

Volume 25 Number 6

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CONSENSUS

Canada's Newsmagazine of Standardization

RECYCLES

PLASTIC

Cities without limits

- Building a global economy country by country
- Seeking a five-star standard





The three main decision-making bodies of the International Organization for Standardization (ISO) met recently in Geneva: the Technical Management Board (TMB), on September 13 and 14; the ISO General Assembly, on September 16 and 17; and ISO Council, on September 18. Here are selected highlights from those meetings.

● An ad hoc ISO study group has concluded that it is too soon for the organization to make a decision on standards for **privacy and the protection of personal information**. The group, chaired by Standards Council of Canada chair Linda Lusby, was established to consider what, if anything, ISO should do in this area. The group found that there was no consensus among stakeholders on whether ISO should proceed with the development of privacy standards.

The TMB has decided to make the group dormant. It will review that decision late next year following several major national and international conferences on privacy.

● ISO technical committees will now be required to prepare **business plans**. The plans are intended to show how the committees' work is justified by the needs of the market, and will follow a template developed by the European standards body CEN. They will be made publicly available on the committees' Web sites to encourage feedback.

● Two **technical committees** have been placed on **stand-by**, and two more have been **merged**. The TMB decided to suspend the committees on boot and shoe sizes (TC 137) and control and safety devices for non-industrial gas appliances (TC 161) because of a lack of activity in these areas.

The TMB also merged the committees on sawn timber and sawlogs (TC 55) and semi-manufactured timber (TC 99). The new committee, designated TC 218, will be chaired by Norway. The Standards Council of Canada is considering whether Canada should participate in the new committee. Interested parties should contact the standards division by e-mail at isod@sc.ca, or by using the contact information on page 3.

● ISO plans to establish **sector boards** to monitor its technical work and review the justification for new work items. The boards, which would include senior managers from industry and other user organizations, would consider the work of technical committees in the broad context of an entire field. This will help to ensure the market relevance of the resulting standards.

● Conformity assessment has become an important and contentious issue for standards bodies around the world. Some businesses, for example, want to see increased acceptance of self-declarations of conformity and a

reduced reliance on third-party certification and registration.

To encourage discussion of these issues, ISO has proposed holding an **open forum on conformity assessment**. The forum would bring together all parties with an interest in the subject, including consumers, standards bodies such as the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU), and industry organizations such as the International Federation for the Application of Standards (IFAN) and the Industry Cooperation on Standards and Conformity Assessment (ICSCA). ISO Council has been asked to organize the forum. ■

Letter to the editor

As a member of a group that sets safety standards for our company, I was amazed to see the photo on the cover of your March/April 1998 issue. The tree trimmer shown in the picture has no eye protection and, it appears, no fall restraint.

In emergencies such as the ice storm, sometimes not all safety measures are in place (not that an emergency is an excuse). And it may have been that the province where this picture was taken does not have eye protection or fall restraint standards for tree trimmers, although that is hard to believe.

However, a national organization such as yours should strive to never show pictures with safety violations. A good way to help set good safety standards is to show good safety standards! I hope this was just an oversight that will not happen again in the future, and take away from the high quality of information published in your magazine.

R. Wayne Carlow
BC Hydro Multimedia Studio
Burnaby, BC

Editor's reply: You are absolutely right that images published in CONSENSUS must be consistent with existing standards.

Your message will serve as a reminder to us to be vigilant in upcoming issues. Thanks for taking the time to write and for the compliment paid to the magazine.

CONSENSUS welcomes letters to the editor. Those that are published may be edited for length and clarity.



The International Electrotechnical Commission (IEC) held its annual general meeting in Houston, Texas from October 12 to October 23. Over 1500 delegates from around the world, including 35 Canadians, took part in 58 technical committee and subcommittee meetings, 128 working group meetings, and five meetings of policy and management committees. Here are some selected highlights from those meetings.

● IEC put some of its information technology standards to work in what was billed as its **first-ever electronic general meeting**. Organizers tried to reduce the use of paper, and increase the use of information technology tools during the meetings. Thanks to a computer network, delegates could revise draft standards during working group meetings, file reports, e-mail their colleagues and consult a Web page with information on schedule or agenda changes. Participants noted that the system showed a few teething pains, but praised it as a good first attempt.

● Canada is expected to play a leading role in a **new technical committee on fuel cell technologies** (TC 105). Fuel cells combine hydrogen and oxygen to produce electricity without combustion. There are no emissions, and the only by-product is water. Ballard Power Systems Inc. (<http://www.ballard.com>) of Burnaby, British Columbia, is a world leader in fuel-cell technology (please see "Putting

hydrogen under the hood", in our October 1997 issue). The creation of TC 105 was approved by IEC's committee of action (CA).

● IEC plans to **reach out to industrializing and developing countries**. Most of the commission's 60 national member bodies represent highly industrialized countries. At the meeting, the IEC Council approved a proposal to assist developing and industrializing countries to participate in IEC activities, develop a national standards infrastructure and adopt IEC standards. The target areas are Africa, Central and South America and the Pacific Rim. While the policy makes it the responsibility of participating countries to harmonize their standards with international standards, Canada noted that IEC should assist this harmonization effort by developing standards that are widely acceptable without the need for national deviations.

● Canada has been asked to **play a more active role in the development of power cable standards**. The invitation followed Canada's suggestion that the technical committee responsible for power cables (TC 20) should ensure that its standards are applicable in countries outside Europe in order to encourage greater participation by non-Europeans. In response, the CA asked TC 20 to review its structure and deliverables. The British national committee of IEC, which holds the secretariat of TC 20, invited Canada to upgrade its status on the committee from Observer to Participant. The Standards Council of Canada is considering the invitation. Canadians who would like to participate should contact Mike Bourassa (mbourassa@scc.ca) of the Standards Council, using the contact information on page 3.

● A **North, Central and South American electrotechnical standards body wants to work more closely with IEC**. CANENA, the Consejo de Armonización de Normas Electrotécnicas de las Naciones de las Americas (Council for Harmonization of Electrotechnical Standards of the Nations of the Americas) announced that it intends to enter into negotiations with IEC to establish a cooperative agreement on standardization and conformity assessment. A draft agreement is under development. CANENA fosters the harmonization of standards, conformity assessment systems and electrical installation codes. ■

Under one roof?

Forget the housewarming gift – ISO and IEC may not be moving in together after all.

