ISO: International Standards for Services

by

Belinda Cleeland
Head
Technical Policy / Standardization and Technical Policy
International Standardization Organization

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.
International standards for services
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About ISO

• Founded in 1947
• Independent
• Non-governmental organization
• Global network of national standards bodies
• One member per country

163 members

over 21 000 International Standards

100 new standards each month

More than 100 000 experts

243 technical committees
Why standards for services?

Services as value added (% of GDP)
Source: World Bank
The ISO services strategy

2-parts:
1) Communication and outreach
2) Understanding market interests
Benefits & opportunities
Service standards as tools for development
“The service sector is very highly regulated sector and there is a real need to free up barriers to market access and ensure interoperability, whilst also ensuring regulatory responsibilities. In this quest, International Standards will have a key role to play, notably through their referencing in regulations.”

David Shark
Deputy Director-General
WTO
Benchmarks for quality
Reduced uncertainty and information asymmetries
Increased consumer trust
Business continuity for the service provider
Easier mutual recognition
Why ISO standards?

multi-stakeholder environment

double layer of consensus
Why ISO standards?

One country = one vote

Participation of developing countries

WTO/TBT principles
ISO service standards by sector

Hundreds of service standards, but only around 3% of ISO’s portfolio

- Business services
- Tourism and related services
- Financial services
- Educational services
- Environmental services
- Transport and distribution services
- Health related and social services
ISO service standards by sector

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Diving

- ISO 24801 – training of scuba divers
- ISO 24802 – training of instructors
- ISO 24803 – requirements for service providers
Diving standards in action

Egypt – 24% decrease in diving accidents
Greece – huge expansion of diving tourism
Water (SDG 6)

ISO 24510 series
Activities relating to drinking water and wastewater services
Water standards in action

• Latin America
• Africa
• Middle East
IT services

ISO/IEC 20000-1
Information technology – Service management
IT service standards in action

- Orange France
- Service Birmingham
Case studies
Challenges

Heterogeneity

Stakeholder engagement (SMEs)

Regulation
www.iso.org/services