



## FORM 4: NEW WORK ITEM PROPOSAL (NP)

<b>Circulation date</b> 2021-04-21	<b>Reference number:</b> Enter Number (to be given by ISO Central Secretariat)
<b>Closing date for voting</b> 2021-07-14	<b>ISO/TC</b> Enter Number <b>/SC</b> Enter Number
<b>Proposer</b> <input checked="" type="checkbox"/> ISO member body: SAC <input type="checkbox"/> Committee, liaison or other <sup>1</sup> : Click here to enter text.	<input checked="" type="checkbox"/> Proposal for a new PC  <b>N</b> Click here to enter text.
<b>Secretariat</b> SAC	

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee.

<sup>1</sup> The proposer of a new work item may be a member body of ISO, the secretariat itself, another technical committee or subcommittee, an organization in liaison, the Technical Management Board or one of the advisory groups, or the Secretary-General. See ISO/IEC Directives Part 1, [Clause 2.3.2](#).

The proposer(s) of the new work item proposal shall:

- make every effort to provide a first working draft for discussion, or at least an outline of a working draft;
- nominate a project leader;
- discuss the proposal with the committee leadership prior to submitting the appropriate form, to decide on an appropriate development track (based on market needs) and draft a project plan including key milestones and the proposed date of the first meeting.

The proposal will be circulated to the P-members of the technical committee or subcommittee for voting, and to the O-members for information.

### IMPORTANT NOTE

**Proposals without adequate justification risk rejection or referral to originator.**

Guidelines for proposing and justifying a new work item are contained [in Annex C of the ISO/IEC Directives, Part 1.](#)

The proposer has considered the guidance given in the Annex C during the preparation of the NP.

Resource availability:

There are resources available to allow the development of the project to start immediately after project approval\* (i.e. project leader, related WG or committee work programme).

\* if not, it is recommended that the project be first registered as a preliminary work item (a Form 4 is not required for this) and, when the development can start, Form 4 should be completed to initiate the NP ballot.

**Proposal** (to be completed by the proposer, following discussion with the committee leadership)

**Title of the proposed deliverable**

**English title**

Guidance on evaluating standardization benefits for organizations

**French title (if available)**

[Click here to enter text.](#)

*(In the case of an amendment, revision or a new part of an existing document, include the reference number and current title)*

**Scope of the proposed deliverable**

This document provides guidance for organizations to understand and apply the evaluation principles, methods and procedures of economic and social benefits of standardization. This document is generally useful for organizations to measure the benefits of standardization and improve their own standardization inputs.

### **Purpose and justification of the proposal**

In 2010, ISO promulgated a methodology of evaluating standardization benefits on organization, which was based on value chain theory, in order to help member countries design and carry out such research, and carried out many case studies in member countries. On its website, ISO offers 30 cases from 20 countries, including China, Singapore, Germany and South Africa, covering a wide range of industries including healthcare, retail, shipbuilding and insurance. This methodology didn't issue as international standard, which limit entrepreneurs or companies improve their benefits from standardization.

At present, ISO or IEC does not have standardization documents related to this proposal, and only limited case studies have been carried out at ISO. In the development of this proposal, the drafting group has been continuing to carry out research work related to the standardization benefits, in the shipbuilding, metallurgy, electric power and other industries to carry out the economic and social benefits of micro standardization case practice, accumulated a wealth of experience and technology.

The purpose of the proposal is providing organizations with evaluation principles, evaluation method and evaluation procedure of standardization benefits, improve the understanding of standardized benefits, and find out the function mode of standardization in organization's value chain, so as to strengthen the standardization input, maximize the benefits brought by standardization. In turn, it helps organizations improve their efficiency through standardization activities.

#### ***Consider the following:***

*Is there a verified market need for the proposal?*

*What problem does this document solve?*

*What value will the document bring to end-users?*

See [Annex C](#) of the ISO/IEC Directives, Part 1 for more information.

See the following guidance on justification statements in the brochure 'Guidance on New work': <https://www.iso.org/publication/PUB100438.html>

Please select any UN Sustainable Development Goals (SDGs) that this document will support. For more information on SDGs, please visit our website at [www.iso.org/SDGs](http://www.iso.org/SDGs)."

