Standards & Quality

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1. Marketers, it's Time to Stop and Standardise

If you've been ignoring standardisation, it is time to pay attention. Columnist Scott Vaughan outlines five key areas where marketers should set standards.

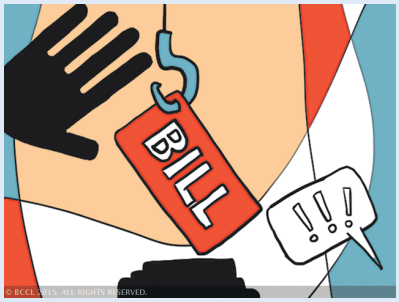
- **Processes:** Without standardisation, every marketing initiative requires a unique process for initiating, executing and measuring campaign results. A prevalent example is lead management and scoring. The adoption of standardised lead management, scoring and reporting processes across campaigns provides clear direction on the steps sales and marketing should take.
- **Data:** Marketing data, collected across all channels used to reach and engage customers, is often compiled in different formats depending on its source or marketing program. Something as simple as not standardising and normalising data adds not only a layer of complexity and manual effort to manage, but this valuable prospect data can be quickly disregarded. The result: A perfectly good lead becomes discarded simply because of data standardisation issues.
- **Key Technology Systems:** With standardised data comes the ability to connect marketing systems that automate standardised processes, eliminating manual, human errors and precious time. To plug into marketing technologies that allow the business to adapt with evolving customer expectations, marketers need to build upon scalable, open marketing platforms.
- **Metrics And Benchmarks:** Arguably the most important area of standardisation, metrics and benchmarks essentially provide a scorecard for marketers and other business stakeholders on what to measure and how to measure it.
- **Team Expectations:** It is critical to set standards and communicate them so marketers throughout the organisation know what is expected of them and how they are evaluated.

http://marketingland.com/marketers-time-stop-standardize-130267

2. Cabinet Approves Introduction of Bureau of Indian Standards Bill, 2015

The Union Cabinet chaired by the Prime Minister of India, Narendra Modi gave its approval to introduction of a new Bureau of Indian Standards Bill, 2015. The Bill will be introduced in the Parliament.

The main objectives of the proposed legislation are to establish the Bureau of Indian Standards (BIS) as the National Standards Body of India. The Bureau will perform its functions through a Governing Council, which will consist of its President and other members.



The proposed provisions in the new Bureau of Indian Standards Bill, 2015 will empower the Central Government and the BIS to promote a culture of quality of products and services through mandatory/voluntary compliance with Indian standards through the process of 'product certification' and 'Certificate of Conformity' with a broad objective of consumer's welfare. It is also expected to improve enforcement of Indian standards.

The proposed provisions will also promote harmonious development of the activities of standardisation, marking and quality certification of goods and services, to provide for compulsory hallmarking of precious metal articles, widening the scope of conformity assessment, to enhance penalties, to make offences compoundable and to simplify certain provisions in the Act.

http://www.financialexpress.com/article/economy/cabinet-approves-introduction-of-bureau-of-indian-standards-bill-2015-2/86457/

3. ISO 14001 Revision Moves to Final Stage

The revision of one of the world's most popular standards for environmental management, ISO 14001, has moved to Final Draft International Stage (FDIS). This means members have until the 2nd of September to vote and comment before its final publication shortly after.

The revision is the culmination of the works done by 121 expert members of ISO's Technical Committee TC207/SC1 for environmental development led by ISO's member for the UK, BSI, representing five stakeholder groups from 88 countries.

http://www.iso.org/iso/news.htm?refid=Ref1985

4. Key Benefit of ISO 14001

ISO 14001 is an internationally agreed standard that sets out the requirements for an environmental management system. It helps organisations to improve their environmental performance through more efficient use of resources and reduction of waste, gaining a competitive advantage and the trust of stakeholders.

There are many reasons why an organisation should take a strategic approach to improving its environmental performance. Users of the standard have reported that ISO 14001 helps to:

- Demonstrate compliance with current and future statutory and regulatory requirements;
- Increase leadership involvement and engagement of employees;
- Improve company reputation and the confidence of stakeholders through strategic communication;
- Achieve strategic business aims by incorporating environmental issues into business management;
- Provide a competitive and financial advantage through improved efficiencies and reduced costs; and
- Encourage better environmental performance of suppliers by integrating them into the organisation's business systems

Organisations using ISO 14001 have found success across a range of areas, including reduced energy and water consumption, a more systematic approach to legal compliance and an improved overall environmental performance.

http://www.iso.org/iso/iso_14001_-_key_benefits.pdf

5. ISO to Boost Industrial Tourism Experiences

ISO 13810 on industrial tourism offers guidelines, and highlights important points you must take into account when receiving visitors. It will help tour operators, whether just starting or experienced, to enhance the quality of their services and ensure customer satisfaction.

ISO 13810 was developed because although there is a clear interest in this kind of activities, many companies do not have any experience in offering their products and services to the tourism market, and very few guides are available. The standard will make it easier for companies and public authorities to open up for industrial tourism, so that visitors can profit from a growing choice of professional offers.

The Secretariat of the ISO committee that developed the standard (ISO/TC 228) is managed jointly by AENOR, the Spanish ISO member and INNORPI, the ISO member for Tunisia. ISO 13810 can be bought from your national ISO member or through the ISO Store.

http://www.iso.org/iso/news.htm?refid=Ref1986

6. European Medics Rebel Against Treatment Standards

European medics are rebelling against moves to standardise the way they treat patients. As the European Union (EU) renews its efforts to move toward a single market – a new European Commission strategy is due out in October 2015 – they are demanding that Commission President Jean-Claude Juncker leave them out of the drive for norms on treatment. The immediate trigger for the revolt is a voluntary standard coming into force recently on cosmetic surgery services developed by the European Committee for Standardisation, or CEN, which coordinates 33 country standard-setting bodies.

