



**CANADIAN STANDARDS
ASSOCIATION**

FINAL
May 26, 2008

NATIONAL STANDARDS SYSTEM CONFERENCE
JUNE 3rd LUNCHEON (12:30pm)

**“Standards for Living”
Remarks by: Suzanne Kiraly, President, Standards, CSA**

CSA is Canada’s largest SDO... 215 people - 9,000 members – 3,000 standards with offices in Toronto, Ottawa and Cleveland.

Our purpose is to make standards work for people and business with an emphasis on “making standards that work” – and not to have standards that lie on the shelf.

We must tell committee members that we want them to make standards that are applied... through legislation or, by helping people understand them through training or e-learning, and by giving them access to them on innovative platforms such as MDF (i.e. Mobile Device Format)

And as I understand it, Newfoundlanders love a good story. So in the fine tradition of our hosts, today I am going to tell you a story. Or a few stories.

The story starts in Beijing at the PASC Conference, in April. A gentlemen from India was accepting an invitation to join this regional group. And he said, that there were only 2 ways to improve the quality of life. Through good governance and through improving peoples’ standards of living.

That’s our story. We do work that improve peoples’ standards of living. Sure we get caught up in the funding, the process, the subject matter, and the people that contribute to standards development. But “what” we do is improve the standard of living.

And as standards people, we often lament and accept that our work in standards is invisible. We do important work that improves the standard of living and indeed the quality of life, but most people, governments and industries have no idea about standards or how they impact life. We are the INVISIBLE FORCE!

At CSA, like many other SDOs in the room, our history and present situation is filled with amazing examples of how our work makes a difference to business, consumers, and

government. And we bemoan the fact that we are the best kept secret in the country. Very few know the real story.

1. They don't know that Standards bring order and consistency to our world; advance innovation, and keep people safe.

They've heard about WW1 but they don't know about the confusion and catastrophe that soldiers lived because bullets came in all shapes and sizes; because Allied nations pooling weapons and equipment were not compatible. And they never heard about the frustrations, injuries and deaths that this caused.

Never had the need for cooperation among nations been so intense... and the need for standards to bring order and consistency so apparent.

Today Standards help make order in a world filled with technology and products.

Today, the world is connected by computer networks, linked by copper wires, fiber-optic cables and wireless connections.

Today, you can attach a webcam on your laptop and instantly speak and SEE your daughter on the other side of the world.

Standards support those connections. And bring order and consistency.

2. We know that Standards support innovation

In the last century, innovation was spurred by new industries that sprang up around a new energy source... electricity. CSA published the first Canadian Electrical Code in 1927. It was a milestone document that supported the growth of new products and an industry.

In 2009, we will publish the 21st edition. And 20 editions later, the Code is STILL the backbone for all electrical installations (the electrician's bible) and is referenced in all provincial and territorial regulations.

Today, standards continue to support innovation.

Today industry is pursuing new energy sources – ones that are renewable and reduce greenhouse gas emissions. Technologies such as, wind turbines, photovoltaic cells, and biomass are attracting more and more R&D investment. And standards are required not just for the safety and performance of these technologies but also to interconnect these new sources into the power distribution grid

Standards will help advance innovative, eco-efficiency technologies for the future

3. And of course, Standards help keep people safe

In the 1950's, people became consumers. And industry responded by introducing products to meet their demands.

Safety standards soon were applied to millions of products... products that undergo testing and certification to provide consumers with a level of assurance that standards have been met.

We continue to rely on standards for that confidence in product safety. CSA for example, publishes 700 electrical and electronics standards... from fuses to fridges, they help make our homes safer. The proof of really making a difference is with the number of electrical fires in homes that has been on a downward trend in recent years.

4. Standards make a difference to our economy and business

We know this because Brian Tobin told us last night. Brian said that a study by the Conference Board demonstrated that the Canadian economy grew by \$62 billion as a result of applying standards over the 1981 to 2004 period.

Let me give you another example.

Today, governments are challenging the need for companies to reduce carbon emissions. And, Standards are there to step up to the plate.

The ISO 14064 series of standards helps companies to measure, monitor, report and manage GHG emissions. They offer practical and effective guidance for the management of a carbon reduction plan. It's a good starting point for any organization aiming to reduce their carbon footprint.

And very much related to that... CSA's GHG CleanStart™ Registry has been designed to help quantify and publicly report emissions reductions, based on the international standards.

These are OUR stories. The ones that most people don't know and never hear. The stories of how we take up the challenges of a rapidly changing world to... improve the standard of living.

This is our challenge as the world evolves. IF WE DON'T TELL THESE STORIES AND MAKE PEOPLE HEAR, OUR STORY WILL NOT CONTINUE.

The Standards Community and the National Standards system will NOT continue without THE participation AND ENGAGEMENT OF stakeholders. People that use and apply our standards every day.

Like other industrialized countries, we are challenged by changing demographics. Our system's membership is at a relatively healthy 15,000, but it's estimated that 30% of these members will retire in the next 5 years. Who will contribute to the development of standards?

Governments continue to develop custom and often conflicting solutions that take time, are out of step with global solutions and that conflict with other legislation. They don't know that referencing standards can make them faster and more efficient. They don't know that supporting standards DEVELOPMENT can make Canadians more innovative and influential at home and abroad.

Industry is in the same boat. Head offices are abroad. Competitive threats are from new markets. There are Labour challenges. Who knows anything about standards OR THE DIFFERENCE THEY MAKE?

One more story... - Today's story.

- 4 Canadians and 30 Americans die on the job each day
- 600 Canadians get an infection in hospital every day and 22 of them die every day.
- 8 Canadians will die today in motor-vehicle accidents.
- Every year there are 11 to 13 million cases of food borne illness in Canada.
- Contaminated water kills about 90 people in Canada every year, and sickens another 90,000.

Unless we bring standards to life and make their impact known, our story will end---even though the need for standards has never been greater. Our work is not done.

We need a way to make telling the story a priority. Whether it is at the national level, in our committees, with influencers like the media and NGOs, or with our staff.

We need to make it a good story. One that is easy to remember. Exciting. Engaging. Understandable. And memorable.

We can no longer afford to be the invisible force. Because... how well we tell the story, will dictate our ability to keep our standard of living and make this world a better place for our kids, and their kids.

Thank you.