- GOAL 1: No Poverty
- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace and Justice Strong Institutions
- N/A GOAL 17: Partnerships to achieve the Goal

**Preparatory work**

(An outline should be included with the proposal)

- A draft is attached
- An outline is attached
- An existing document will serve as the initial basis

The proposer or the proposer's organization is prepared to undertake the preparatory work required:  Yes  No

**If a draft is attached to this proposal**

Please select from one of the following options (note that if no option is selected, the default will be the first option):

- Draft document can be registered at Working Draft stage (WD – stage 20.00)
- Draft document can be registered at Committee Draft stage (CD – stage 30.00)
- Draft document can be registered at Draft International Standard stage (DIS – stage 40.00)
  
- If the attached document is copyrighted or includes copyrighted content, the proposer confirms that copyright permission has been granted for ISO to use this content in compliance with [clause 2.13](#) of the ISO/IEC Directives, Part 1 (see also the [Declaration on copyright](#)).

**Is this a Management Systems Standard (MSS)?**

- Yes  No

**NOTE:** if Yes, the NP along with the Justification study (see Annex SL of the Consolidated ISO Supplement) must be sent to the MSS Task Force secretariat ([tmb@iso.org](mailto:tmb@iso.org)) for approval before the NP ballot can be launched.

**Indication of the preferred type to be developed**

- International Standard
- Technical Specification
- Publicly Available Specification

**Proposed Standard Development Track (SDT)**

To be discussed between proposer and committee manager considering, for example, when the market (the users) needs the document to be available, the maturity of the subject etc.

- 18 months\*
- 24 months
- 36 months

\* Projects using SDT 18 are eligible for the 'Direct publication process' offered by ISO /CS which reduces publication processing time by approximately 1 month.

**Draft project plan (as discussed with committee leadership)**

Proposed date for first meeting: 2021-10-20

Proposed dates for key milestones:

Circulation of 1<sup>st</sup> Working Draft (if any) to experts: 2022-03-31

Committee Draft ballot (if any): 2022-08-01

DIS submission\*: 2022-12-30

Publication\*: 2023-12-30

\* Target Dates for DIS submission and Publication should preferably be set a few weeks ahead of the limit dates (automatically given by the selected SDT).

For guidance and support on project management, descriptions of the key milestones and to help you define your project plan and select the appropriate development track, see: [go.iso.org/projectmanagement](http://go.iso.org/projectmanagement)

**NOTE:** The draft project plan is later used to create a detailed project plan, when the project is approved.

**Known patented items (see ISO/IEC Directives, Part 1, [clause 2.14](#) for important guidance)**

- Yes
- No

If "Yes", provide full information as annex

**Co-ordination of work**

To the best of your knowledge, has this or a similar proposal been submitted to another standards development organization?

- Yes
- No

If "Yes", please specify which one(s):

[Click here to enter text.](#)

**A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized**

Currently, there is no ISO or IEC standardization document related to this proposal, and only limited case studies have been carried out at ISO.

**A listing of relevant existing documents at the international, regional and national levels**

ISO ECONOMIC BENEFITS OF STANDARDS  
 ISO ECONOMIC BENEFITS OF STANDARDS - ISO METHODOLOGY 2.0  
 ECONOMIC BENEFITS OF STANDARDS VOLUME 1  
 ECONOMIC BENEFITS OF STANDARDS VOLUME 2

**Please fill out the relevant parts of the table below to identify relevant affected stakeholder categories and how they will each benefit from or be impacted by the proposed deliverable**

	<b>Benefits/impacts</b>	<b>Examples of organizations/companies to be contacted</b>
<b>Industry and commerce – large industry</b>	Click here to enter text.	Click here to enter text.
<b>Industry and commerce – SMEs</b>	Click here to enter text.	Click here to enter text.
<b>Government</b>	Drive national economic growth.	Click here to enter text.
<b>Consumers</b>	Click here to enter text.	Click here to enter text.
<b>Labour</b>	Click here to enter text.	Click here to enter text.
<b>Academic and research bodies</b>	Click here to enter text.	Click here to enter text.
<b>Standards application businesses</b>	Improve efficiency of standardization input.	Datang international power generation Co.Ltd
<b>Non-governmental organizations</b>	Click here to enter text.	Click here to enter text.
<b>Other (please specify)</b>	Click here to enter text.	Click here to enter text.

**Liaisons**

A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable.

Click here to enter text.

