

ISO in brief
Great things happen **when the world agrees.**

We are ISO,
the International Organization
for Standardization



We are a private,
non-governmental, organization.



We are a global network of
national standards bodies with
one member per country.



Our job is to make International
Standards.



We are coordinated by a Central
Secretariat in Geneva, Switzerland.



We are not for profit : selling our
standards allows us to finance
their development in a neutral
environment, to maintain them
and to make new ones.

165 members

20 500
International Standards

100
new standards each month

More than
100 000 experts

229
technical committees

ίσος

Notice that our acronym
doesn't match our name?

It's not meant to.

"ISO" is derived from
the Greek word isos (equal),
so that it's the same in
all languages.

We bring together experts to share knowledge
and develop International Standards
that provide solutions to global challenges.

What is an International Standard?

An International Standard
is a **document containing
practical information and
best practice.**

It often describes **an agreed
way of doing something
or a solution to a global
problem.**



In short, ISO standards help:



Make products **compatible**,
so they fit and work well with
each other



Identify **safety issues**
of products and services



Share **good ideas** and
solutions, technological
know-how and best
management practices

Paper sizes

Standards for paper sizes (A4 family) **make life easier for printer, photocopiers and office supplies manufacturers**, because they know their products will work with available paper formats.

Examples of standards
in our everyday life.

Freight containers

More goods can **travel the world smoothly by air, sea and land** thanks to containers defined in International Standards, boosting the global economy.

Credit cards

Credit cards can be used anywhere **because they meet standards** that specify dimensions, **technology and communication** protocols to work with dispensers and payment systems.

Codes for countries

The world sees eye to eye by using standardized codes for countries and currencies.

Currencies

How do you benefit from International Standards?



Industry:

- Become more competitive by offering products and services that are accepted globally.
- Enter new markets easily.
- Raise profits by offering products with increased quality, compatibility and safety.
- Reduce costs by not reinventing the wheel and using available resources better.
- Benefit from the knowledge and best practice of leading experts around the world.

Regulators:

- Harmonize regulations across countries to boost global trade.
- Increase credibility and trust throughout the supply chain.
- Make it easier for countries to outsource and specialize.

Society:

- Wider choice of safe and reliable products and services at competitive prices.
- Best practice and concerted action at the organizational level to practically address global challenges like climate change and sustainability.



Why are we unique ?

Our global network. ISO members come from virtually every country in the world.

Our brand. ISO is recognized globally and associated with confidence.

Our integrity. We have been publishing the standards the world needs since our creation in 1947. Today the ISO brand is recognized globally.

Our commitment to consensus. We work with more than 700 organizations and over 100 000 experts from different industries and sectors.

Our partnerships. We work closely with the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU). We also have a strategic partnership with the World Trade Organization (WTO) to promote free and fair trade.

How does ISO work?

ISO only develops a standard if there is a market need for it.



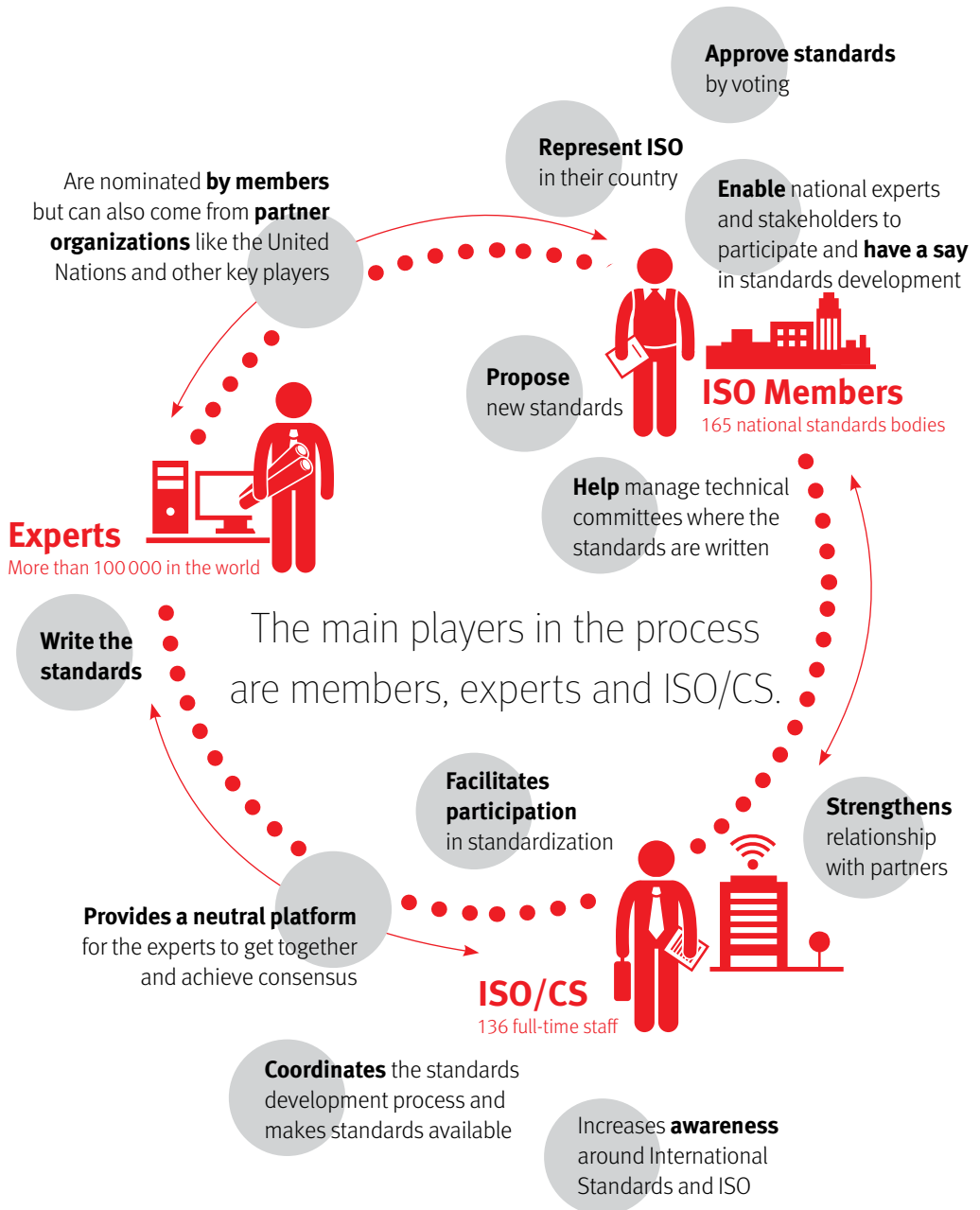
International standards are created by the people who will use and be impacted by them. We call them **EXPERTS** and they come from industry, government, consumer organizations, academia, non-governmental organizations, and more.



It is the **MEMBERS** role to identify the experts and ensure an active voice for their country.



The ISO Central Secretariat – **ISO/CS** – coordinates the development process and publishes the standards.



Get involved!



Would you like to have your say on the rules governing world trade?



Do you want to know which standards can benefit your business?



Do you have a good idea for a much needed standard?

Contact your ISO member at
www.iso.org/isomembers

**International
Organization
for Standardization**

ISO Central Secretariat
Chemin de Blandonnet 8
CP 401
1214 Vernier, Geneva
Switzerland

iso.org

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