The two organizations currently occupy the same building in Geneva, but maintain separate facilities. For the last year, a joint coordination group has been considering what savings might be achieved by sharing facilities and possibly merging some day-to-day operations.

A feasibility study concluded that the two bodies could build a new headquarters building featuring shared conference rooms, reception area, computer training facilities, printing, library, kitchens, workshop and storage for about 40 million Swiss francs (about \$45 million).

At its September meeting, ISO Council re-emphasized its support for the idea of a common building, but decided to wait for IEC's response. In October, IEC's Council Board rejected the idea in favour of renovating the existing facilities at a much lower cost. ■



Compatibility, user input are central issues in ISO 9000 and 14000 revisions

ISO is continuing to stress the importance of compatibility and user input in the revision of the ISO 9000 quality management and ISO 14000 environmental management series. The organization hopes to publish revised versions of the key standards in both series by November 2000.

The TMB has asked the subcommittee responsible for ISO 14001 to ensure that it is fully compatible with the revised version of ISO 9001 by the time the latter is published – even if that means that other necessary revisions to ISO 14001 have to be made later.

The TMB has also established a strategies implementation group to oversee the work of the ISO 9000 technical committee (TC 176) and the ISO 14000 technical committee (TC 207). The group will consist of the chairs of both committees, six members representing users of the standards, and representatives of the TMB and ISO's conformity assessment (CASCO) and consumer policy (COPOLCO) committees. Its task will be to ensure the implementation of recommendations concerning the conformity of the two series, and to evaluate the reasons for any remaining non-conformities.

Users of the ISO 9000 standards are being invited to have their say on the proposed revisions. Both ISO 9001 and ISO 9004 are currently at the committee draft (CD) stage. Normally, these drafts are circulated only within ISO. However, ISO member bodies are making the draft standards available to the public and are accepting their comments. In Canada, the draft standards can be purchased from Global Info Centre Canada, telephone 1-800-854-7179, fax (613) 237-4251, e-mail gic@micro-media.on.ca. While the deadline for comments on the current versions has passed, the next draft versions will be released in March 1999. ■

Worth repeating

"My colleagues at the Department of Commerce estimate that standards directly affect at least \$150 billion in U.S. exports, and that they serve as trade barriers for an additional \$20 billion to \$40 billion worth of exports. According to another estimate, international standards now account for about 45 percent of the standards used by U.S. industry. In 1970, that share was about 10 percent."

Raymond Kammer, director of the U.S. National Institute of Standards and Technology (NIST), speaking at the 1998 annual conference of the National Conference of Standards Laboratories in July.

The subcommittee responsible for the standards is also inviting input on its Web page at <http://www.bsi.org.uk/iso-tc176-sc2/>. The site includes an online questionnaire about the two draft standards. ■

New federal privacy bill based on CSA code

The federal government has introduced new privacy legislation based on the principles of a privacy code developed by the Canadian Standards Association (CSA).

Bill C-54, the *Personal Information Protection and Electronic Documents Act*, was introduced in the House of Commons in October. The bill establishes privacy guidelines for the private sector that are based on CSA's *Model Code for the Protection of Personal Information* (CAN/CSA-Q830-96), a National Standard of Canada.

Both the bill and the CSA code address the way in which organizations collect, use and disclose personal information, the requirement to seek consent of the individual, the right of individuals to have access to personal information about themselves and the right to have the information corrected if necessary.

If passed, the act will apply to federally regulated industries such as telecommunications, broadcasting, banking and interprovincial transportation. After three years, its scope will expand to cover all personal information collected, used or disclosed in the course of commercial activities.

Enforcement will be the job of the federal Privacy Commissioner. The Commissioner will investigate complaints and attempt to resolve any disputes. If that is unsuccessful, the case can be taken to the Federal Court.

Besides ensuring that Canadians' personal information is protected, the new law may also avert a trade problem. The European Union (EU) has instituted similar privacy directives, which came into effect in October. Under the directives, organizations in the EU may only exchange personal data with countries that provide comparable levels of protection. Since the EU directives and the CSA code are both based on guidelines developed by the Organization for Economic Cooperation and Development (OECD), it is hoped that the new legislation will satisfy that requirement.

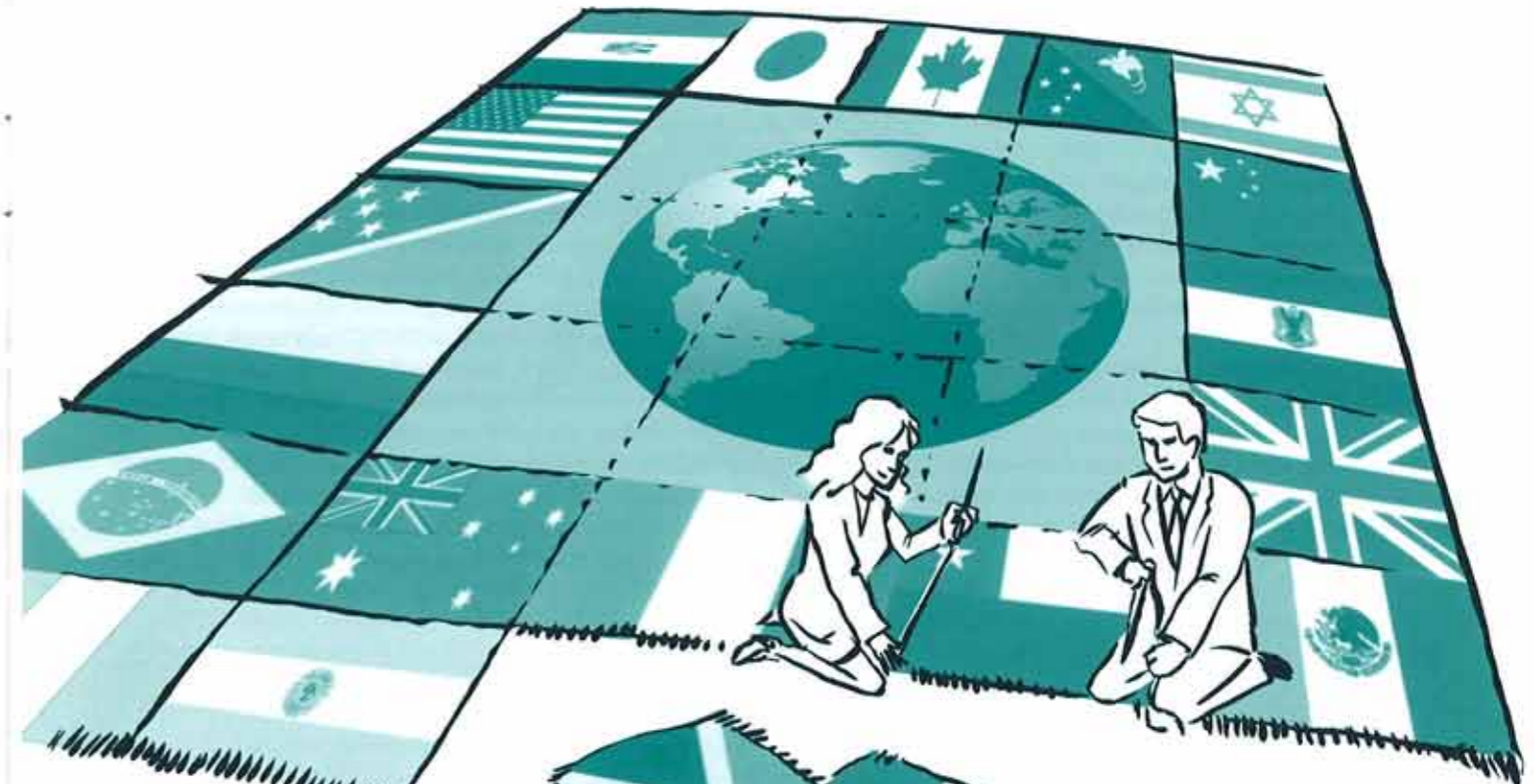
Bill C-54 also contains provisions that allow federal departments, agencies and boards to accept electronic signatures, and that clarify the use of electronic documents as evidence in court proceedings. These are expected to promote electronic commerce and electronic service delivery.