**Joint/parallel work**

**Possible joint/parallel work with**

IEC (please specify committee ID)  
SMB

CEN (please specify committee ID)  
Click here to enter text.

Other (please specify)  
Click here to enter text.

**A listing of relevant countries which are not already P-members of the committee**

China, Egypt, Brazil, Botswana, Germany, Russian Federation, Colombia, Cameroon, Lebanon, Mauritius, Peru, South Africa, Senegal, Sri Lanka, Thailand, Singapore, Italy, Indonesia, Jordan, Vietnam

**NOTE:** The committee manager shall distribute this NP to the ISO members of the countries listed above to ask if they wish to participate in this work

**Proposed Project Leader**

(name and e-mail address)

Wu Xiyao, 121084076@qq.com  
Wu Xiaobo, wanglj@cnis.ac.cn

**Name of the Proposer**

(include contact information)

Li Yubing  
Deputy Director General, Department of Standards Innovative Management, SAMR; Secretary General of Chinese Member Body of ISO, SAC  
Liyb@sac.gov.cn

**This proposal will be developed by**

- An existing Working Group (please specify which one: [Click here to enter text.](#))
- A new Working Group (title: [Click here to enter text.](#))  
(Note: establishment of a new WG must be approved by committee resolution)
- The TC/SC directly
- To be determined

**Supplementary information relating to the proposal**

- This proposal relates to a new ISO document;
- This proposal relates to the adoption as an active project of an item currently registered as a Preliminary Work Item;
- This proposal relates to the re-establishment of a cancelled project as an active project.
- Other:  
[Click here to enter text.](#)

**Maintenance agencies (MA) and registration authorities (RA)**

- This proposal requires the service of a **maintenance agency**.  
If yes, please identify the potential candidate:  
[Click here to enter text.](#)
- This proposal requires the service of a **registration authority**.  
If yes, please identify the potential candidate:  
[Click here to enter text.](#)

**NOTE:** Selection and appointment of the MA or RA is subject to the procedure outlined in the [ISO/IEC Directives](#), Annex G and Annex H, and the RA policy in the ISO Supplement, Annex SN.

Annex(es) are included with this proposal (provide details)

None.

**Additional information/questions**

The proposer would support the establishment of a Joint Project Committee or other cooperation mechanism with the IEC should there be an interest within the IEC, and subject to approval of TMB and SMB.



# Guidance on evaluating standardization benefits of organization

## Introduction

In 2010, ISO promulgated a methodology of evaluating standardization benefits on organization, which was based on value chain theory, in order to design and carry out such research by member countries, and carried out many case studies in member countries. This methodology hasn't developed as international standard, which limits organizations improve their benefits from standardization.

In order to promote organizations to improve economic and social benefits through standardization, this document provides the evaluation principles, methods and steps of micro standardization benefit evaluation based on the value chain theory.

## 1 Scope

This document provides guidance for organizations to understand and apply the evaluation principles, methods and procedures of economic and social benefits of standardization. This document is generally useful for organizations to measure the benefits of standardization and improve their own standardization inputs.

## 2 Normative references

There are no normative references in this document.

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

### 3.1

**Economic benefit of standardization**

### 3.2

**Social benefit of standardization**

### 3.3

**Investment of standardization**

The investment in developing and implementing standards, includes the combination of fixed capital investment and labor investment.

### 3.4

**Value chain**

A value chain comprises a sequence of activities to generate a certain output, a product or a service.

### **3.5**

#### **Business function**

The operations of the organization are subdivided into a number of key business functions. Each of these functions is associated with a set of specific value chain activities.

### **3.6**

#### **Value drivers**

The key ability to give an organization competitive advantage.

### **3.7**

#### **Key operational indicators**

Indicators that can be observed in the operation of an organization and whose impact can be measured.

### **3.8**

#### **Earnings before interest and taxes (EBIT)**

Indicates the gross profit of an organization at a certain point in time, that is, revenue minus cost.

## **4 Methods of evaluating standardization benefits of organization**

Evaluating the standardization benefits of organization is based on the value chain analysis method, which decomposes the internal structure of organizations into basic activities and related auxiliary activities to analyze the organizational profit model.

