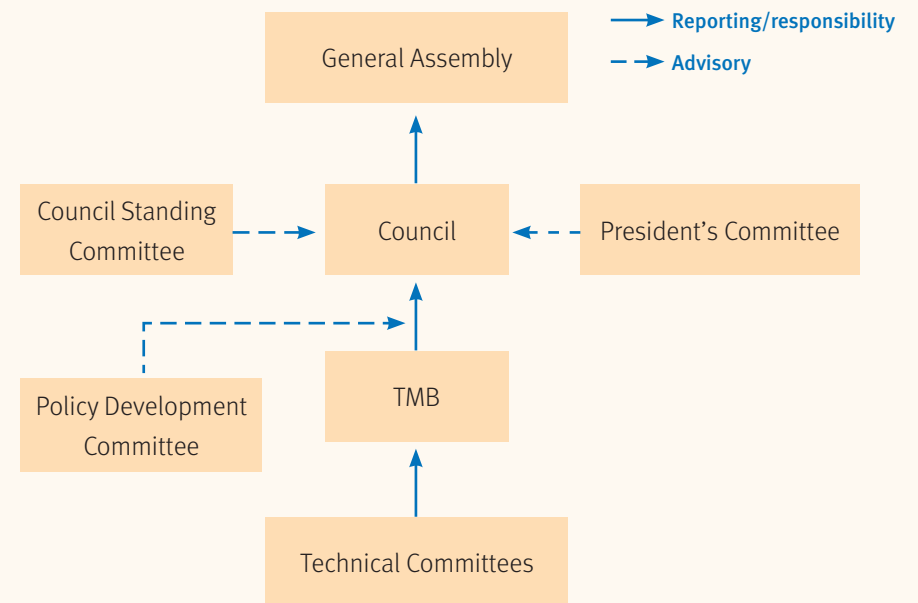
## MEMBER RIGHT 4

### Governing ISO

ISO governing bodies are made up of ISO members.

### ISO General Assembly

The annual ISO General Assembly is the highest governing body of ISO and it takes **decisions** usually based on Council recommendations.



Its terms of reference are defined in Article 6 of the *ISO Statutes* and it follows *Rules of Procedure*. All members attend the General Assembly. It meets in different countries and brings together decision makers in the world of standardization. It is a dynamic and interactive event where members exchange ideas and shape the future of ISO.

## ISO Council

The ISO Council meets twice a year and takes most governance **decisions**. Council follows *Rules of Procedure* and its terms of reference are defined in Article 7 of the *ISO Statutes*. Twenty ISO members sit on Council along with the **ISO principal officers** and **Chairs of the policy development committees** – CASCO, COPOLCO and DEVCO. Two Standing Committees, made up of Council members, advise on financial, strategic and policy matters.



For more information about the ISO General Assembly, ISO Council or ISO President's Committee, contact José Baltar, Head of Governance and Secretary of the President's Committee, at [gov@iso.org](mailto:gov@iso.org)

For more information, contact Sophie Clivio, Secretary of the TMB, at [tmb@iso.org](mailto:tmb@iso.org)

## ISO President's Committee

The President's Committee is made up of the **ISO Principal Officers**. The President's Committee advises ISO Council; monitors the effectiveness of ISO governance processes; oversees implementation of ISO Council and ISO General Assembly decisions; coordinates the work of ISO governance committees; and acts as a nomination committee for ISO governance positions. The ISO President is elected by the General Assembly; Vice-Presidents are appointed by the General Assembly; the ISO Secretary-General and ISO Treasurer are appointed by Council.