For more on privacy and the CSA code, please see our June/July/August 1996 and September 1997 issues. ■

For more news, please see p. 16

Building a global economy country by country

National standards bodies face the challenge of the millennium



The increasing influence of international standards bodies and international standards organizations has led some people to wonder if there is still a place for standards bodies at the national level. Members of the International Organization for Standardization (ISO) considered this question during a special open session in Geneva on September 15, the day before ISO's general assembly.

Michael McSweeney, then executive director of the Standards Council of Canada, was invited to present Canada's perspective on "The role of national standards bodies in the 21st century". Here are edited excerpts from his presentation.

I would like to begin by enumerating what I think are the major challenges facing national standards bodies.

First, of course, there's the growing prominence of international standards over national ones. And some of the most influential international standards are coming

from outside the traditional international standards bodies. ISO and the International Electrotechnical Commission (IEC) have both begun to develop procedures for adopting standards produced by other organizations.

International standardization is driven by the globalization of the economy. And with this globalization comes a new and increasingly influential role for multinationals. Standards bodies welcome the support of these industry leaders, but it is important to ensure that theirs are not the only voices at the table.

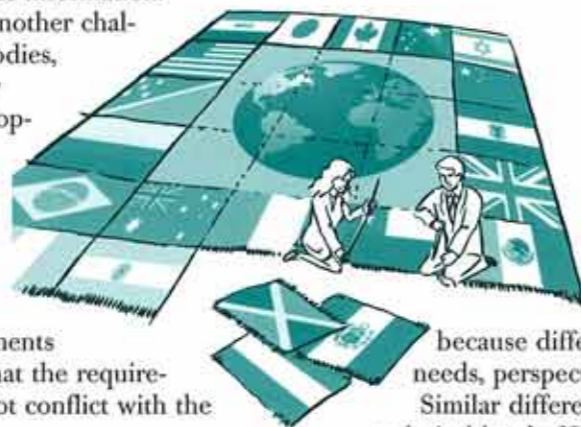
Another set of challenges relates to funding. Many national standards bodies are receiving less financial support from government. This affects their ability to support the participation of public interest groups, such as consumers and small and medium-sized businesses.

At the same time, government regulatory agencies are increasing their reliance on standards, but don't always have the resources to take part in standards development.

And at the core of the funding issue is the question of how standards bodies generate revenue. National stan-

Standards bodies are beginning to re-examine their roles as sales and distribution centres for national, foreign and international standards. We need to be concerned not only about potential loss of revenue, but also the diminished profile of standards bodies as a source of standards information.

Regionalization poses yet another challenge to national standards bodies, requiring them to increasingly become involved in the development and implementation of regional trade agreements and the activities of regional standards bodies. This strains resources still further. Standards bodies need to pick and choose which agreements they support, and to ensure that the requirements of one agreement do not conflict with the requirements of another.



Finally, standards bodies are finding that even the notion of consensus – once regarded as the most vital, basic principle of our standards development procedures – is being questioned. Some of the new deliverables now approved or being proposed require consensus only in a limited fashion.

But while the environment in which national standards bodies operate is changing, I think the need for these bodies persists, and in some ways is perhaps more pressing than ever.

Despite the existence of the EU, NAFTA, APEC and other international organizations, countries still maintain national governments, because different countries still have different needs, perspectives and values.

Similar differences exist at the economic, social and technical levels. National standards bodies play a vital role in identifying those differences, determining why

The U.S. view

Sergio Mazza, president of the American National Standards Institute (ANSI) offered the following views on the future role of national standards bodies (NSBs) during a panel discussion at the open forum.

Our role as NSBs and ISO is to be the trusted neutral third party that ensures openness to all interested parties, due process, consensus, protection of intellectual property rights and access to the end product. It is not our role to take sides amongst the divergent interests in standardization. In the future, NSBs must learn to do the following:

- Manage the development process in a more businesslike fashion, with project plans, due dates and explicit commitments of resources.
- Lead in the deployment of information and communications tools to increase speed, ensure easy access to process and end product, and reduce costs.
- Segregate the development process from the formal approval or acceptance.
- Make it easier for industry and governments to use our process and our product.
- Find better ways to work cooperatively with other organizations with a global reach that contribute to

standardization, both in sectors covered by ISO and in those not covered by ISO. We cannot function in isolation.

