

A local response to global challenges : the French standardization strategy



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Challenges"
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Summary



- AFNOR short presentation
 - ➔ Principal activities and main services proposed by AFNOR (Standardization, Information & Communication, Training and Certification)
 - ➔ French standardization strategy
- Some focuses on :
 - ➔ Agro-food
 - ➔ Water
 - ➔ Energy
 - ➔ Sustainable development

Specificities

International services AFNOR group : structured around 4 major sectors of expertise:



Particularity: The standardization and standards dissemination activities are recognized as being in the public interest (French decree of 1984)

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Facts & figures

Total income on December 31, 2007	140 Millions €
Headcount	1 151 persons
France	14 regional delegations
International	28 locations <i>Commercial relations with 90 countries</i>
A network of competences	<i>20,000 experts involved in standardisation</i> <i>1,500 auditors and instructors/trainers</i>

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French standardization strategy : up to 2010 4 objectives => Global challenges issues already identified



1. *Contributing towards the control of globalization*

2. Promoting the implementation of sustainable development

2.1. Contributing to the rapid rise in:

- innovation
- local economic development
- organizational performance

2.2. Characterizing the environmental impacts of products and services

2.3. Developing mutually beneficial relationships between all the stakeholders

3. *Enhancing the value of standards with respect to other reference documents*

4. *Clarifying the standardization system and its products*

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Focus on Agro food



■ ISO TC 34 "Food Products"

- ➔ The most important international technical committee in the agro food sector
- ➔ Secretariat and Chair is allocated to AFNOR, in collaboration with the Brazilian standardization Institute (ABNT)
- ➔ TC 34 issued ISO 22000:2005 : Certification of *Food safety management systems – Requirements for any organization in the food chain (AFNOR Certification has been accredited according to ISO TS 22003 for certification based on ISO 22000)*

■ AFNOR Validation : recognition of fast analysis test methods

■ Thematic Website on agro food :

- ➔ <http://www.afnor.org/agro/>

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Focus on water

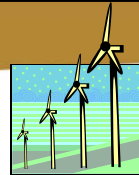


- **Secretariat of ISO/TC 224 “Service activities relating to drinking water supply systems and wastewater systems - Quality criteria of the service and performance indicators”**
 - ➔ Development of a joint Website ISO/AFNOR (http://portailgroupe.afnor.fr/public_espacenormalisation/isotc224/index.htm)
- **Specific AFNOR standardization initiatives in the field of water at the French level :**
 - ➔ Drinking water => analysis for products in contact with drinking water,
 - ➔ Waste water - Domestic / individual waste water treatment plants
 - ➔ Rainwater harvesting
 - ➔ Survey, monitoring and control of water resources and drinking water or sewage systems
 - ➔ Water wells and geothermal drilling
 - ➔ Quality and performance of water services
- **Advices and experimentation** of a number of French cities for water quality and delivery

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Focus on energy



- **Joint WG CEN/CENELEC « Energy Management » chaired by AFNOR**
- **CEN & CENELEC sectorial forum « Energy Management » (from Sept. 2006)**
 - ➔ define a European strategy for promoting energy management & efficiency via standardization and identify needs – convened by the French Agency for Energy & Environment (ADEME), secretariat AFNOR
- **ISO TMB SAG on « Energy efficiency and renewable energy »**
 - ➔ For providing TMB, with advices and orientations, coordination within ISO/TCs and CEI and collaboration with international agencies (IEA , WWC, UNIDO ...) with a Franco-Chinese convening
- **Greenhouse gases verification :**
 - ➔ Mandate given by the French Ministry of Ecology and Sustainable Development - **1.127 French companies** concerned.
 - ➔ Participation to ISO work on ISO 14064-3 “Greenhouse gases - ... validation and verification of greenhouse gas assertions”

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Focus on sustainable development



Environment



- **strategy and policy** : "Grenelle de l'Environnement" : a huge, national consultation organized by the French government to reach a consensus on :
 - Environmental issues
 - Feasible, and accepted solutions and proposition
- **management systems**
 - ISO 14001, AFAQ Environment step by step
 - AFAQ 1000NR...
- **products**
 - NF Environnement & European Eco-label
 - NF HQE for single family dwelling houses
 - Guidance on "greening" of public procurement
 - Greening of standards in building sector

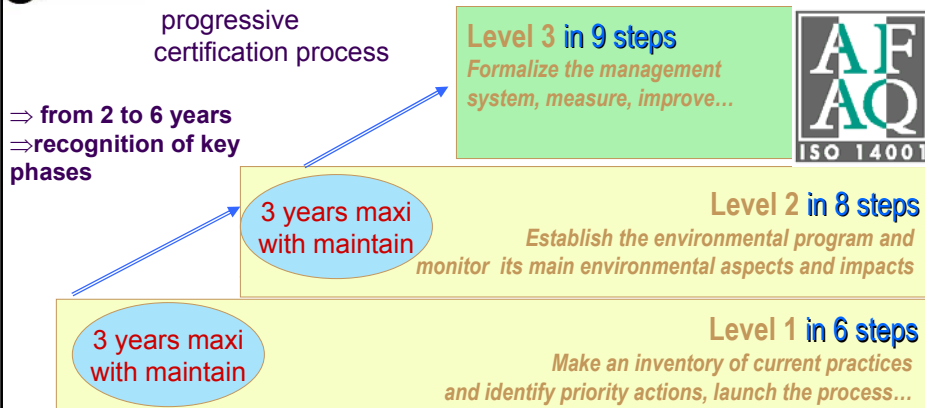


Social / societal

- **Management systems** : ILO-OSH 2001, OHSAS 18001,
- **Management** : professional equality, Diversity schemes.
- **Products** : NF guidelines on fair trade



Zoom on AFAQ Environment step by step® : for companies and local authorities



⇒ At the end of a process adapted to the company pace, obtention of a full ISO 14001 certificate



Zoom on Social responsibility



- **In collaboration with French ministries :**
 - ➔ **“Professional equality”** scheme => reduce differences between men & women.
 - ➔ **“Diversity”** scheme => non-discrimination and fair job opportunities, based on diversity and mirroring the social balance.
 - ➔ **Local experimentation and training under process for both schemes**
- **Guide AFNOR SD 21000 (2003) :**
 - ➔ elaboration of recommendations for taking on board sustainable development issues in strategy and management of companies of all sizes, public administrations, various organizations, for benefit of all.
- **Guide X50-340 (2006)** “ Fair trading - The three principles of fair trading - The criteria applicable to the fair trading approach”
- **Organization of workshops and experimentation in regions with local partners**



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Thank you for your attention



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