## Technical Management Board

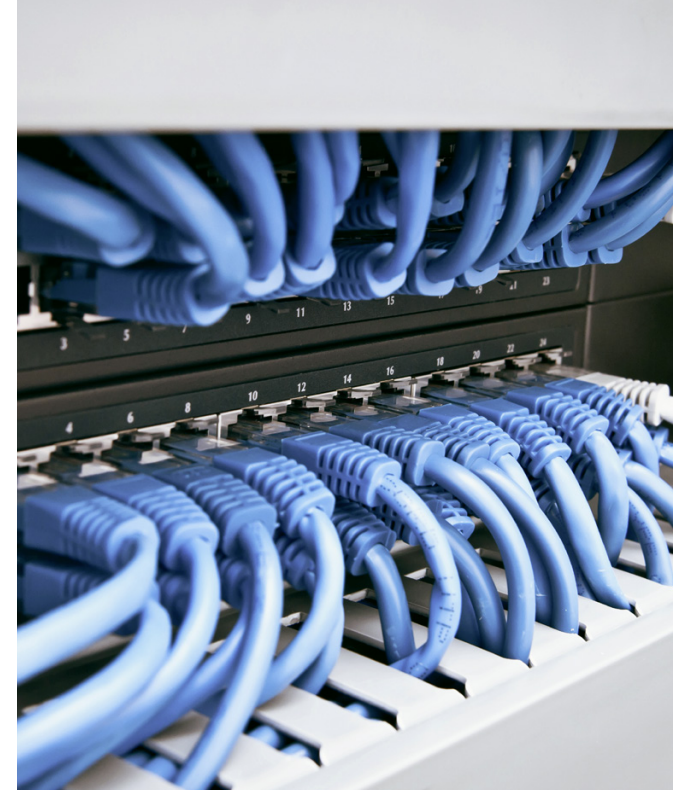
The technical work of ISO is managed by the **Technical Management Board (TMB)** which reports to ISO Council. The TMB is chaired by the ISO Vice-President (technical management) and has 15 members. The TMB manages the ISO technical committee structure, strategic planning, coordination, performance, and monitoring of committee activities. It also oversees the rules – called the “Directives” – for the development of International Standards.

You have rights to participate in governing ISO according to your member category :

	Full members	Correspondent members	Subscriber members
<b>GENERAL ASSEMBLY</b>			
Attend General Assembly	Yes	Yes	Yes
Propose items for General Assembly agenda	Yes	Yes	Yes
Speak in the General Assembly plenary	Yes	Yes	Yes
Vote in the General Assembly	Yes	No	No
<b>COUNCIL</b>			
Nominate candidates for Council membership	Yes	No	No
Be a Council and Council Standing Committee member	Yes	No	No
<b>PRESIDENT'S COMMITTEE</b>			
Be appointed as an ISO Officer and sit on the President's Committee	Yes	No	No
<b>TMB</b>			
Nominate candidates for TMB membership	Yes	No	No
Be a TMB member	Yes, if you hold a leadership role	No	No

**When participating in governing ISO, you must :**

- Act on behalf of all ISO members



If you have questions, please contact the ISO membership team at [memb@iso.org](mailto:memb@iso.org)

## ISO Member Data Privacy Policy

ISO is a global, collaborative system that is becoming more transparent and sharing more information. At the same time, there is growing concern about protecting information on individuals: their “personal data” – including names, e-mail addresses, physical addresses, telephone numbers, etc. This is leading many governments to introduce tighter regulation to protect us from harmful use of our data.

ISO, like all legal entities, must ensure it complies with data privacy legislation. Council Resolution 29/2013 introduced an ISO Member Data Privacy Policy to protect the data of everyone in the ISO system. This enables us – ISO Central Secretariat and ISO members – to comply with relevant legislation.





# ISO member benefits

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In addition to your statutory member rights, you also have member benefits, according to your member category. These include:

- IT tools and services
- ISO Academy
- Support for communication and promotion of standards

## IT tools and services

**ISO Connect:** <https://connect.iso.org>

**For the latest ISO news, events and projects, go to ISO Connect. It is for everyone in the ISO system (members, chairs, secretaries, experts, etc.) Log in using your ISO Global Directory account username and password.**

The ISO Central Secretariat provides many information technology (IT) tools for you to carry out your national and international standards work effectively. You can use some or all of the IT services as needed, depending on your membership category.