- Shine a very bright light on the real causes of lack of consensus in our process. This we do not do at all.
- NSBs should be paid by the interested parties for value-added services and professional administration of the process, not because we create artificial barriers or monopolies.
- In return, NSBs should require that the interested parties commit sufficient human resources to progress the work on a set schedule and that these resources have the requisite knowledge and authority to develop a consensus.
- While we serve many interests, not all interests have a stake in all standards. Too many cooks can spoil the soup, particularly when they are not the ones that have to eat it.
- Public and private sector partnership is essential to our future success, whether the NSB is a private sector organization or a government agency.
- While we don't always compete with consortia, we must not be so inefficient and ineffective that we give rise to unnecessary consortia.

they exist and, where appropriate, figuring out how to resolve them.

The world is still a pretty big place, with an awful lot of people and an awful lot of opinions. Trying to resolve those differences at the international level is a formidable task.

In doing so, standards bodies need to consider not only the voices at the table, but also the voices of those who couldn't get to the table. Many people are still not aware of the existence of ISO, or are unable to take part due to a lack of resources, influence or knowledge.

National bodies play a key role in ensuring that all voices are heard. When a contentious proposal such as standards for privacy is raised, the Standards Council of Canada can bring together a wide variety of Canadian interests to establish a consensus position and bring it to ISO. Many of the participants would have had no opportunity to have their say if the entire discussion had taken place in Geneva.

The privacy issue brings up another important role for national standards bodies. National efforts are good testing grounds for new concepts in standardization. Canada's national standard for the protection of personal information, for example, has helped to further the discussion taking place in ISO.

National bodies recruit and cultivate the people who take part in standards development. Here again, we play a crucial role in engaging those participants who without us would not have the resources, influence or knowledge

to make their voices heard at the international level.

Given all of these considerations, I think national standards bodies still have a role to play – and a very important one, at that. What we need to do now is to determine what that role is to be, and how national standards bodies need to change in order to fulfill it.

We can start by re-examining what these bodies do and why they do it. The Standards Council of Canada has just launched the development process for a Canadian Standards Strategy that will bring together players from throughout the Canadian standards system to develop a national game-plan for the future.

According to our research, few other countries have developed a national standards strategy, or are in the process of developing one. I can understand why: it's a massive task, but from our experience so far it's one that I highly recommend.

Globalization and the growing influence of international standards do not mean that the era of national standards bodies is at an end. In fact, our role is as important as it ever was, if not more so. National bodies identify and reconcile national differences, ensure that standards reflect the needs of everyone they will affect, and bring together the people who make international standards possible – and I expect that they will continue to do so for many years to come. ■

DIN sums up

Prof. Dr. Helmut Reihlen, director of the German standards body DIN, provided a closing summary of the discussions at the open session.

The role of national standards bodies is, first of all, to translate international standards into their language. That means into their cultures; to add a foreword that explains how this international compromise fits into the legislative or techno-cultural traditions of their countries; to state where it may be applicable, and where it may be necessary to implement it with certain additions.

Our second task is to secure the democratic legitimacy of our work, and that means openness and the participation of all interested parties: this is evidently not possible with straightforward international meetings. It only becomes possible if we present interna-

tional draft standards as national drafts, as a basis for discussion, for contribution. This enables labour unions, much of industry – and not all industry is large multinational industry – consumers and environmental interests to participate in the standards process.

I think that most standards bodies will continue to sell standards. And I should say, at least in my standards experience, that the need to sell standards created contact with customers, contact with their needs, with their complaints, and created innovation in the way standards were presented. In addition, sales have something to do with the autonomy of national standards bodies. If at least a part of their income is earned that way, they are more independent from other providers of funds, who normally have an interest in influencing the standards institute in their direction.

Cities without limits

ISO 9000 and municipal government

Governments at every level are looking at the ISO 9000 series of quality management standards not merely as a requirement for their suppliers, but also as a means of improving their own operations. On October 7, a panel discussion at the Association of Municipalities of Ontario's County and Regional Sections Conference pondered whether ISO 9000 standards can work for counties and regions.

Executive director Michael McSweeney, a former Ottawa city and regional council member, spoke on behalf of the Standards Council of Canada. Here are selected excerpts from his remarks.

Many people think of ISO 9000 in connection with manufacturing or other industrial operations. While it's true that much of the initial impetus for quality system standards came from the manufacturing sector, the series has been designed to be applied to any type of organization, whether it deals in products or in services.

In fact, much of the recent growth in ISO 9000 registrations has been in the services sector. In Canada alone, ISO 9000 has been implemented by organizations as diverse as a community college, an architect, a dental office, a travel agent, a hotel, and a municipal government.

Likewise, structure and size don't make a difference. ISO 9000 can be implemented in a commercial operation, a not-for-profit group, or a government department.

Much of the information that's available on the benefits of ISO 9000 comes from private companies. Now, even in these days of applying business principles to public organizations, it can sometimes be hard to extrapolate those private-sector benefits to public-sector organizations, but it can be done.

Like the private sector, you're concerned about the cost-effectiveness of your operations — in fact, you've got very little room

to maneuver when it comes to the services you deliver and the revenues that fund them, so you're probably more concerned about what you get for your dollar.

You also have clients you need to think about pleasing — your citizens. And while unhappy clients in the private sector can move along to some other supplier, in the public sector, you're often the one who ends up moving along.

Fortunately, the effectiveness of ISO 9000 is well-documented.

Implementing a quality management system reduces costs because it eliminates duplication, gains the confidence of customers and increases the credibility of the organization.

One of the most attractive aspects of registration is its marketability. The words "ISO 9000" probably don't mean anything to most of a municipal government's clients. But they will see the results. Your registration may also be inviting to ISO-aware employers who are thinking about locating in your community, or to the local businesses you deal with everyday.

Because a quality system requires you to evaluate your customers' needs and your ability to meet them, having one in place can help you to defend your programs at budget time.

Organizations that have implemented ISO 9000 have told us that establishing and maintaining a quality system helps to break down walls between work units and helps to foster a team approach to resolving problems.

Documenting your procedures in a quality system leads to a consistent approach and the development of a reliable "corporate memory". You don't lose the knowledge of how things are done when that key person quits, retires or is laid off.

Best of all, ISO 9000 focuses not just on consistency, but also on continuous improvement. Not only are you given the tools to continue to do things the right way, you're also encouraged to find better ways, and to adapt to new challenges and new opportunities. New challenges and new opportunities are never in short supply in municipal government.

Cities without limits

Before I conclude, I would like to briefly mention a related series of standards which has a lot to do with many of your most important activities. An astonishing number of municipal responsibilities — water, sewers, transportation, parks, and so on — are connected with the environment. ISO 14000 is a series of environmental management standards which closely parallels ISO 9000.