## **5 Key steps of evaluating the economic benefits of standardization on organization**

Applying the value chain analysis method to evaluate the economic and social benefits of standardization should be carried out according to the following four steps:

**5.1** Understand the value chain. Clarify industry boundaries, analyse the organization's value chain, identify the most relevant business functions.

**5.2** Identify the impact of standards. Identify impacts deriving from standards for the main business functions and the activities associated with these functions, select relevant indicators to identify major impacts of standards.

**5.3** Determine the value drivers and key operational indicators. Identify value drivers to focus the assessment on the most relevant standards impacts, derive for each value driver metrics (key performance indicators, KPIs) that can be translated in cost or revenue terms. See Annex A.

**5.4** Measure the impacts of standards. Quantify the most relevant standards impacts, calculate EBIT impact for each standard impact, consolidate the results and

aggregate impacts on the organization level, analyze how to improve the economic and social benefits through standardization.

## Annex A

(informative)

### A.1 key operational indicator

Functions	Activities	Impacts	Description
<b>Inbound logistics</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Better training of personnel	Inbound Logistics staff can be trained better because relevant specifications for both products and services are standardized.
		More efficient logistics	Inbound Logistics can be conducted more efficiently due to the reduced number of types of supplies.
	In-house logistics	More efficient receiving of supplies	Standardized documentation, packaging, labels or tags of supplies makes receiving more efficient.
	Warehousing	Reduced warehousing needs	Due to the high availability of standardized products, fewer supplies need to be stored in the warehouse.
<b>Production /operations</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Better training of personnel	Production/Operations staff can be trained better because relevant specifications are standardized, for both products and services.
		More efficient processing	Due to the reduced number of types of non-standardized products, Production/Operations can become more efficient.
	Processing	More efficient assembly	Assembly processes are more efficient due to the modular product architecture.
		Better quality of equipment and supplies	Higher quality of equipment and supplies based on standards reduces the failure rate and related correction costs.
	Quality assurance	Better quality management	Quality management based on standards can be implemented more effectively.
	HSE (health, safety and environment )	Reduced disadvantages from regulations	Influence in standard-setting process helps to reduce disadvantages from regulations
		Better health/safety/environmental compliance	HSE management based on standards can be implemented more effectively.
<b>Outbound logistics</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Better training of	Outbound logistics staff can be trained

		personnel	better because relevant specifications for both products and services are standardized.
		More efficient logistics	Reducing the number of product types means that Outbound Logistics can be conducted more efficiently.
	Packing/shipping	More efficient packing and shipping	Standardized documentation, packaging and labels make packing and shipping goods more efficient.
<b>Marketing and Sales</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Better training of personnel	Marketing & Sales staff can be trained better because relevant specifications for both products and services are standardized.
		More efficient marketing activities	Marketing & Sales activities can be conducted more efficiently if there are fewer product types.
	Market analysis, research	Better competitor information	Since competitor's products have standardized specifications, market research can be conducted more efficiently.
	Marketing activities, client development	Better customer information	Communicating product and service specifications and requirements to potential customers is more effective when referring to standards
	Contracting	More efficient contractual agreements	Defined specifications of the organization's products and customer requirements makes concluding contractual agreements easier.
	Sales	Higher sales	Sales are higher due to customer confidence in standardized products and services.
		Increased competition	The market share is lower due to more competitors on a market for standardized products and services.
		Reduced time-to-market	For products and services based on standardized components, the time-to-market and market share are higher due to earlier access to technical information.
		Benefits from participating in standard-setting process	A larger market share can be achieved through the promotion of the own technology to become standard and the acquisition of customers
<b>Service</b>	Customer care and technical support	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Better customer communication	You can communicate information about products and services to customers more effectively by using standardized specifications.

