

# WE ARE ISO.

We are a membership organization working in 164 countries.

In 2013, we worked hard to get closer to our customers and understand how we could better meet their needs.

## HERE ARE SOME OF THE HIGHLIGHTS OF OUR JOURNEY.

### FOR US, MEETING CUSTOMERS' NEEDS MEANS :

- ▶ being a better business partner, developing products our customers need in formats that work for them.
- ▶ using technology better and being more efficient in the way we publish standards.
- ▶ strengthening each other so we can meet the needs of our customers.

### DEVELOPING NEW SERVICES & PRODUCTS

**100%** of our catalogue converted to XML  
*This allows us to develop new products as well as improve how we publish and develop standards.*



#### OBP

The Online Browsing Platform gives our members, standards users and developers a simpler, faster and better way to access and use ISO standards.



#### ePub FORMAT

The XML technology allows us to publish all our standards in ePub format which means they fit on your tablet or smartphone.

#### NEW ONLINE COLLECTIONS

*of standards are now available in real time on the OBP*

- ▶ ISO 9000 (quality management systems)
- ▶ ISO 14000 (environmental management systems)
- ▶ ISO/IEC 27001 (information security management systems)
- ▶ ISO 22000 (food safety management systems)
- ▶ ISO graphical symbols

*All symbols are accessible for individual download or as a collection.*

#### HANDBOOKS

We launched helpful deliverables such as **How to use ISO 22000**, a handbook on food safety management systems aimed at helping SMEs (small & medium-sized enterprises) implement the standard.

### FINDING NEW WAYS OF COMMUNICATING

We experimented with new ways of communicating to appeal to a wider audience and help users get in touch with our experts.



#### GOOGLE HANGOUT

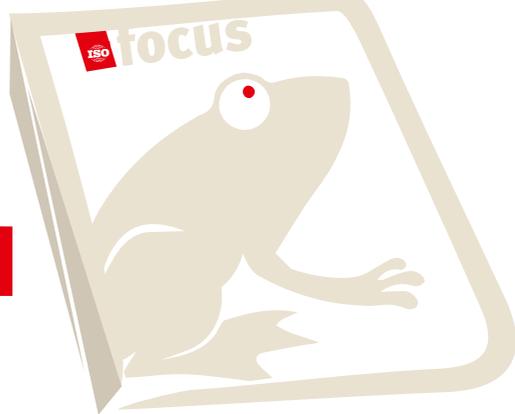
▶ In September, we ran the first Google hangout to celebrate the two-year anniversary of ISO 50001 on energy management systems.



#### ISO MAGAZINE

We launched the new look and editorial line for our flagship magazine **ISOfocus**.

- ▶ new layout
- ▶ bi-monthly
- ▶ simple & clear language



# meeting CUSTOMER needs

2013  
annual report



## TO FIND OUT MORE ABOUT 2013

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



## DEVELOPING NEW MARKETS



We opened a two-year pilot project office in **Singapore** to support market development for our members in Asia.



We made it easier for members to promote ISO publications with a **new distribution and copyright policy**.

With the new **ISO Prize**, we helped fund the work of Ms. Hulda Oliveira who encourages Brazilian SMEs to make the most of the benefits standards can offer.



We speeded up the standards development process by **20%** compared to 2012.

We branched out into **new fields**, reflecting market needs.

### SOCIETY

- ▶ Anti-bribery management systems
- ▶ Occupational health & safety management systems
- ▶ Clean cookstoves & cooking solutions
- ▶ Educational organizations management systems

### ENVIRONMENT

- ▶ Sludge recovery, recycling, treatment & disposal
- ▶ Water re-use
- ▶ Chain of custody of forest-based products

### BUSINESS

- ▶ Biotechnology
- ▶ Innovation process
- ▶ Management consultancy
- ▶ Fine bubble technology
- ▶ Collaborative business relationship management
- ▶ Sustainable procurement

## HELPING MEMBERS BECOME MORE ACTIVE

*in the ISO system*

We made it easier for our least-developed members to participate in our **technical committees**. Uganda, Rwanda & El Salvador upgraded to full members of ISO to take advantage of the system's benefits.

For the first time, donations for assistance and training programmes in favour of developing countries exceeded **3 million Swiss francs**.

Virtual meetings used to develop standards increased by **150%** – better for the environment and less costly for those attending.

## WE LAUNCHED ISolutions WEB STORES IN 19 COUNTRIES

*allowing members to sell ISO content in their countries to better serve the needs of their markets*



*Web stores were created in Argentina, Armenia, Burundi, Colombia, Costa Rica, Cyprus, Dominican Republic, Ecuador, Georgia, Guyana, Israel, Kenya, Kuwait, Lebanon, Mauritius, Mexico, Pakistan, Trinidad and Tobago, & the former Yugoslav Republic of Macedonia.*