



ISO Strategy 2030

Defining success

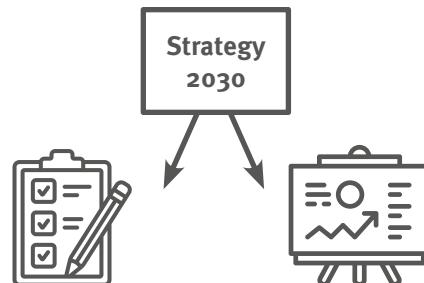
The ISO Strategy 2030 outlines our vision and our mission for the next ten years and a set of goals and priorities to help us get there.

The **three goals** are stepping stones to our vision and will help us to ensure that our work is ***making lives easier, safer and better***. We will focus on **six priorities** to achieve our goals and maximize our impact. These priorities are designed to be regularly reviewed, and adjusted when needed, to respond to any changes in our external environment.

An **Implementation Plan** and **Measurement Framework** have been developed as companion documents to the ISO Strategy 2030 and as working tools for ISO and its members.

They will help us to successfully implement the ISO Strategy 2030 and measure our success, by:

1. Ensuring that the actions we take are well aligned with the goals and priorities outlined in the Strategy and will have impacts that move us towards achieving these goals and priorities.
2. Identifying the results that our work is yielding and measure our performance in a structured, consistent way throughout the life of the Strategy so that we can demonstrate our success as an organization.



The key elements of success for each goal and priority have been defined and are shown here in this overview.

Reporting

Updates on both the Measurement Framework and the rolling Implementation Plan will be provided to the ISO Council on a quarterly basis and both are living documents, designed to be refined over the life of the Strategy, as necessary.

We will have succeeded when:



GOAL 1:
ISO standards
used everywhere

- Everyone understands the benefits of standards and ISO is recognized as the world leader in international standardization;
- ISO standards are easy to access and easy to use;
- Stakeholders see ISO standards as a solution to market challenges across all countries and all sectors.



Priority 1.1:
Demonstrate the benefits
of ISO standards

- We have data that demonstrates the benefits of standards (both quantitative and qualitative data) and we have used this data to build a library of case studies and success stories, tailored for a wide range of audiences;
- We have developed a strategy and communication materials for ISO members to help them showcase these examples;
- Our members have successfully engaged their stakeholders with these materials.



Priority 1.2:
Innovate to meet
users' needs

- We are able to anticipate and understand our stakeholders' needs and expectations, whether they are standards users or experts involved in developing standards;
- We offer innovative new products and services, providing a wide range that can meet all use cases and helping users understand which ones they need and how to use them;
- We have reviewed the process we use to develop standards, effectively monitoring and integrating new technologies to make our processes more efficient and attractive;
- We have achieved a high level of stakeholder satisfaction with these innovative products, services and processes, and we consistently monitor and measure satisfaction levels.



GOAL 2:
Meeting
global needs

- ISO standards address global challenges and are ready when the market needs them;
- We work collaboratively across the standardization community to understand user needs and develop optimal solutions;
- We are able to prioritize standardization topics and respond to emerging needs.



Priority 2.1:
Deliver standards
when the market
needs them

- We are able to deliver standards in a timely manner, without compromising on the quality of the document or the consensus process required to develop it;
- We have new processes allowing for faster development (so that we can respond to urgent market needs);
- We make more effective use of the existing range of ISO deliverables (e.g. publishing more TS, PAS, IWA);
- We have enhanced collaboration processes with our key partners, such as IEC and ITU, contributing to more timely delivery of standards in areas of common interest.



Priority 2.2:
Capture future opportunities for international standardization

- We are recognized as the world's leading standards development organization when it comes to providing solutions to emerging issues;
- We have implemented a process to identify future opportunities early, one that actively involves all ISO members and committees and encourages them to exchange information on emerging topics;
- We work together with other international organizations to monitor global trends and investigate new subject areas;
- We have a good understanding of what is happening in our wider environment, which provides the basis for our standardization roadmap, indicating when we should start work on new topics and who we need to work with;
- Our focus has shifted to topics (rather than TCs) and our bottom-up approach is complemented with a top-down, horizontal and collaborative approach (across TCs, SDOs and other).



GOAL 3:
All voices heard

- ISO processes are inclusive and ISO standards are informed by contributions from all relevant stakeholders;
- Members of all sizes and levels of economic development, across all regions, are participating in ISO governance and technical work;
- All experts can easily participate in standards development regardless of their language, budget, location, age, gender or technical background;
- Standards development processes are widely understood and are appealing to a range of new experts.



Priority 3.1:
Strengthen ISO members through capacity building

- All ISO members have the capacity to fully participate in the ISO system according to their priorities;
- All members, including a representative proportion of developing country members, are participating in standards development, governance and other activities in the ISO system;
- All members enjoy the benefit of ISO training when they need it;
- We have sufficient and sustainable resources for capacity building, which are used efficiently to benefit the maximum number of members.



Priority 3.2:
Advance inclusivity and diversity in the ISO system

- We have an increasingly diverse range of participants in the ISO system at all levels (ISO governance bodies, ISO technical committees and ISO/CS);
- We have participation from countries in all regions and at all levels of economic development across the ISO system;
- Participation is facilitated by our standards development tools and processes (e.g. virtual participation in meetings)
- Participants in ISO activities represent all age groups, genders, and stakeholder groups.