The focus of the medics' complaint is what they call intrusion into the relationship between doctors and patients. They say they have no quarrel with EU legislation standardising requirements for pharmaceutical products or medical devices, but a move into services worries them.

Indeed, CEN – which is not part of the EU, but works closely with it – has moved firmly into standard-setting in healthcare services in 2015, looking at standards in areas from early care for babies with cleft lips to non-surgical procedures. The practitioners' objections relate both to policy and to the practice of medicine itself.

There is no need for new approaches, the medics argued. Guidelines and recommendations for professional practice already exist with "a legitimate basis" built on the national competences and the EU treaties.

Already there is a wave of new healthcare-related activity within CEN, and more than 20 technical committees are involved in developing further standards on safety, quality and performance of medical devices and other healthcare products and methods.

In May 2015, the standard-setters adopted a report on early care services for babies born with cleft lip and/or palate, with recommendations to overcome what it says are wide variations in access to good treatment across Europe.

Other healthcare-related standards newly adopted or currently in the works include transport of babies in incubators, testing of disinfectants and antiseptics, ceramic materials used in dentistry, medical electrical equipment for home healthcare, ophthalmic measurement equipment, cardiovascular and breast implants and hip and knee replacements.

The organisation's health informatics committee is working on standards for interoperability, safety and security, and in 2014 delivered ten new standards, including for personal health devices, patient health-cards, and access to data.

Also in the pipeline for this year are standards on osteopathic health care, non-surgical aesthetic medical procedures, and on services of doctors qualified in homeopathy.

http://www.politico.eu/article/european-medics-rebel-against-moves-to-standardize-treatment-doctors-eu/

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7. Senate Tasks Agricultural Agencies on Standardisation of Products

The Nigerian Senate has tasked food and agricultural agencies in the country to embark on the standardisation of food crops that have failed to meet export standards.

The Senate Deputy Whip, Francis Alimikhena, at legislative proceedings drew the attention of the Senate to the ban on some of Nigeria's agricultural products by the EU.

The Nigerian products banned by the EU till June 2016 are beans, sesame seeds, dried fish, dried meat, peanut chips and palm oil. According to the Deputy Chief Whip, the ban was because the products contain high level of pesticides which is harmful when consumed.

The ban on the agricultural exports by the EU suggests that Nigeria's already unfavourable balance of trade position with European countries will worsen, as Nigeria would be exporting fewer agricultural products. Lawmakers also blamed food and agricultural agencies in Nigeria for failing to properly standardise food crops.

The Senate has, however, directed the National Agency for Food and Drug Administration and Control (NAFDAC), the Ministry of Health and the Standards Organisation of Nigeria (SON) to be alive in its regulatory duties over food and agricultural products.

http://www.channelstv.com/2015/08/06/senate-tasks-agricultural-agencies-on-standardization-of-products/

8. India, UAE to Share Expertise in Standardisation

India and the UAE have signed an agreement to cooperate and share expertise in the field of standardisation, conformity assessment and training.

A Memorandum of Understanding (MoU) was signed between the BIS and the Emirates Authority for Standardisation and Metrology (ESMA) at the 11th session of the India-UAE Joint Commission for Economic and Technical Co-operation held recently.

The objectives of the MoU are to facilitate closer cooperation and provide a mechanism by which both countries can work together towards mutual benefit in the field of standardisation, conformity assessment and training and facilitate sharing of expertise and mutual trade.

The MoU will allow exchange of scientific and technical information related to rules and procedures for standards formulation, product certification and the management of conformity assessment.

It will also help both countries in reaching a desired level of confidence to enter into bilateral cooperation arrangement for utilising each other's inspection services and allowing mutual recognition of test reports.

http://www.newindianexpress.com/business/news/India-UAE-to-Share-Expertise-in-Standardisation/2015/09/09/article3019084.ece

9. ASEAN Moves Sectoral MRA on Good Manufacturing Practices Forward

Healthcare, which includes the pharmaceutical sector, is one of 12 priority sectors for ASEAN economic integration. In line with this, an ASEAN Mutual Recognition Arrangement (MRA) on Good Manufacturing Practices (GMP) Inspection for Manufacturers of Medicinal Products had been identified as a priority initiative. Thus, an ASEAN MRA Taskforce on GMP Inspection was formed in 2005 to work towards the signing of a pan-ASEAN MRA on GMP Inspection, in tandem with the creation of the ASEAN Economic Community (AEC) 2015.

Under the MRA, all AMS are obliged to recognise and accept the inspection reports and certificates issued by Listed (Accepted) ASEAN Inspection Services without duplicating GMP inspection in each other's territory. Singapore Health Sciences Authority, Malaysia National Pharmaceutical Control Bureau and Indonesia National Agency for Drug and Food Control were the first 3 Listed ASEAN Inspection Services.

The Food and Drug Administration (FDA) of Thailand applied to be included in List of Accepted ASEAN Inspection Services in June 2013. An on-site assessment was carried out during September 08-12, 2014, and FDA Thailand became the 4th Listed ASEAN Inspection Service with effect from March 13, 2015,

following the 22nd ACCSQ Pharmaceutical Products Working Group (PPWG) Meeting held in Vientiane, Laos on March 12-13, 2015.

The implementation of this ASEAN Sectoral MRA is also expected to contribute to the larger objectives under AEC 2015, which include the development of ASEAN into a highly competitive region, with a single market and production base that is fully integrated into the global economy.

http://www.asean.org/news/asean-secretariat-news/item/asean-moves-sectoral-mra-on-good-manufacturing-practices-forward

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