SPCG/43A
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# Standardization Programme Coordination Group (SPCG) Communications Plan 2020

## Background

Joint Task Force of the IEC SMB, ISO TMB and ITU-T TSAG

In 2017, a Task Force on effective collaboration with IEC was first approved by the ISO Technical Management Board (TMB). At the TMB June 2017 meeting, TMB approved the expansion of the Task Force to include ITU-T and, then re-named it as the Joint Task Force of the IEC Standardization Management Board (SMB), ISO TMB and ITU-T Telecommunication Standardization Advisory Group (TSAG).

The Task Force was comprised of representatives from all three organizations and undertook the following activities:

- reviewed the current state of cooperation and collaboration between each of the organizations;
- gained a better understanding of the technical management structures and processes of each organization;
- examined barriers to effective cooperation and opportunities for removing those barriers; and,
- developed mechanisms to seize opportunities for further cooperation and collaboration.

In 2018, in the final report of the Task Force, the management boards of the three organizations were invited to consider and, approved several recommendations including:

- the creation of an IEC SMB/ISO TMB/ITU-T TSAG Strategic Programme Coordination Group (SPCG) with the following distinct areas of activity: strategic coordination of future standardization work, coordination of existing standardization work, short-term related tasks identified by the SPCG and approved by the technical boards of IEC, ISO, ITU-T; and,
- approval of a communication statement to draw attention to the priority being placed on improving coordination, and to the efforts being implemented to assure continued communication of coordination efforts being made on topics of mutual interest; release of the statement and use of the Worlds Standards Cooperation (WSC) web site as the platform on which to promote continued coordination efforts going forward (see Annex A)*.

**Note*:** Although the statement was approved by the Task Force, it was not published on the WSC website.

Standardization Programme Coordination Group (SPCG)

- In 2019, at the 3rd SPCG meeting, a discussion took place on the importance of raising awareness of SPCG activities among the three organizations. SPCG members agreed that there has been limited communication about the activities of SPCG within their organizations and the wider stakeholder community and agreed that enhanced and

effective communication would be beneficial to highlight the role of the SPCG, and the positive impacts of the work of the SPCG. In addition, it is important that the SPCG continue to ensure the engagement of ISO, IEC and ITU-TSAG in the important tasks of the SPCG.

- A subgroup on SPCG communications was agreed to by the members with the task of determining the best approach to promote the SPCG activities among the three organizations and their communities.

**Communications Objectives**

- Increase awareness of SPCG activities and achievements to ISO TMB, IEC SMB and the ITU-TSAG and to senior level representatives of the three organizations within the World Standards Cooperation (WSC);
- Increase awareness of the SPCG to ISO, IEC, ITU-TSAG technical experts, national bodies, member states, and wider stakeholder community to increase their understanding of:
    - how SPCG is effectively addressing potential duplication of standardization activities between ISO, IEC and ITU-TSAG; and,
    - what measures SPCG is taking to enable a coherent approach to standardization activities between ISO, IEC and ITU-TSAG.
- Report on SPCG's work activities to each organizations' boards namely ISO TMB, IEC SMB and ITU-TSAG.

**Strategic Considerations**

- Coordinated communications around the activities of the SPCG is important as the awareness of SPCG and its work activities is relatively low within each of the organizations.
- Communication methods and processes need to be established within each organization to ensure success of a communication plan.
- Communication approaches need to be tailored to the target audiences.
- The former Task Force had agreement to use the WSC website as an avenue for distributing information on the coordinated work of ISO TMB, IEC SMB and ITU-TSAG.
- SPCG has established reporting mechanisms through each of the organizations' boards (SMB, TMB, ITU-TSAG).

**Key Messages**

- Increased coordination in the current environment of converging technologies is important for all three organizations.
- Duplication of work is being addressed through the coordinated efforts of the SPCG. Overlapping initiatives across the three organizations is not a problem, it is important to understand and communicate which organization is focused on which area of activity
- SPCG develops recommendations for how to proceed on coordination, collaboration or joint work when a subject is of common interest to more than one organization.

