

UNCTAD Multi-year Expert Meeting on  
**TRADE, SERVICES AND DEVELOPMENT**

Geneva, 18-20 July 2017

**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.

# ISO

## International standards for services

Geneva, 18 July 2017



# 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

**SDG 2**  
Food safety management  
Packaging and labelling  
Product quality  
Traceability  
**food**

**SDG 3**  
Health care efficiency  
Surgical instruments  
Quality of medical devices  
Safe medical practices  
**health**

**SDG 6**  
Water services  
Efficient irrigation  
Water footprint  
Wastewater reuse  
**water**

**SDG 7**  
Energy management  
Energy efficiency of buildings  
Smart grid  
Renewable energy technologies  
**energy**

**SDG 9**  
Innovation management  
Sustainable buildings  
Advanced technologies  
Accessibility and usability  
**infrastructure**

**SDG 10**  
Social responsibility  
Consumer protection  
Break barriers to trade  
Occupational health and safety  
**best practice**

**SDG 11**  
City indicators  
Smart community infrastructures  
Intelligent transport systems  
Disaster management  
**smart cities**

**SDG 13**  
Environmental management  
Environmental labels and declarations  
Climate actions  
Quantifying greenhouse gas emissions  
**climate change**

**SDG 14**  
Offshore wind energy  
Sustainable fisheries and aquaculture  
Onboard waste management  
Marine environment protection  
**the sea**

**SDG 15**  
Environmental product evaluation  
Chain of custody of wood products  
Soil quality  
Sustainable machinery for agriculture and forestry  
**biodiversity**

