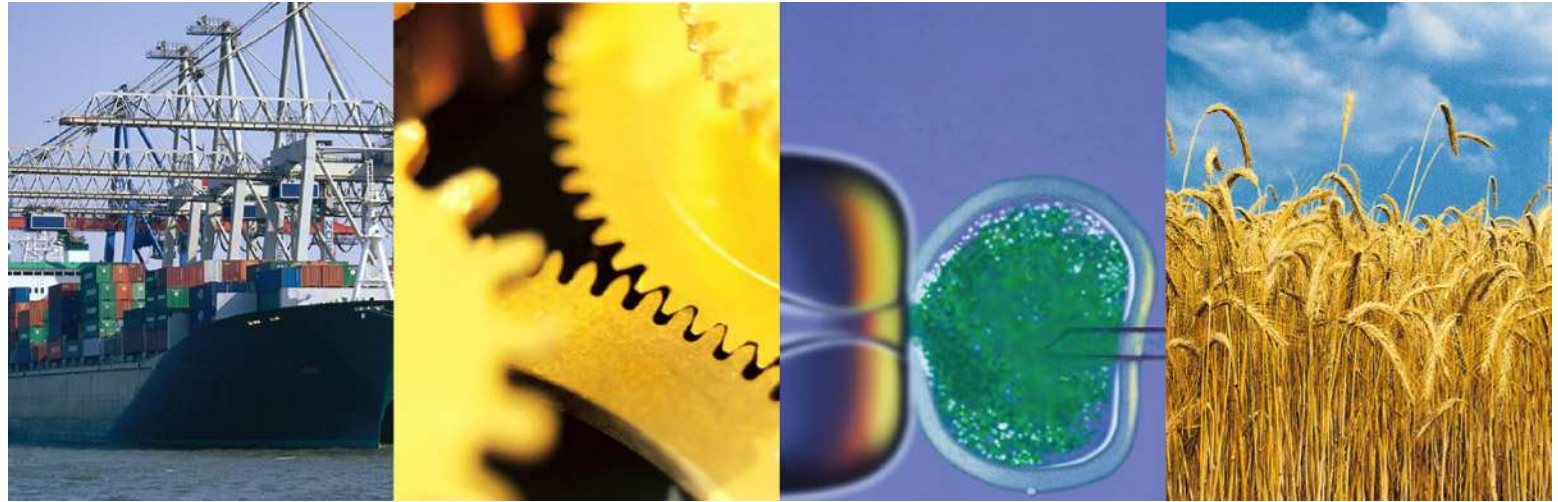


ISO standardization supporting a Green Economy



21st Session of the UNECE Working Party on Regulatory Cooperation and Standardization Policies

2 November 2011

*Kevin McKinley
ISO Deputy Secretary-General*



Where to from here?



Organizations shifting views on sustainability...

From ...

- An add-on
- Compliance driven
- Value protection
- Boring – manage risks
- Issue only for the future
- Only about environment
- Philanthropic / moral obligation
- Challenge / obstacle
- A rich country luxury

To ...

- Core to strategy
- Innovation focussed / transformative
- Value creation
- Exciting – new opportunities
- A current concern with long-term impact
- About creating a sustainable future
- Core issue reflecting values
- Opportunity
- A developed & developing country imperative

