Agenda

US Voluntary Standard System Today
Why learn about standards
Business Case for Standards
Benefits of Participating in Standards Development
Standards, not having the force of law, are considered voluntary.

The US system relies heavily on the private sector. While the government generally has not driven the process, it has served as an active participant and partner.

- 400 private-sector standards development organizations (SDOs)
  - Develop standards that serve health and safety, protection of property and the environment, and interoperability objective
  - Collaborate with one another – ASTM, ASME, IEE, NFPA, UL, etc

- Approximately 30,000 current voluntary standards
Gap: Knowledge of US Voluntary Standards System Today

Benefits accrue to all stakeholders when governments use private-sector standards.

• Fewer procedural burdens in the voluntary consensus standards development process
• Standards development costs and purchase costs (for the government) may be lowered
• Compliance burden for manufactures and suppliers is reduced
• Facilitates selling of products across jurisdictions
Gap: Knowledge of the Principles of Codes and Standards Development

Openness, balance, consensus, due process are the fundamental principles of the American National Standards Process.

• Advantages:
  - Comprehensive expertise
  - Stakeholders’ needs are reflected
  - Produces “balanced” standard
  - International participation
  - Bottom-up approach
Need: Students Educated in the New Technology and legacy Technology

New students will be the new innovators of tomorrow and they will need to feed the voluntary safety system community.

- Emerging Technology areas where there is a market need to drive the development of standards:
  - Alternative Energy and fuel cells
  - Biometrics and nanotechnology
  - Cyber Security
  - Cloud Computing
  - Smart Grid
  - Automation
Need: Education to all on the value of Standards and the role they play in every day life.

Standards are not just for the designers of products. Standards and conformity assessment are inextricably linked to facets of business. A basic understanding of the role that standards provide should be incorporated in the following areas:

- Engineering
- Public policy (fair trade, etc)
- Business management
- Law (intellectual property rights)
Need: Industry support and Participation in all areas of Standardization

Successful companies: recognize standards and conformance as business tools and manage them alongside quality, safety, intellectual property and environmental policies.

- Standards are the foundation of success.
  - provide a level playing field by establishing minimum requirements that ensure product quality, performance, and safety

- A new hire that has a basic understanding of standards is a more attractive hire, the company does not have to start at ground zero with what is a standard.
Need: Industry support and Participation in all areas of Standardization

- Reduce the economic risk of R&D activities by participating in standardization.
- Lower overall R&D cost by relying on previously standardized technologies and terminologies.
- Affect Standard content to be consistent with a company's product development.
- Companies maintain market access and gain a more competitive advantage than those not participating.
Need: Buy in to the Business Case for Standards

Cost of not participating in standards development:

• Competitors can dictate the way you will be doing business
• Competitors can include language that effectively standardizes your product off the market
Need: Buy in to the Benefits of Participating in Standards Development

• Influence
  - Competitive advantage through influencing content of the standards

• Knowledge
  - Insider knowledge
  - Time advantage
  - Lower accident rates partly due to standards
  - Increased awareness of product safety and interoperability
Need: Buy in to the Benefits of Participating in Standards Development

• Network
  - Access to knowledge from leading experts
  - Large national and international network

• Economic
  - Lower trade costs
  - Simplification of contracts
  - Lowering trade barriers
  - Reduces R&D risk and cost
  - Lower production cost
  - No duplication
“An investment in knowledge pays the best interest”

Benjamin Franklin
THANK YOU.