

Standards help drive innovation to market

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“Standards in Response to Global Challenges:
Climate Change, Energy, Water and Nutrition“
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DIN German Institute for Standardization



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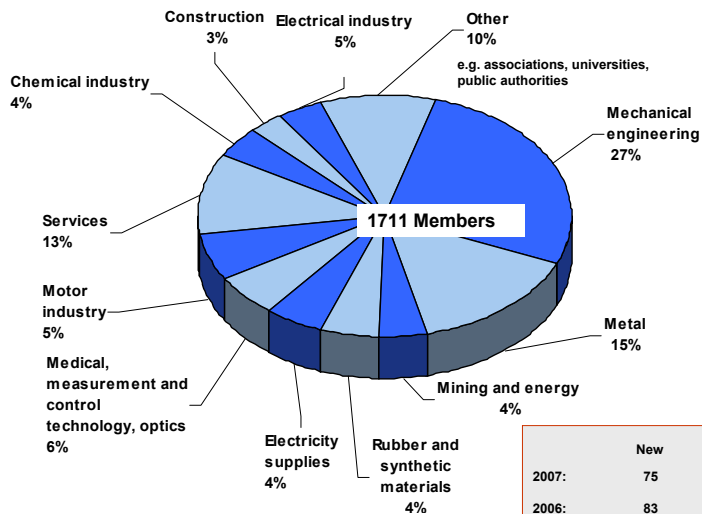


DIN
organizes the entire
standardization process
at national level and
German participation in
European and international
standards work

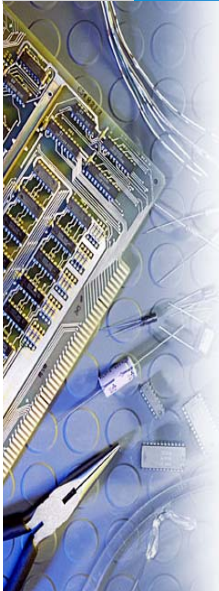
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Standardization facilitates the exploitation of innovation potentials

Standards enhance the

- **visibility**
- **accessibility**
- **availability**

of innovative know-how on a large scale

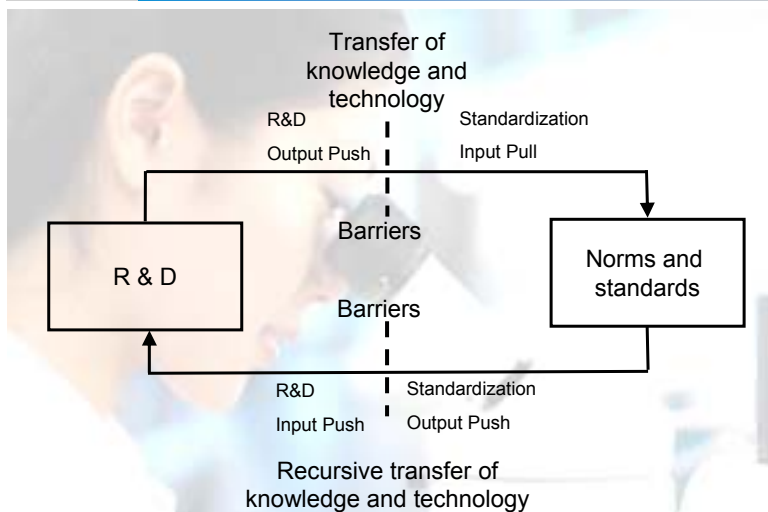
Standardization

- **is the starting point for innovation**
- **speeds up innovation by providing the relevant knowledge base**
- **helps translate innovations into marketable products**
- **gives innovative businesses investment security**
- **International standards open up markets for innovations by SMEs**

Innovation and standardization: Goals

- Identification of appropriate areas for standardization at an early stage
- Raising awareness of **potential** standards users of the benefits of standardization
- Embedding the concept of norms and standards in public research programmes
- Increasing the involvement of SMEs and scientific research in standardization processes
- Promoting the transfer of knowledge and technology from research to standardization and vice versa

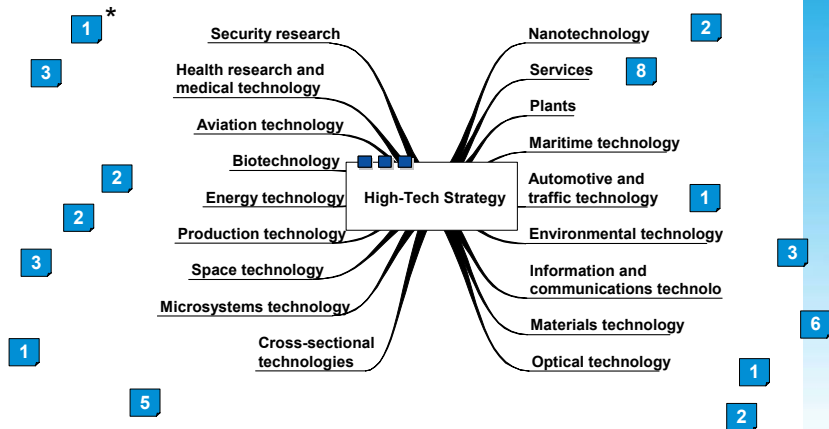
Interdependency of research and standardization



High-Tech Strategy for Germany: Cutting-edge fields

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* Number of INS projects in 2008

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Sustainable development – An important area for innovation

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- **Global society faces significant challenges**
 - **Optimal use of the world's resources**
 - **Improving the well-being of present and future generations**
 - **Sustainable development (economic, environmental and social dimension) as a global imperative**

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How international standardization supports sustainable development



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- **Covering all aspects of air and water quality control, noise control, energy savings and environmental performance**

- **Providing tools and best practices to optimize energy efficiency and to fight climate change**
 - **Monitoring climate change through technical, basic equipment and measurement standards (e.g. ISO/TC 211 “Geomatics”)**

 - **Promoting good practice in environmental management and design (ISO 14000 series)**

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How international standardization supports sustainable development



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- **Quantifying greenhouse gas (GHG) emissions and communicating on environmental impacts (e.g. ISO 14064 (parts 1, 2 and 3) and ISO 14065 on GHG accounting, verification, validation and accreditation of bodies)**

- **Opening markets for energy efficient technologies and renewable sources (including established programmes for hydrogen, nuclear and wind technologies and standardization work on solid and liquid biofuels)**

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International standardization activities in support of renewable energy sources



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- **18 ISO Technical Committees involved (especially in the field of nuclear energy, solar energy, hydrogen technologies)**
- **Creation of a Technical Committee for solid biofuels (ISO/TC 238)**
- **Launching of a Project Committee for energy management (ISO/PC 242)**
- **Establishment of an ISO Strategic Advisory Group on Energy Efficiency and Renewable Energy Sources**
- **Cooperation with IEC and other leading international organizations, e.g. OECD, International Energy Agency, World Energy Council, the United Nations System)**

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International standardization supporting energy efficiency



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- **More than 100 ISO standards and other documents published in different fields, e.g.**
 - **Energy efficiency in the construction sector (Open Session on “Buildings for a sustainable future” in Dubai)**
 - **Intelligent Transport Systems (e.g. ISO/TC 204)**
 - **Environmental management and GHG accounting and verification**

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- Updated edition published of ISO Guide 64: 2008
“Guide for addressing environmental issues in product standards”
 - Reducing environmental impacts of products
 - Identifying and understanding basic environmental aspects related to the product
 - Contribution to sustainable international trade

Thank you for your attention!