Sustainable  
Development  
Goals

2016 ..... 2030



“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

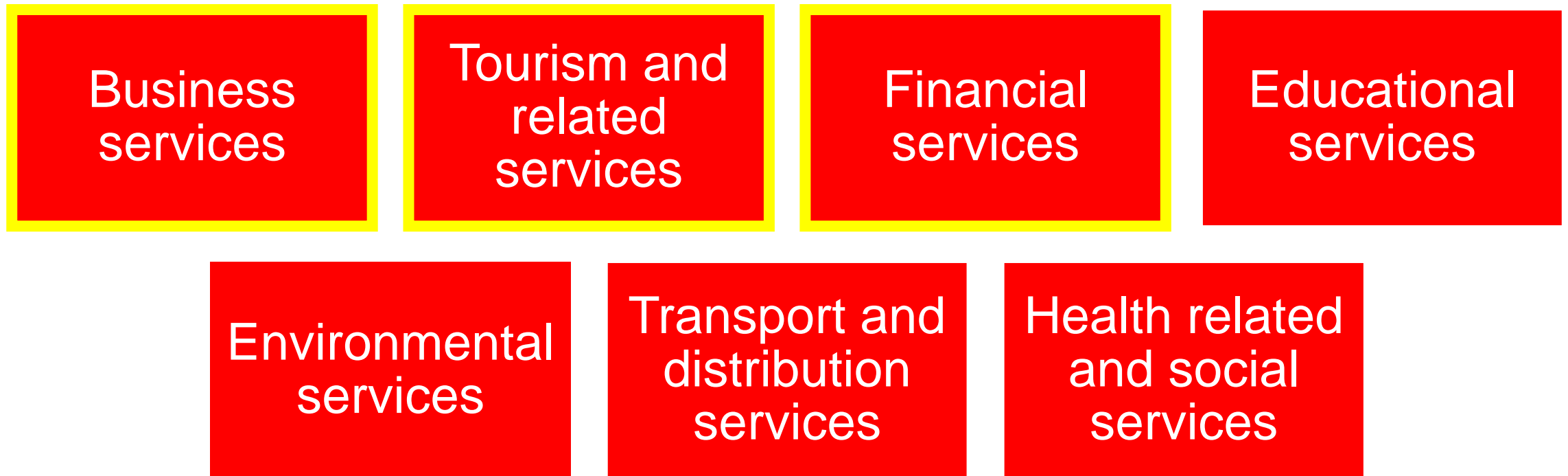
Transport and  
distribution  
services

Health related  
and social  
services



# ISO service standards by sector

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



# 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

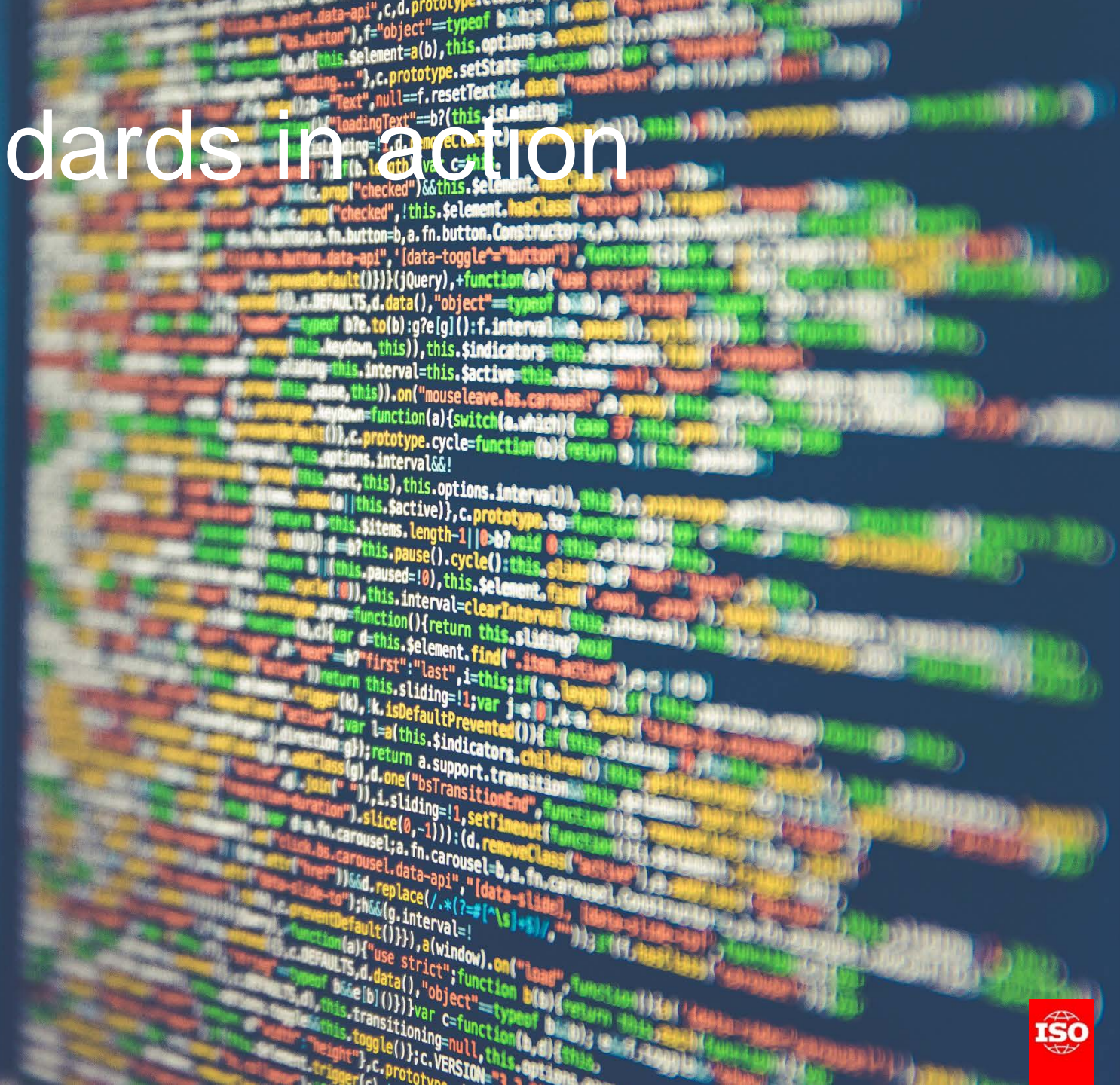
# IT services

ISO/IEC 20000-1  
Information technology –  
Service management

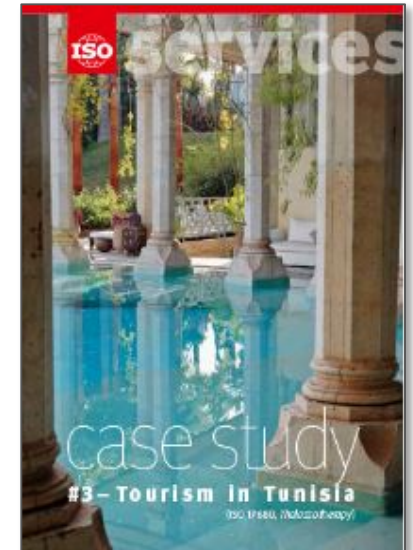
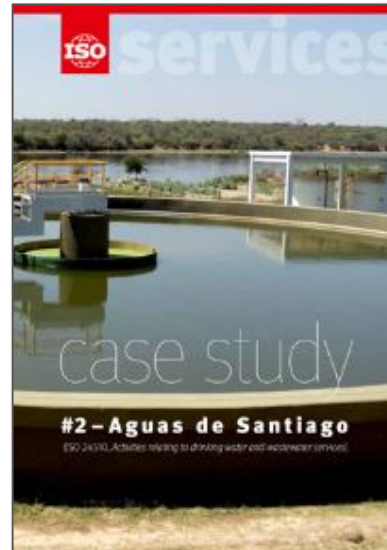
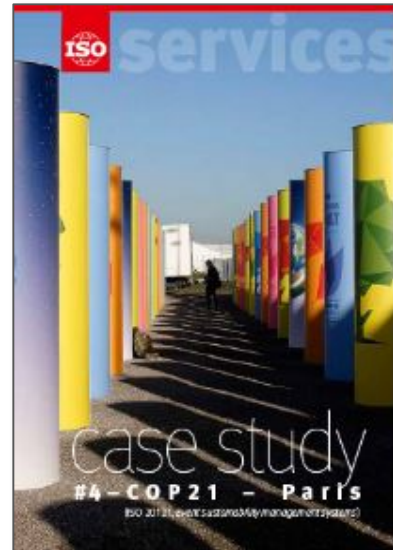
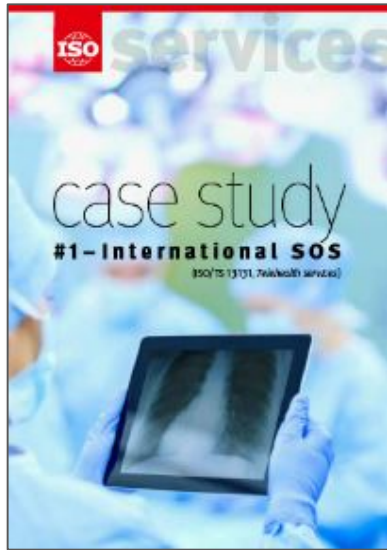


# IT service standards in action

- Orange France
- Service Birmingham



# Case studies





A photograph of a person in a red jacket and blue pants climbing a steep, icy mountain peak. The climber is positioned on the left side of the image, facing away from the viewer and slightly to the right. They are using a rope and ice axes to ascend the vertical ice face. The background is a clear, light blue sky.

# Challenges

Heterogeneity

Stakeholder engagement  
(SMEs)

Regulation

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