ISO and its member bodies are in the process of revising both series of standards, with the first revised editions expected to be published in the fall of 2000. One of the key priorities in the revision process is a closer alignment of both series, making it easier and cheaper to implement and register to both at the same time.

If you are considering ISO 9000, you would do well to think about implementing ISO 14000 as well. ■

A quality town

The Town of Ajax, Ontario is one of the few municipalities in North America with a registered ISO 9001 quality system. This excerpt from the town's brochure "First in Ontario: Charting a Quality Course" outlines the benefits that have been observed since the official registration in September 1997.

For more information on Ajax, visit the town's Web site at <http://www.townofajax.com>.

Was it worth it?

Employees embraced the project with enthusiasm and energy. Staff remark that the ISO quality system has made them more accountable to themselves, their departments and their customers.

In the parks and recreation department, it has significantly streamlined customer service in all areas, including program registration, facility bookings, community use of schools and more. In the Ajax fire department, firefighters intensified their existing documentation for equipment testing, inspection and calibration. In the transit department, consistent documentation ensures that all employees, new and experienced, know what is required to provide safe, efficient service to their riders.

In all departments, the documentation was written by the employees actually performing the service. This has led to increased ownership of the processes, heightened morale and teambuilding.

While there was a modest capital cost to this project, the benefits of improved services far outweigh it as the quality system becomes a part of the corporate culture.



Photo: Courtesy town of Ajax

The result

Staff at the Town of Ajax can now offer their customers consistent and predictable delivery of service. They have improved the efficiency of their services while reducing costs. Continuous improvement ensures that any service gaps are being closed.

Staff are proud of what they have done and the word is out that Ajax is a municipality that acts like a business. Residents and businesses now have a better environment in which to work and live. ■

"ISO 9000 gives the Town of Ajax the edge we need to attract new business, and it gives taxpayers the quality government they deserve"—Ajax, Ontario mayor Steve Parish

Seeking a five-star standard

Can standards be successfully applied to the tourism services industry?



Can you standardize a friendly smile, a fine meal, a comfortable hotel room or an informative guided tour? Standards bodies around the world are asking these questions as they examine whether standards can be applied to service industries such as tourism.

In June 1998, the Pan American Standards Commission (COPANT) held a seminar on "Standards and Tourism Services" as part of its meeting in Acapulco, Mexico. Philippe Fontaine, a member of the Standards Council of Canada and former director of standardization and conformity assessment of the Bureau de normalisation du Québec (BNQ) took part. Here are selected excerpts from his remarks.

Standards can be applied in the tourism industry in a number of ways. Three broad categories of standards come to mind:

- standards for particular services;
- management systems standards such as ISO 9000; and
- occupational standards and certification systems for service providers.

The first type of standard would be similar to the familiar technical standards that require a certain type of bolt to be of a specific length and diameter, have the proper thread, and so on.

In principle, at least, it is easy to imagine extending this to tourism services. A first-class railway carriage, for example, might have to have a certain amount of head and leg room for each seat, particular amenities, a certain ratio of passengers to service personnel, and so on.

Some standards bodies have already developed standards of this type. France, for example, has produced two standards dealing with the services and facilities of tourist information offices.

There is some resistance to the notion of such standards. Last year, for example, ISO proposed the development of an international classification system for accom-

modation facilities. This notion was strongly opposed by the International Hotel and Restaurant Association and its member national bodies. In the end, ISO dropped that proposal and decided instead to develop harmonized description criteria.

But the notion of standardized classifications is not necessarily anathema to the industry. The Hotel Association of Canada, for example, has developed a grading program called Canada Select. Accommodation facilities are required to meet minimum standards of cleanliness and maintenance, and are awarded a rating of one to five stars depending on the services and facilities they offer.

It seems to me that industry resistance to proposals for standardization is based on three factors. First, they dislike the notion of standards that appear to come from outside the industry. Second, they are worried about the effects of harmonizing their standards with those of other countries. Third, there is concern about the cost of certification.

These are familiar objections. Many industries were once firmly convinced that their national standards could never be successfully harmonized with international ones, but have since come to embrace international standards.

The second category of standards applicable to tourism services is management systems standards, such as ISO 9000.

There are a few examples in the Canadian tourism industry. At least two Canadian travel agencies are registered. A hotel and conference centre in Matane, Quebec is the first in Canada and probably the first in North America to become registered. Not far away is an ISO 9002 registered car ferry service.

What I find notable about these examples is that, as far as I know, no government or business requires the travel agencies, hotels or ferry services that it deals with to be ISO 9000-registered. Yet these businesses took on the effort and expense of seeking registration anyway, suggesting that they saw some tangible benefits to applying the standards.

I suspect that this small handful of samples is just the thin end of the wedge, and that we will be seeing many more such registrations in the years to come.

ISO 9000 is not the only management system standard, of course. The ISO 14000 environmental manage-

ment series is also growing in awareness and popularity. Many tourism services are making efforts to mitigate the environmental impact of their activities, and adopting ISO 14000 can provide them with the tools to do just that.

There is considerable interest and activity in our last category: standardized credentials and certification.

Occupational standards and certification programs for the Canadian tourism industry are being developed by the Canadian Tourism Human Resource Council. Since 1993, the Council has been developing occupational standards and awarding professional certification for the tourism industry, for everyone from food service managers to taxi drivers.

I think we have learned a few things from our limited experience in this area.

The first is the importance of industry involvement and support. A standard that does not have the support and participation of industry will not go anywhere. We may need to get involved with industry-driven

projects such as the Canada Select program or the Canadian Tourism Human Resource Council.

We will also need to demonstrate the benefits of standardization. In some cases, these are already becoming clear to the tourism industry. The travel agencies, hotels and ferry services registering to ISO 9000, for example, have done so because they see a real advantage to applying the standards.

The importance of industry support, participation and leadership, and the need for emphasis on the benefits of standardization — these are things we in the standards world have had to deal with all along. While tourism services may be a new subject area for the world's standardization bodies, the tools that we need to apply and the approach that we need to take don't seem to be all that different from what we have done in the past. ■



Lost in the standards jungle?



Let the Standards Council of Canada give you a hand

The gorilla in the corner office may not have blood on his fangs, but he's your boss, and he goes bananas at the first sign of trouble. The elephant over yonder may not have tusks, but she's the competition, and she'll trample you if you show the slightest sign of weakness.