The ISO system in brief

NATIONAL MEMBERS

- 160 national institutes
- 5 000+ staff

*Intl Standardization
Principles, Policies,
Procedures*

*Collection >18 000
ISO standards*

*1 313 standards
revised/produced in
2010*

STAKEHOLDERS

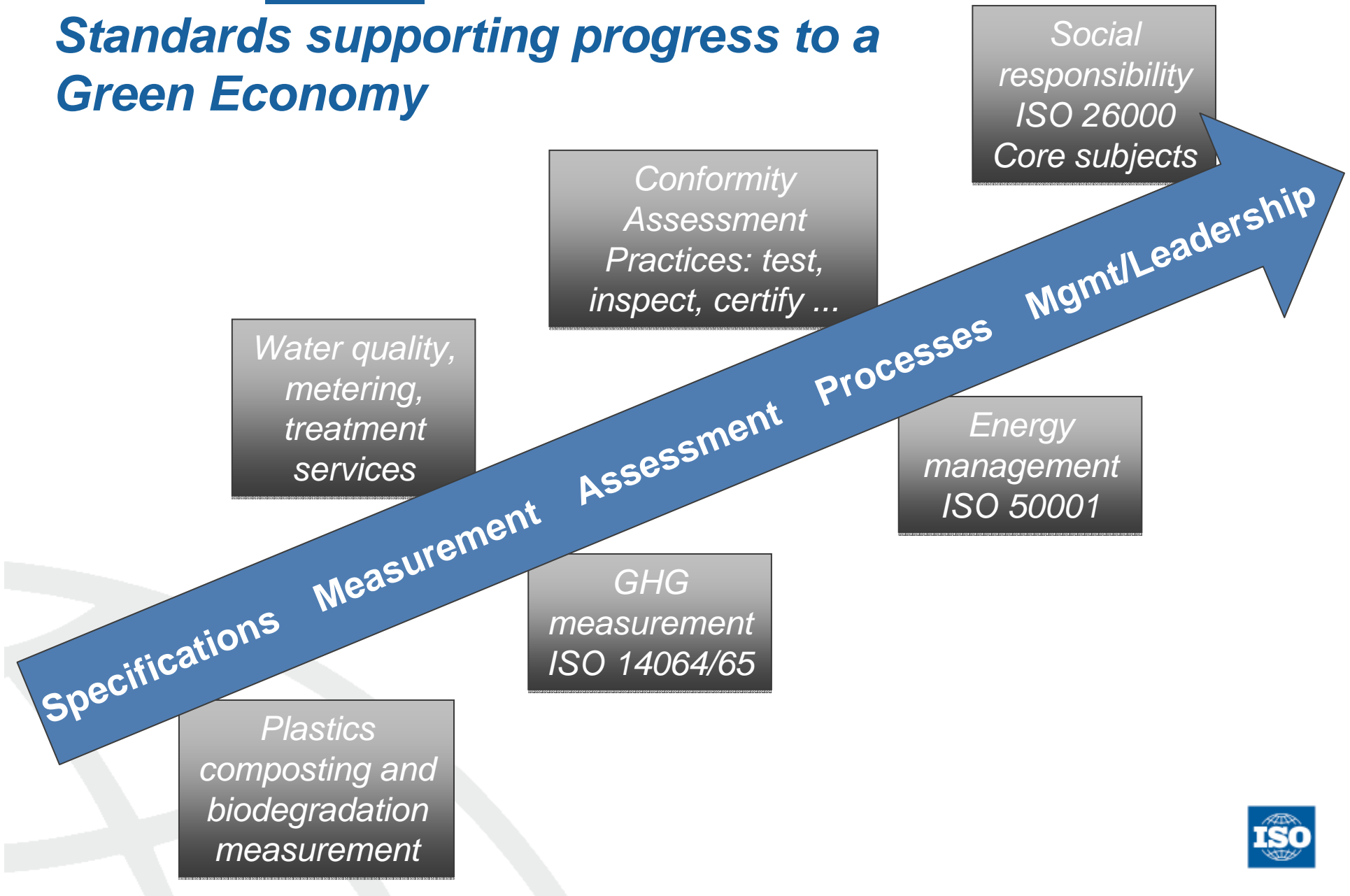
- Industry, government, consumers ...
- 3 200+ technical groups
- 600+ international liaisons
- 100 000+ participants
- 8 mtgs/day around world

CENTRAL SECRETARIAT

- Geneva, Switzerland
- 154 staff



Different TYPES of International Standards supporting progress to a Green Economy



ISO Standards leveraging markets to support Green Economy

CASCO toolbox providing global confidence in certification, testing, inspection, accreditation

Food safety, quality and good agricultural practice (ISO 22000 series)

Environmental management, LCA, Environmental labelling (ISO 14000 EMS series)

Biofuel sustainability criteria (ISO/WD 13065)

ISO 26000 providing Guidance on Social Responsibility of all organizations

Energy Management ISO 50001, Industrial Furnaces, Pumps, Air Compressors efficiency/ calculation

Sustainable construction, Sustainable Business Districts + proposed Global City Indicators & Smart City Infrastructures

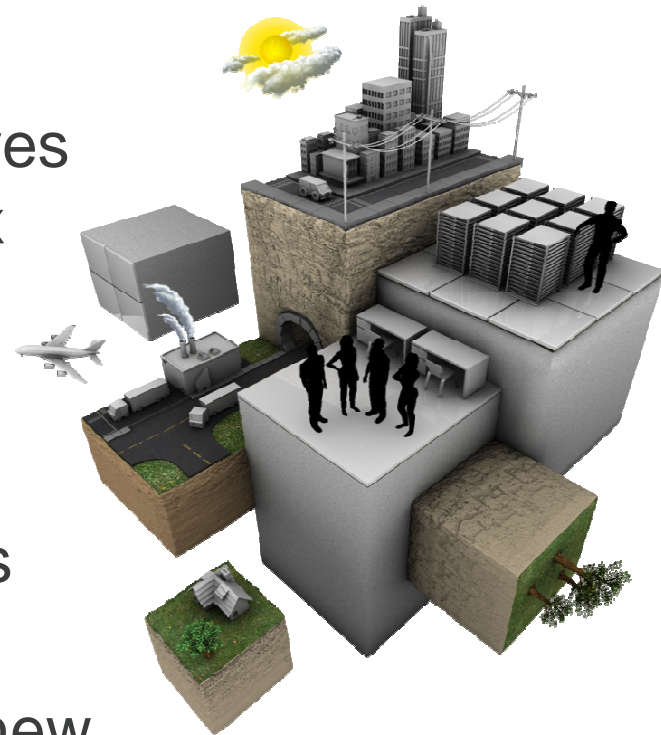
GHG management, verification, measurement and new TC 265 Carbon capture and storage



