



Ref. COPOLCO N198

TO THE COPOLCO MEMBERS

2016-03-24

## ISO workshop, and launch of Committee Internal Ballots

Dear COPOLCO Members,

We would like to confirm that the registration website of the ISO Workshop, *Global services: ISO standards as solutions* is now open. *Please note that this is a separate registration process from that of the COPOLCO meeting and related events.* As you may remember, this is a joint TMB/COPOLCO multistakeholder event taking place in Geneva on 13-14 June, for ISO member representatives and stakeholders to explore the role of International Standards for services. See the programme overleaf for more details.

Please access the registration website [here](#). We highly recommend that you register as early as possible in order to ensure a seat at a discussion table as space is limited.

Further information about the plenary events will follow in April.

Furthermore, we would like to draw your attention to three committee internal ballots that we have opened for response **by 21 April**, in the ISO [e-balloting application](#).

### 1) N 195 – Consumers' issues in services

We have initiated a survey on behalf of ISO/COPOLCO Working Group 18, *Consumer issues in standardization of services* to investigate service standardization needs from the consumer's point of view, in accordance with WG 18's terms of reference (see Resolution 3/2015 and COPOLCO 13/2015). The outcome of this survey will aid discussion at the services workshop on 13-14 June, and help shape the COPOLCO plenary's decisions on 17 June.

### 2) N196 – Financial literacy for youth

The Consumer protection in the global marketplace working group had submitted a new activity template on financial literacy for youth to COPOLCO for advance information at the Plenary meeting in 2015 (Annex 2 to COPOLCO 18/2015). It has since undertaken further consultations with the COPOLCO Chair's Group as agreed. There being no further amendments to the proposal, the Global marketplace working group invites the wider COPOLCO membership to respond to the proposal.

### 3) N197 – Service to vulnerable consumers

Discussion has taken place at several plenary meetings on possible interest in developing an international document based on the British Standard BS 18477. This consultation follows up COPOLCO Resolution 18/2015 inviting the COPOLCO Secretariat to seek the views of the members on vulnerable consumers.

We thank you in advance for your attention to the above.

Yours faithfully,

Dana Kissinger-Matray  
Secretary of COPOLCO



# workshop



## **Global services** ISO standards as solutions



13-14 June 2016, Geneva, Switzerland



# 13 June 2016

## Day 1

**13:00-13:10**

### **Welcome and opening**

Overview of the workshop and its objectives

*ISO Secretary General and invited guests (tbc)*

**13:10-13:30**

### **Keynote speech**

The importance of international trade in services and the role of standards

*WTO representative*

**13:30-15:30**

### **Regional/national solutions: lessons learned and challenges faced**

- Standardization initiatives already launched in the services field
- Regional/National challenges faced in tackling emerging service standardization issues

*6 speakers from ISO member bodies (representing different regions)*

**15:30-16:00**

Coffee break

**16:00-17:00**

### **Roundtable discussions – stakeholder expectations and needs**

The plenary will split up into small groups to discuss questions such as:

- What is your understanding of the term “service”?
- What elements are most important/expected in the provision of a service?
- Which types of standards would help services to be purchased or provided internationally?
- What service standards priorities exist in your country/sector and why?
- How can ISO International Standards help?

*All participants*

**17:00-17:30**

### **Reporting back from roundtable discussions and close of day 1**

Rapporteurs from each of the small groups will report on the main points discussed and any conclusions from the previous session.

*Rapporteurs*

**17:30-19:30**

**TMB/COPOLCO sponsored social event for all workshop attendees**

# 14 June 2016

## Day 2

### 09:00-09:10 Opening

Summary of day 1 conclusions and review of program for day 2/instructions

*Workshop moderator*

### 09:10-10:15 Helpful ISO tools for designing, assessing and measuring service performance, quality and excellence

- **Design:** ISO/IEC Guide 76 – *Development of service standards – Recommendations for addressing consumer issues*
- **Measurement:** For example, measurement and monitoring of customer satisfaction (ISO 10004).
- **Delivery:** For example, standards for tourism, water, or financial services. Exact topic tbc.
- **Confidence:** What is CASCO doing on conformity assessment of services (including ISO/IEC 17028 an example of a certification scheme for services)

*Presentations by experts involved in the development or application of ISO standards for services*

### 10:15-10:45 Coffee break

### 10:45-12:00 Panel discussion

Each panelist will address:

- What do the users expect in relation to the provision of services?
- Good example(s), bad example(s) in service provision and the impact to them as users.
- How could ISO standards help in the provision of services?

*Panelists will represent a range of different perspectives:*

- *User of business to business services (a company representative)*
- *A user of business to consumer services (a consumer representative)*
- *A user of public services, government to business, business to government or government to consumer (a government representative)*
- *A developing country user of services*

### 12:00-13:00 Lunch

### 13:00-15:00 Breakout sessions:

- 1) Business-to-business providers and users of services
- 2) Business-to-consumer providers and users of services
- 3) Public services and highly-regulated services
- 4) Perspectives and requirements of developing countries for service standards

Development of conclusions and recommendations

- *Speakers (tbc)*

### 15:00-15:30 Coffee break

### 15:30-16:15 Reports from breakout sessions

Short summaries of the conclusions from the 4 breakout sessions

- *Speakers from the breakout sessions*

### 16:15-17:15 Moderated discussion: ISO issues, priorities and solutions

#### Development of consensus on recommendations from previous workshop sessions

Discussion on questions such as:

- How can ISO better engage with stakeholders from services sectors, including SMEs?
- What are areas/sectors of further interest for the ISO system?

### 17:15-17:30 Summary and closing

Summary of the workshop. Announcements and acknowledgements

*Workshop moderator and ISO representatives*

## About the workshop

Discover the potential for services standardization in ISO!

As international trade in services becomes an ever greater driver of economic growth, both in developed and developing countries, market demand for standards to ensure the quality of service delivery is steadily increasing.

How can ISO step up to meet this demand?

Join us for this interactive workshop to explore how International Standards can best help design, assess and measure service excellence, benefitting both businesses and consumers.

This is an opportunity to share expectations, experiences, and best practices related to services standardization with a mix of standards developers, experts in trade and development from international organizations or governments, representatives of consumer organizations, stakeholders from the services sectors, and more.

## Venue

The **Mövenpick Hotel**, Route de Pré Bois 20, CH-1215 Geneva.

## Registration

To register for this event please go to:

**<http://www.cvent.com/d/xfqx2k>**

There are limited places for this event.

Registration is on a first come, first served basis.

## About ISO

ISO (International Organization for Standardization) is an independent, non-governmental international organization with a membership of 162\* national standards bodies. Through its members, it brings together experts to share knowledge and develop voluntary, consensus-based, market-relevant International Standards that support innovation and provide solutions to global challenges.

ISO has published more than 21 000\* International Standards and related documents covering almost every industry, from technology to food safety, to agriculture and healthcare.

For more information, please visit **[www.iso.org](http://www.iso.org)**.

### International Organization for Standardization

ISO Central Secretariat  
Chemin de Blandonnet 8, CP 401  
CH – 1214 Vernier, Geneva,  
Switzerland

# iso.org

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