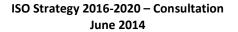# ISO Strategy 2016-2020 - Consultation

1. Having read "A successful ISO in 2020" do you agree with the description of the organization?

Your remarks should focus on ISO's governance, membership, partnerships, engagement with stakeholders, standards development process and work programme, products and services to customers, approaches to developing countries, and services provided by the ISO Central Secretariat.

2. Identify needs and ideas (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- How can ISO build the capacity of its members to identify needs?
- What important global challenges should be addressed, or better addressed, by ISO?
- We clearly need "bottom-up" identification of needs (e.g. by individual ISO members), but we also need "top-down" assessment (e.g. Council priorities, ISO/CS research, external global data, research and studies). What is the best way to get this valuable input while remaining transparent, efficient and effective?

3. Develop proposals and start work (For more information see the document "Consultation for ISO strategy 2016-2020")
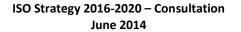
Questions for you to think about:

- Who should be consulted and who should decide on what's in or what's out?
- What new approaches and technologies can be used to get market-relevant feedback on proposed new work items in ISO?
- How can ISO be more innovative in the introduction and execution of new work items? How can these innovations take into account the need and urgency for the work?

4. Get consensus of experts and members (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- How can ISO encourage NSBs to consistently engage stakeholders in their work? What is the role of partnerships in helping ISO achieve effective consensus in 2020?
- What changes to ISO's structures (e.g. TC, SC, PC, WG) and processes should take place by 2020 to make things simpler, faster and better? How should project-based approaches drive ISO's work?
- In what way will ISO be the preferred forum in 2020 for members and experts to provide their ideas and intellectual property? And how will ISO standards differ from those developed by other organizations?

5. Publish, sell and promote (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- How will the value of standards be understood by customers in the future?
- What new range of products and services should ISO be providing in 2020 (e.g. explanations, interpretations as part of standards, or additional content to facilitate their use)?
- How will ISO promote, disseminate, preserve and protect its intellectual property in 2020?

6. Take actions to implement (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- How can the ISO system better assess the level of implementation of ISO standards?
- How can ISO/CS best assist members to promote the implementation of ISO standards in their country?
- How can ISO improve its understanding and connection with different global schemes and programmes that help to implement standards?

7. Get market feedback (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- What channels and mechanisms should ISO use to collect feedback in the future?
- What role should social media play to enhance stakeholder feedback and how can ISO use social networks to better anticipate needs and trigger the review of existing work?
- Who are ISO's most important customers that need to be consulted, and why?

8. Ensure resources and infrastructure (For more information see the document "Consultation for ISO strategy 2016-2020")

Questions for you to think about:

- How should ISO be perceived by governments, industry and civil society in 2020? What new roles should it be playing?
- What future metrics should ISO use to measure its overall effectiveness? How should these metrics include new or enhanced strategic partnerships for ISO's future success?
- What business processes and technologies will be important for ISO in 2020 to meet customer needs? How should ISO's governance evolve to meet these needs?
- How should the ISO Action Plan for Developing Countries be improved? In particular, what more should be done by ISO's governance, membership and ISO/CS to:
    - o Increase developing country participation in ISO's technical work
    - o Build the capacity of members on standardization and related matters
    - o Increase awareness of the role and benefits of standardization
    - o Improve the institutional strength of ISO members in developing countries