For details, go to: <https://connect.iso.org/x/eIAw>

### ISO IT tools include

- Tools and services for your **International** Standards development work. Free of charge and backed up with support from a helpdesk that understands your business. (Contact [helpdesk@iso.org](mailto:helpdesk@iso.org)). For more details about the tools and services themselves, go to:

<https://connect.iso.org/x/eIAw>

- ISolutions : ISO-hosted services to help you perform your **national** work. ISolutions supports members performing national and regional standardization work, through closely integrated IT solutions. Our hosted services now include solutions for standards development, publishing and products, and marketing and sales (including national Webstores). For more details, go to :

**<https://connect.iso.org/x/flAw>**

- Interface services to enable ISO members and partners to **exchange** information and data with ISO's IT services. For more details, go to :

**<https://connect.iso.org/x/d4Aw>**

- Leadership and support for common IT-related initiatives such as management of central **procurement** agreements with suppliers. For more details, go to : **<https://connect.iso.org/x/J4Aw>**

## Accessing IT tools

To enter your staff and experts into the ISO system and get access to ISO IT tools, you first need to appoint a user administrator who will manage user accounts and committee roles through the ISO Global Directory.

- For ISO's IT tools and services for **international** standardization work, go to : **<https://login.iso.org>**
- For ISolutions-hosted services for **national** and **regional** standardization work, go to : **<https://isolutions.iso.org>**

If you need help, contact **[helpdesk@iso.org](mailto:helpdesk@iso.org)**





### Other useful tools

- **www.ISO.org** is the public Website of ISO and covers all aspects of ISO work
- **WebEx**: This Web conferencing service is **free of charge** to ISO members, technical committees and subcommittees, working groups, and experts **for any ISO-related work**. Find out how to get an account, schedule a meeting and more, here: **<https://connect.iso.org/x/ZoAw>**
- **WebEx for developing countries**: ISO offers full and correspondent members from developing countries **free, unlimited** use of our WebEx Web conferencing system for their **national** standards development work. Find our more here: **<https://connect.iso.org/x/koAw>**
- The **Online Browsing Platform (OBP)** provides easy access to the most up-to-date content in ISO standards, graphical symbols, codes and terms & definitions. Preview content, search within documents and navigate easily between standards here: **[www.iso.org/obp](http://www.iso.org/obp)**



### IT tools training

We offer training to help you use ISO IT tools and applications. Courses are available to all ISO members and can be organized at the Central Secretariat or other locations on a regional basis.

For more information, contact David at **[ratcliffe@iso.org](mailto:ratcliffe@iso.org)**

### Support and feedback

For help with or advice about any of the ISO IT tools and services, please contact our International Helpdesk at **[helpdesk@iso.org](mailto:helpdesk@iso.org)**. Alternatively, you can tell us about your IT needs by contacting the **ISource group** (for contact details, go to: **<https://connect.iso.org/x/b4Aw>**).

Or contact David Ratcliffe, Director of Information Technology and Electronic Services, at **[ratcliffe@iso.org](mailto:ratcliffe@iso.org)**

## ISO Academy

The ISO Academy offers support to members in two key areas: capacity building, and education and research.

### 1. Capacity building

Under the ISO Action Plan for developing countries, the ISO Academy offers training services, institutional strengthening and country technical assistance on a range of topics to help you, your experts and other stakeholders who perform key standardization roles to:

- Build capacity to meet your standardization responsibilities
- Address gaps in your national standards development processes and governance
- Learn to use standards to tackle global challenges
- Bring international trade benefits to your country

Some training events take place in Geneva, others are held in the regions. We also run customized regional and in-country programmes for members' specific needs.

For more details about the ISO Academy, contact [academy@iso.org](mailto:academy@iso.org)

### 2. Research and education about standardization

ISO members can access materials, tools and services to help: analyse, demonstrate and communicate the economic and social benefits of standards; and develop and promote education about standardization in universities and other types of schools.