		Better training of personnel	You can train Service staff better if you have standardized specifications of products and services.
		More efficient customer care	Fewer types of non-standardized products make Service activities more efficient.
		Reduced consultation needs	Improved quality of standardized products means less consultation required.
<b>Management &amp; Administration</b>	General management, financing, accounting, controlling	More efficient transfer of internal information	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		More efficient training of personnel	You can train staff better if you have standardized specifications of products and services.
		More efficient management	Management & Administration can be conducted more efficiently due to the reduced number of types of products and services.
		Benefits from potential strategic partnerships as a result from relationship build-up during standardization process	Benefits from potential strategic partnerships arise as a result from relationship build-up during standard-setting process
		Comparison with best-practices of competitors	The awareness of activities of competitors who use the same standardized technologies can induce internal improvements.
	Legal	Reduced liability costs	Liability costs can be reduced if compliance with standards is demonstrated.
	Facility management	More efficient transfer of internal information	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		More efficient training of personnel	You can train Facility Management staff better if you have standardized specifications of products and services.
		More efficient management of facilities	Facility Management activities can be conducted more efficiently if there are fewer types of products and services.
	Risk	Better identification of future trends and influence on standards	The access to information and the influence in the standard-setting process helps to prevent negative developments
More secure future sales and supplies		Operational risk is reduced if products and services are based on standards, because standardized products can be sold longer time and supplies are available for longer.	
IT	More efficient transfer of internal,	Using standardized documents and specifications makes passing on internal information about products and services	

		operational information	more efficient.
		More efficient training of personnel	You can train IT staff better if you have standardized specifications of products and services.
		More efficient IT activities	Fewer types of non-standardized products make IT activities more efficient.
	HR	More efficient training of personnel	You can train staff better if you have standardized specifications of products and services.
		More available trained personnel	There is more potential personnel available on a market for standardized technology
		Reduced HR requirements	HR requirements are reduced with a reduced number of types of products and services, production complexity and types of employees in production
<b>Engineering / Construction</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
		Clearer product specifications	Standardized specifications of the suppliers' products and customer requirements make it easier to collect relevant information.
		Better training of personnel	You can train R&D staff better if you have standardized specifications of products and services.
		More efficient Engineering	Fewer types of non-standardized products make R&D activities more efficient.
		Additional personnel costs	Additional personnel cost arise from participating in the standard-setting process
	Knowledge management	More efficient internal standardization	It is cheaper to implement standards within a organization by using open consensus-based standards instead of developing internal standards.
	Design	Reduced project development cost	Project development costs are reduced because standards provide technical information free of charge.
		Availability of replacement components	Critical replacement components are more readily available on the market for standardized products (which reduces costs).
		Additional costs from adopting standards	There are additional cost due to the product and process requirements specified in standards
	Construction	More efficient assembly	Assembly processes are more efficient due to the modular product architecture.
		Better quality of equipment and supplies	Higher quality of equipment and supplies based on standards reduces the failure rate and related correction costs.
		Better quality management	Quality management based on standards can be implemented more effectively.

		Better health/safety/environmental compliance	HSE management based on standards can be implemented more effectively.	
<b>R&amp;D</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.	
		Clearer product specifications	Standardized specifications of the suppliers' products and customer requirements make it easier to collect relevant information.	
		Better training of personnel	You can train R&D staff better if you have standardized specifications of products and services.	
		More efficient R&D	Fewer types of non-standardized products make R&D activities more efficient.	
		Additional personnel costs	Additional personnel cost arise from participating in the standard-setting process	
	Knowledge management	More efficient internal standardization	It is cheaper to implement standards within a organization by using open consensus-based standards instead of developing internal standards.	
	Research	Reduced research needs	Research needs are reduced because standards provide technical information free of charge.	
		Reduced research needs from participating in standard-setting process	Research needs are reduced because additional information is obtained during standard-setting process.	
	Product development	Reduced product development cost	Product development costs are reduced because standard technical information is available for free.	
		Reduced product development cost from participating in standard-setting process	Product development cost are reduced because additional information is obtained during standard-setting process.	
		Availability of replacement components	Critical replacement components are more readily available on the market for standardized products (which reduces costs).	
		Additional costs from adopting standards	There are additional cost due to the product and process requirements specified in standards	
	<b>Procurement</b>	All activities	Better internal information transfer	Using standardized documents and specifications makes passing on internal information about products and services more efficient.
			Better training of personnel	You can train Procurement staff better if you have standardized specifications of products and services.
More efficient			Fewer types of non-standardized products	



		procurement activities	make Procurement activities more efficient.
	Screening and selection of suppliers	More efficient screening of standardized products	Due to the standardized specifications of the suppliers' products and the internal requirements, it is easier to collect relevant information.
	Negotiating and contracting	More efficient contractual agreements	Defined specifications of suppliers' products makes concluding agreements easier.
		More competition	More competition in the market drives down the costs of supplies.
		Larger quantities	Costs of supplies are lower because larger quantities of the same type can be purchased for standardized components.