They call this jungle the global marketplace. The weather is unpredictable, the natural hazards are plentiful and the fauna will eat you alive.

Let's face it, you could really use a Tarzan on your side - someone who knows the terrain. And when it comes to information about standards, regulatory requirements and conformity assessment (testing, certification and registration), your guide is the Standards Council of Canada.

In the last year alone, the Standards Council has helped thousands of Canadian companies obtain information on such diverse topics as chocolate standards in Mexico and termites in Chile. The Standards Council was even able to help a Canadian police force learn more about the

ISO 9000 series by putting it in touch with a British force that had already implemented the standards.

The Standards Council oversees the country's National Standards System, and co-ordinates Canada's participation within the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC). Under contract to the Department of Foreign Affairs and International Trade, the Standards Council operates the official Canadian WTO/NAFTA Enquiry Point.

Knowledge is the inevitable spin-off of these roles, and the Standards Council channels this knowledge into a comprehensive family of information products and services, including:

- an extensive Web site complete with searchable databases and links to the world's most prominent standards bodies;
- an Information and Research Service equipped with a comprehensive technical documentation centre and full-time information officers;

Contacting the Standards Council's Information and Research Service

Web: <http://www.scc.ca>
 e-mail: info@scc.ca
 phone: (613) 238-3222, fax: (613) 995-4564
 1200-45 O'Connor St.
 Ottawa, Ontario K1P 6N7

Lost in a standards jungle?



Why monkey around with other Web sites?

You don't have to go on a safari every time you need information on the standards, regulations and tests that apply to your product. The Standards Council's Web site gives Canadians access to this kind of information quickly and easily. In addition to links to standards sites in Canada and around the world, SCC.CA features:

- information on ISO 9000 and ISO 14000;
- databases of Canadian, foreign and international standards;
- regulatory information;
- listings of Standards Council-accredited laboratories, certification organizations and registrars;
- standards development forums; and
- news and publications.

So leave your hiking boots at home and let your computer do the leg work.

It's all at <http://www.scc.ca>.

- *Export Alert!*, a planned early warning system for exporters (please see sidebar, right); and, of course,
- *CONSENSUS*, Canada's newsmagazine of standardization.

With almost 1.8 million hits last year, the Standards Council's Web site (www.scc.ca) is a popular Internet destination for Canadians who want to do standards research (please see sidebar above).

Up to ten thousand individuals a year take their research a step further by contacting the Information and Research Service. Some also visit the Standards Council's technical documentation centre, which is open to the public by appointment.

Almost three-quarters of enquiries received by the Standards Council are from the private sector, and of these, three-quarters are from businesses with 100 employees or fewer. Most customers need to know the answers so that they can successfully introduce a new product or penetrate a new market.

Yuki Shiokawa of Loewen Windows is one such customer. Loewen manufactures wooden and aluminum-clad wood windows. Recently, the company got an enquiry from a prospective United States customer - a manufacturer of prefabricated houses that was considering using Loewen windows as a component of its own product. There was only one glitch.

"They told us they wanted to sell a complete home package in Germany and they wanted to know if Loewen windows comply with the CE requirements," said Mr. Shiokawa.

Working with the National Research Council of Canada on the problem, Mr. Shiokawa contacted the

Standards Council's Information and Research Service by e-mail. An information officer was able to identify the European directives dealing with windows and to provide some advice on how to proceed. Loewen is now assessing what, if anything, needs to be done in order to be able to apply the European CE mark to its products.

While the company still doesn't have all the answers, "the Standards Council went the extra mile to provide me with useful information," said Mr. Shiokawa.

Julio Villafuerte of Tregaskiss Ltd. contacted the Standards Council several times when his company was first entering the European market. Tregaskiss manufactures MIG welding guns and peripherals, equipment which is used predominantly in the automotive industry to perform robotic welding. Obtaining and meeting the requirements of European standards and regulations was an important step in entering the European market for Tregaskiss.

"We pretty much have the North American standards covered, but for other markets, like Europe, standards information can be very hard to get, and that is where we found the Standards Council to be a real asset," said Mr. Villafuerte.

Standards and regulations are a complex area, and the Standards Council offers a good starting point for companies like Tregaskiss and Loewen. While the Standards Council may not have all the answers, it can help Canadian companies step past the standards crocodiles and avoid the regulatory quicksand as they track new global business opportunities. ■



Move like a Cheetah with Export Alert!

Export Alert is a planned e-mail notification service that will give Canadian companies advance warning when regulations are changing in foreign and Canadian markets. Users of the service will be able to:

- select their subject areas of interest;
- receive automatic alerts when foreign regulators propose changes to technical regulations, mandatory standards and certification systems;
- obtain and comment on the full texts of draft regulatory measures.

The service, will be offered through the WTO/NAFTA Enquiry Point, operated by the Standards Council on behalf of Foreign Affairs and International Trade Canada.

For more information, or to be advised when the service is operational, visit <http://www.scc.ca> or check the appropriate box at the bottom of our reader service card.



Agreement to lead to new confidence in computer security products

A new agreement is expected to lead to greater confidence in the ability of information technology (IT) security products to protect sensitive data from loss, alteration or disclosure.

The agreement between the Standards Council of Canada and the Communications Security Establishment (CSE) creates an accreditation program to recognize laboratories that test the conformity of IT products to security standards.

The Standards Council will accredit laboratories while the CSE will certify products on the basis of tests performed against the Common Criteria – an internationally recognized IT security standard devised by the CSE and its partners in the US, the UK, Germany, France and the Netherlands. The accreditation program will also accommodate other testing using a diversity of industry-driven information technology security standards.

Certification will provide greater assurance that sensitive data is adequately and appropriately protected. The availability of certification is expected to expand international markets for the Canadian IT industry.

The CSE is a federal government agency that delivers information technology security solutions to the Canadian government. The CSE web page is at www.cse-cst.gc.ca. ■

ISO 9000 registrations top 160,000 worldwide

A worldwide survey of ISO 9000 quality systems has found that at least 162,707 such systems had been registered in 121 countries around the world by December 1996. That's an increase of about 28 per cent from the previous survey, conducted in December 1995.

The survey was the sixth in a series initiated in 1993 by the Mobil oil company. The International Organization for Standardization (ISO) took over responsibility for the Mobil survey in 1997. ISO intends to conduct the survey annually.