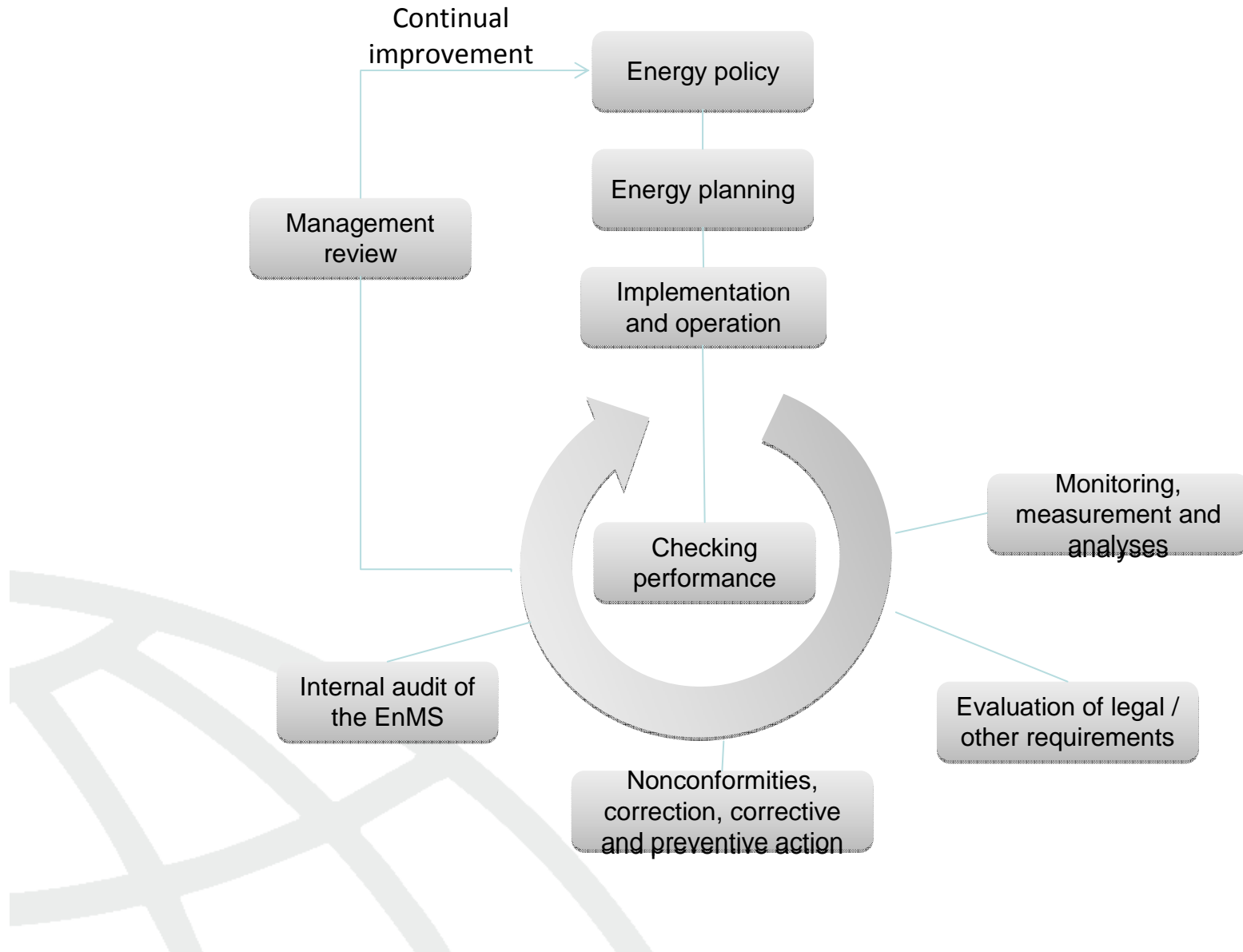
Focus 1: Energy management system requirements

Some benefits quoted from users

- Bottom line cost savings
- Help to achieve EE compliance
- Facilitate external financial incentives (e.g., electric utilities, financing, tax benefits)
- Build energy management into everyday business practices
- Optimize energy-consuming assets and capital cost decisions
- Help in evaluating and prioritizing new energy-efficient technologies