#### Research and communication materials on the benefits of standards

ISO has developed a comprehensive set of materials for ISO members describing the economic and social benefits of standards including: case studies, PowerPoint presentations, video clips, methodology guidelines and tools. These can be shared with decision makers and stakeholders as examples of the value of standards. The methodology guidelines and toolbox can be used to develop new research and studies. Experts from the ISO Central Secretariat can support members in using these materials and can undertake research and analysis in this area.





### Education about standardization

ISO has developed repositories of bibliographic information on teaching materials used in universities and other schools; information on national experiences in education about standardization; bibliographic information on studies covering the relation between standardization and innovation.

ISO members can also have access to teaching materials developed by ISO for the University of Geneva Master's degree course "Standardization, Social Regulation and Sustainable Development".

Regional workshops bring standards experts, national standards bodies and academia together to share experience, promote collaboration and develop best practice on standardization in educational curricula. The publication *Teaching Standards* provides an overview of key reasons why standardization should be part of university programmes and describes approaches followed in addressing standards-related topics in different disciplines. It presents the various forms of cooperation between national standards bodies and universities and proposes a roadmap that national standards bodies can follow to develop or strengthen collaboration with universities.

### Support for communication and promotion of standards

The ISO Central Secretariat provides communication materials and training to help you communicate about ISO's activities and promote standardization and standards to your stakeholders.

#### Communication materials

We regularly publish communication material about international standardization, standards and their benefits. These materials have been designed to help you, as an ISO member, promote standardization to your stakeholders. The material includes:

- News releases published on [ISO.org](https://www.iso.org) ([www.iso.org/iso/news\\_index.htm](https://www.iso.org/iso/news_index.htm)), which you can republish on your own Website or in a newsletter or magazine, either in their original form or adapted to fit your national context. The majority of images we use have been purchased for use on the ISO.org Website only, so you will need to use your own images if you wish to illustrate the text.
- Articles from the [ISOfocus magazine](https://www.iso.org/iso/iso_magazines) ([www.iso.org/iso/iso\\_magazines](https://www.iso.org/iso/iso_magazines)), which you can reuse in your own magazine or on your Website in their original form or adapted. Please let us know if you would like to republish the magazine in your own language and we will provide you with the original files.



For informative publications, contact [mcidist@iso.org](mailto:mcidist@iso.org) to order the number of copies you need.

To obtain the source files, please contact [comm-graphics@iso.org](mailto:comm-graphics@iso.org)

If you have any feedback on existing materials or requests for the future, please contact Katie Bird, Head of Communication, at [bird@iso.org](mailto:bird@iso.org)

For more information on the programme of these events, please contact Katie Bird, at [bird@iso.org](mailto:bird@iso.org) or Régis Brinster, at [brinster@iso.org](mailto:brinster@iso.org)

- **Videos** on ISO's YouTube channel ([www.youtube.com/PlanetISO](http://www.youtube.com/PlanetISO)). You can embed videos into your Website from the ISO YouTube channel. Many of our videos already have French subtitles and sometimes other languages. If you would like to receive the original files of videos, to republish or add subtitles, please contact [comm-graphics@iso.org](mailto:comm-graphics@iso.org).
- Content on **social media channels** such as Twitter and Facebook which you can share on your own channels as well. For more information on social media, please see our social media guidelines and some video introductions here: <https://connect.iso.org/x/CQBAsAw>
- Informative publications such as *ISO in brief*, *10 good things for SMEs* and many others. You can distribute paper copies of any of our free publications to your own stakeholders. However, you can also prepare your own national version of these publications in your language, with your logo and contact details.

### Training

We organize regular training sessions focusing on marketing and communication every year in different regions and focus on topics such as digital communication, developing a communication strategy and understanding POCOSA.



If you need help with any aspect of your ISO membership, or have questions about information in this manual, contact the ISO membership team: [memb@iso.org](mailto:memb@iso.org)

## International Organization for Standardization

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ISBN 978-92-67-10611-3