The survey also identified 1,491 registered ISO 14000 environmental management systems in 45 countries. The numbers suggest strong initial support for the series, since the final version of ISO 14001 was published only three months before the survey took place.

While the survey is widely considered to be the most comprehensive account of ISO 9000 and 14000 registrations around the world, it does not include all registrars, and ISO warns that it should not be regarded as exhaustive. ■

Canada develops recognition agreement with Switzerland

Canada has developed an agreement with Switzerland which is intended to ease trade by promoting the mutual recognition of conformity assessment systems. The agreement was expected to be ratified December 2.

The agreement will be implemented in parallel with a similar agreement between Canada and the European Union (EU). It provides a means for Canadian conformity assessment organizations to be recognized by Swiss authorities, and vice versa. That will allow Canadian manufacturers to have products destined for the Swiss market tested and certified at home.

The agreement covers medical devices, pharmaceuticals, recreational boats, electrical goods, telecommunications products and electromagnetic compatibility. The Standards Council of Canada is chairing a committee that will oversee the implementation of the electrical safety annex of the agreement. ■

National Standards of Canada

Since the last issue of *CONSENSUS*, the following standards were approved as National Standards of Canada by the Standards Council of Canada. For information on availability and prices, or to order copies of these standards, please contact the appropriate standards development organizations below. Some documents may be available in only one language.

Underwriters' Laboratories of Canada (ULC)

Telephone: (416) 757-3611

Fax: (416) 757-8915

ULC S560 Standard for category 3 aqueous film-forming foam (AFFF) liquid concentrates

ULC S563 Standard for category 3 film-forming fluoroprotein (FFFP) foam liquid concentrates



Canadian General Standards Board (CGSB)

Telephone: (819) 956-0425 or

1-800-665-CGSB (Canada only)

Fax: (819) 956-5644



CAN-CGSB1.204 Exterior latex pigmented stain

CAN-CGSB1.207 Low-temperature curing epoxy coating

CAN-CGSB158.1 International vocabulary of basic and general terms in metrology

CAN-CGSB3.2 Heating fuel oil

CAN-CGSB3.3 Kerosene

CAN-CGSB43.126 Remanufacturing and reconditioning of drums used for the transportation of dangerous goods

Canadian Standards Association (CSA)

Telephone: (416) 747-4044

Fax: (416) 747-2475



CAN-CSA C71-1 Insulation co-ordination – Part 1: Definitions, principles and rules

CAN-CSA C814 Energy performance of ceiling fans – Performance of electrical products

CAN-CSA E1048 Capacitors for use in tubular fluorescent and other discharge lamp circuits – General and safety requirements
CAN-CSA E432-1 Safety specifications for incandescent lamps Part 1: Tungsten filament for domestic and similar general lighting purposes

CAN-CSA E926 Auxiliaries for lamps – Starting devices (other than glow starters) – General and safety requirements

CAN-CSA E947-1 Low-voltage switchgear and controlgear – Part 1: General rules

CAN-CSA ISO 10006 Quality management – Guidelines to quality in project management

CAN-CSA ISO 10012-2 Quality assurance for measuring equipment – Part 2: Guidelines for control measurement processes

CAN-CSA M3600 Tractors, machinery for agriculture and forestry, powered lawn and garden equipment – Operator's manuals – Content and presentation

CAN-CSA Z10651-3 Lung ventilators for medical use – Part 3: Particular requirements for emergency and transport ventilators

CAN-CSA Z168.5.3 Neonatal ventilators

For a searchable database of all National Standards of Canada, please visit the Standards Council's Web site at <http://www.scc.ca>.

Notice of public review

Canadian OSI Registration Authority (COSIRA)

In accordance with the Canadian Standards Association's *Canadian OSI Registration Procedures and Guidelines (Z243.110 Series-93)*, the organizations below have applied for authorization to use the following Open Systems Interconnection (OSI) identifiers.

Company	Object Type	Value
Rogers Network Services	NSAP Org-ID	291
Shaw Communications	NSAP Org-ID	292
New Brunswick Regional Advanced Network	NSAP Org-ID	293
MacDonald Dettwiler and Associates	NSAP Org-ID	295
Videotron Telecom Ltée	NSAP Org-ID	296
University of Windsor, WEDnet Project	NSAP Org-ID	300
ConView	Object Identifier	113541
Interprovincial Pipe Line Inc.	Object Identifier	113542
BioFocus Incorporated	Object Identifier	113543
Canada Trust	Object Identifier	113544
Gouv. du Québec, Conseil du Trésor Dir. générale des télécommunications Dir. de l'InfoRoute gouvernementale	X500 Relative Distinguished Name	L=QC O=Gouv
Notarius (TSIN) Inc	X500 Relative Distinguished Name Object Identifier	O=Centre de Certification du Québec 113550

For details, to comment on this application, or to obtain more information on OSI registration in Canada, please contact the administrator, COSIRA at (819) 956-3557, fax (819) 956-3321, e-mail cosira@pwgsc.gc.ca.

A list of approved OSI identifiers currently in use in Canada is available on-line through the Standards Council of Canada's database. Information on database access can be obtained by contacting Doug Langlotz at (613) 238-3222, e-mail dlanglotz@scc.ca.

New on SCC.CA



PALCAN goes digital

The Standards Council of Canada's Program for Accreditation of Laboratories – Canada (PALCAN) is using Internet technology to reduce the paperwork – or at least the paper – involved in laboratory accreditation.

Any lab seeking PALCAN accreditation can now have its own forum on SCC.CA, the Standards Council's Web site. The restricted-access forum can be used to exchange documents or correspondence between the Standards Council, the assessment team and the lab. Since documents are distributed instantaneously, the forum saves paper and postage, reducing the time and cost of accreditation.

PALCAN has also established several public fora on the Web site. These fora, which are accessible to anyone with an Internet connection and a Web browser, will feature frequently asked questions (FAQs), reference documents, surveys and discussion areas about environmental labs, agriculture and food product labs, information technology security product evaluation and the PALCAN program in general.

For more information, or to join the PALCAN fora, visit <http://www.scc.ca/palcan/forums.html>. ■

Listed below are standards being proposed (p), revised (r), withdrawn (w) or amended (a). Copies are available from the designated accredited standards development organization. Normally there will be a minimum charge for each copy of a document ordered. Please note that these documents are intended for review and comment, not for application.