Key Elements of ISO 50001 Model




Focus 2: A framework for sustainability

- ISO 26000, *Guidance on social responsibility*
- Published Nov 2010
- 436 participating experts, 195 observers from 99 countries
- 42 intl organizations in liaison
- Awareness and training for developing countries
 - 37 reg/intl workshops,
 - 10 national events
 - 3800 participants
- More than 26000 formal international comments addressed during development

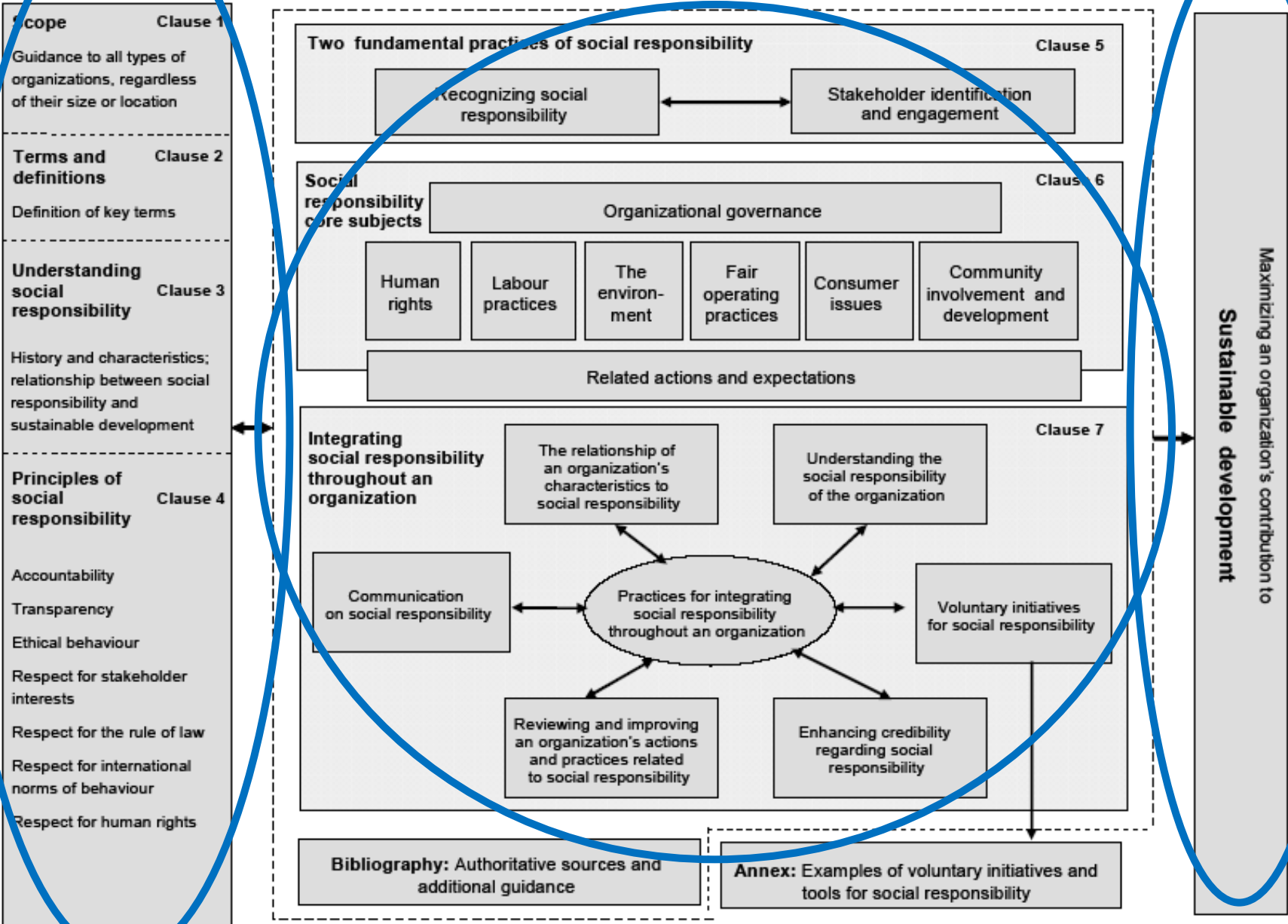


ISO and social responsibility



- ISO has launched the development of the future ISO 26000 standard providing voluntary guidance on social responsibility (SR).
- ISO 26000 will be for organizations of all types in both public and private sectors, in developed and developing countries.
- ISO 26000 will add value to existing SR work by:
 - developing an international consensus on what SR means and the SR issues that organizations need to address,
 - providing guidance on translating principles into effective actions, and
 - refining best practices that have already evolved and disseminating the information worldwide for the good of the international community.

ISO 26000 – Guidance on social responsibility



Build on existing ISO cooperation agreements for Rio+20 activities and coordination

UN Organizations



World Meteorological Organization



Other IGOs



WSC

International Orgs



WSC
& joint
rules





Thank you