**Measuring success**

1) increased understanding of the role of the SPCG within ISO, IEC and ITU
2) wider stakeholders understanding of the need for and importance of coherent coordinated international standardization activities

**Target Audiences**

Primary Audience

- Management Boards of ISO, IEC and ITU-T
- Technical communities
- National Bodies/Member States
- World Standards Cooperation's - Senior Management ISO, IEC, ITU

Secondary Audience

- Global community – all interested stakeholders and standards users

| Target audience | Key message | Preferred/appropriate channel of communication |
|---|---|---|
| WSC Senior Management (President/Director, General Secretary/Secretary General) | Initiatives of the coordinated work activities between 3 standardization bodies | Regular report on SPCG work activities, including presentation to the WSC senior management team |
| Management Board of ISO, IEC and ITU-T | Coordinated work between the organizations and the benefits this is bringing.<br>Resolving issues where duplication has been identified<br>Landscape where coordination work has been identified between the 3 organizations | Board meeting agenda (standing item)/reports<br><br>Reports, presentations etc. at board meetings and at annual meetings of the membership (ISO GA, IEC GM, ITU-TSAG annual meeting) |
| Technical Community (TC/SC/SyCs/Study Groups) Members (National Standards Bodies, National Committees, Member States) | Coordinated work between the organizations on proposals for new fields of activity and the benefits this is bringing.<br>Resolving issues where duplication has been identified.<br>Landscape where coordination work has been identified between the 3 organizations<br><br>How to identify the duplication of work?<br><br>Why duplication of works happens? | The following represents a menu of options, and each organization will determine which options works best for it.<br>NWIP forms/templates<br><br>Administrative circulars<br><br>Management board newsletters, blog posts, webinars, social media (Twitter, Facebook etc.) or other forms of communication<br><br>TC/SC workshops during annual general meetings/plenary meetings/general assemblies |

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| | ➔ Proposers do not know where to check/find the working items similar to their activities.<br>➔ Landscape documents need to be promoted and updated well.<br>Monthly circulation of NPs in 3 organizations need to be more promoted. Or we need to modify the format for more user-friendly version | WSC website |
| Global community<br>External organizations who wants to submit or to have collaboration with the working item, could be one option.<br>e.g. consortium or forum | Coordinated work activities between 3 standardization bodies - | ISO, IEC, ITU website page or social media, blog (what will be the most effective way)<br><br>WSC website |

## ANNEX A

### Communications statement

- In recent years, markets have become increasingly globalized. But more recently, market players have been discussing how digitization can further advance these globalized markets. First and foremost, the main beneficiaries will be the manufacturing industry, customers and supporting service providers. Transparency about the current legal regulation of the flow of goods in the participating countries, which is ideally based on standards and conformity assessment, is vital for the globalised exchange of goods and the expansion of markets.

- The standards of ISO, IEC and ITU form the technical backbone of the international exchange of goods and services and provide a globally recognized base for product trading. Bilateral or regional trade agreements refer to and rely on these recognized rules of technology. But the global business community has long since ceased to think in terms of products; increasingly complex systems in converging technology areas requiring corresponding standards are being developed that blur the traditional boundaries of these three standardization organizations.

- As a result, the three organizations are developing mechanisms and procedures to improve the efficiency of their work and avoid duplicative efforts. High level representatives of the three organizations are working to evaluate the issues and to effectively coordinate work on all sides. The aim is to make the standards of the three organizations in the common thematic areas more transparent and coordinated, thus making engagement in these standards' development efforts more resource-efficient for the relevant experts/stakeholders. While IEC elaborates the electrotechnical aspects of a system, mechanical and other technologies as well as process aspects must be worked out in coordination with the ISO. The standardization of the associated communication technology that enables this system is developed in ITU-T. The resulting standards from all three organizations must be complimentary to support the increasingly complex systems being advanced by industry.

- Our goal is the development of a coherent set of standards from all three organizations in converging technology areas for the benefit of all stakeholders, including the industrial user community. When responsibilities and content are coordinated and described transparently, the resulting standards can be the solid global basis for innovation, product development and safety, and support regulation where appropriate. Furthermore, the human and financial resources of market participants to develop
standards in these standardization bodies will be used most responsibly.