Canadian General Standards Board (CGSB)

Telephone: (819) 956-0425 or
1-800-665-CGSB (Canada only)
Fax: (819) 956-5644



- CAN/CGSB-1.38 Interior Enamel Undercoater (r)
- CAN/CGSB-1.99-92 Exterior and Marine Phenolic Resin Varnish (w)
- CAN/CGSB-1.100 Interior Flat Latex Paint (r)
- CAN/CGSB-1.119 Interior Latex Primer-Sealer (r)
- CAN/CGSB-1.122 Anticorrosive Vinyl Primer (r)
- CAN/CGSB-1.123-92 Vinyl Antifouling Paint for Ship's Bottoms (a)
- CAN/CGSB-1.124 Thinner for Vinyl Coatings (r)
- CAN/CGSB-1.164 Solvent for Vinyl Pretreatment Coating (r)

- CAN/CGSB-1.181 Ready-Mixed Organic Zinc-Rich Coating (r)
- CAN/CGSB-1.183 Zinc-Rich Epoxy Coating (r)
- CAN/CGSB-1.195 Interior Latex Semigloss Paint (r)
- CAN/CGSB-1.197-92 Thinner for Epoxy Coatings (w)
- CAN/CGSB-1.198 Cementitious Primer for Galvanized Surfaces (r)
- CAN/CGSB-1.199-92 High-Build Vinyl Coating (w)
- CAN/CGSB-1.211-95 Coating Systems for Marine Floating Navigational Aids (Buoys) (a)
- CAN/CGSB-4.2 No. 4.1 Textile Test Methods - Textile Fabrics - Measurement of Width of Pieces (r)
- CAN/CGSB-4.2 No. 45 Textile Test Methods - Textile Fabrics - Determination of the Recovery from Creasing of a Horizontally Folded Specimen by Measuring the Angle-of-Recovery (r)
- CAN/CGSB-12.8-97 Insulating Glass Units (a)
- CAN/CGSB-39.20-M88 Jointed Calipers (w)
- CAN/CGSB-39.25-M88 Spring Dividers (w)
- CAN/CGSB-39.58-M90 Centre-Finders (w)
- CAN/CGSB-44.1 Vertical Filing Cabinets, Steel (r)
- CAN/CGSB-44.2 Lateral Filing Cabinets, Steel (r)
- CAN/CGSB-44.17 Stationery Storage Cabinet, Steel (r)

Accreditation News

❖ New accreditations

LABORATORIES

The following laboratories have been accredited by the Standards Council of Canada under the Program for Accreditation of Laboratories — Canada (PALCAN). For more detailed information on a laboratory's scope of accreditation, please visit our Web site (<http://www.scc.ca>), or contact our information division or the laboratory.

- **Quebec Shur-Gain Laboratory** of Saint-Hyacinthe, Quebec
- **R & R Laboratories Ltd.** of Peterborough, Ontario
- **RMC Analytical Services Group**, Royal Military College of Canada of Kingston, Ontario

REGISTRATION ORGANIZATION

- **SGS International Certification Services Canada Inc.** of Mississauga, Ontario has been accredited as an environmental management systems registration organization.

❖ Change of certification mark

NSF International of Ann Arbor, Michigan has changed its certification mark. The old and new versions of the mark are shown below. NSF International is accredited by the Standards Council of Canada as a certification organization in the subject areas of drinking water system components and

treatment chemicals; drinking water treatment units; food equipment; bottled water and packaged ice; plumbing products; swimming pool, spa and hot tub equipment; flexible membrane liners; biohazard cabinetry; and residential wastewater treatment equipment and recycle and water conservation systems.

New mark



Withdrawn mark



Correction

In its March/April 1998 issue, *CONSENSUS* incorrectly reported that Philip Analytical Services Corporation had voluntarily withdrawn its accreditation under the Standards Council of Canada's Program for Accreditation of Laboratories — Canada. In fact, Philip Analytical Services Corporation did not withdraw from the program and continues to meet all requirements for accreditation. The Standards Council apologizes for any inconvenience caused by this error.



One network gets great reception all over the world.

UL is global. With the most extensive network of conformity assessment organizations, UL gets you where you want to be worldwide. UL can help you go from Point A to Points B, C and D. UL is more than just a network of offices, we offer you an unmatched network of services. UL is able to offer everything from safety testing to performance testing to system registrations. All of which can give you one-stop convenience plus cost savings. Whether your need is big or small, local or international, UL can deliver your world.

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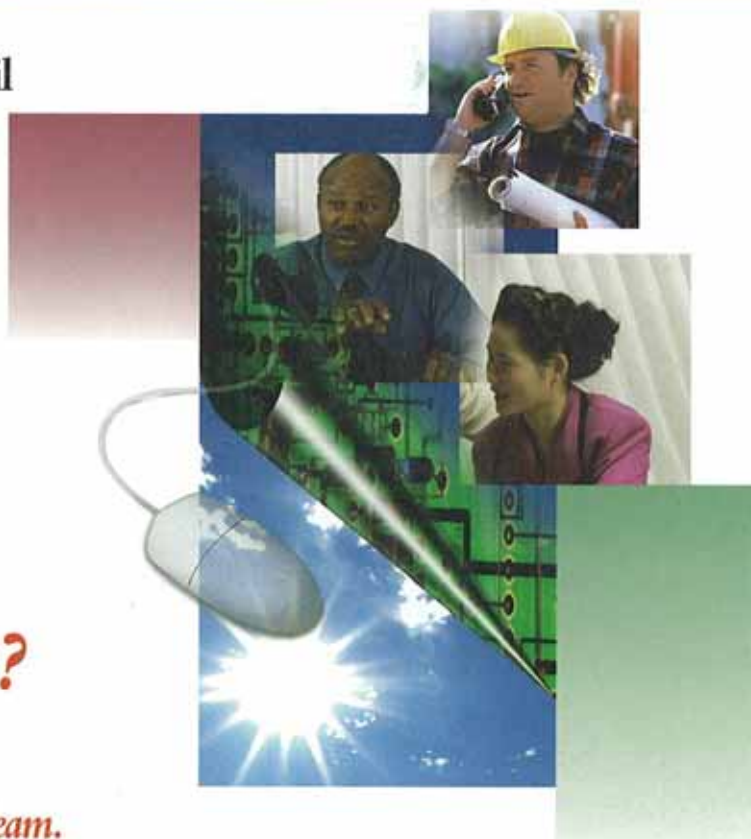


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