Standards – Supporting Innovation and Sustainable Development
A Changing World......
The new reality?

- Unsustainable population growth
- Global governance failure
- Chronic fiscal imbalances
- Failure of climate change adaptation
- Recurring liquidity crisis
- Cyber attacks
- Irremediable pollution
- Terrorism
- Extreme volatility in energy or agriculture prices
- Land and waterway use management
- Rising greenhouse gas emissions
- Critical fragile states
- Critical systems failure
- Water supply crises
- Food shortage crises
- Severe income disparity
Standards Support Innovation
Research ............ to production

«Standards codify research that is promulgated through consensus which can then be used to accelerate the innovation process.»

- Ken Wheatley – Senior Vice President and Chief Security Officer, Sony Electronics, Inc.
Sustainability ....where to from here?
### Organizations shifting views on sustainability...

<table>
<thead>
<tr>
<th>From …</th>
<th>To …</th>
</tr>
</thead>
<tbody>
<tr>
<td>• An add-on</td>
<td>✓ Core to strategy</td>
</tr>
<tr>
<td>• Compliance driven</td>
<td>✓ Innovation focussed / transformative</td>
</tr>
<tr>
<td>• Value protection</td>
<td>✓ Value creation</td>
</tr>
<tr>
<td>• Boring – manage risks</td>
<td>✓ Exciting – new opportunities</td>
</tr>
<tr>
<td>• Issue only for the future</td>
<td>✓ A current concern with long-term impact</td>
</tr>
<tr>
<td>• Only about environment</td>
<td>✓ About creating a sustainable future</td>
</tr>
<tr>
<td>• Philanthropic / moral obligation</td>
<td>✓ Core issue reflecting values</td>
</tr>
<tr>
<td>• Challenge / obstacle</td>
<td>✓ Opportunity</td>
</tr>
<tr>
<td>• A rich country luxury</td>
<td>✓ A developed &amp; developing country imperative</td>
</tr>
</tbody>
</table>
SABS – A National System

- ISO
- SADCSTAN
- IEC

500 standards published annually

Collection of 7000 SANS Standards

Over 4000 Members

400 Committees

Vision & Strategy

Customer

Financial

Internal Process

Learning Growth
Responding to the need for new Standards

- **2008**
  - Road traffic safety management systems
  - Product recall
  - Energy management
  - Consumer product safety
  - Cross border trade of second-hand goods
  - Anti-counterfeiting tools
  - Industrial furnaces & associated processing equipment

- **2009**
  - Sustainability in event management
  - Fraud countermeasures and controls
  - Energy efficiency & renewable sources-Terminology
  - Sustainability criteria for bioenergy
  - Traditional Chinese medicine

- **2010**
  - Asset management
  - Natural gas fuelling stations
  - Treated wastewater re-use for irrigation
  - Safety amusement rides and amusement devices
  - Pigments, dyestuffs & extenders
  - Energy savings

- **2011**
  - Outsourcing
  - Project, programme & portfolio management
  - Risk management
  - Fireworks
  - Carbon capture and storage
  - Biometrics
  - Facilities management
  - Wind turbines
  - Bio fuels
  - Photovoltaic systems

- **2012**
  - Sustainable development in communities
  - Coal bed methane
  - Nano technology
  - Welfare of wild animals
  - Installation of water heat pumps
  - Tourism
  - Aggregates
  - Dolomite
Why should I care?
Standards? ...... Important for a country?

- Standardization directly contributes almost 25% of GDP growth (France 2009)
- If there had been no growth in standards between 1981-2004 real GDP would have been CDN62 billion lower (Canada 2007)
- **Annual contribution of standards GBP 2.5 billion**: 13% of the growth in labour productivity; Standards an enabler of innovation and facilitator of technological change; Economic return from investment in standards makes sound business sense at macro- and micro-economic level (United Kingdom 2005)
- Standards make a greater contribution to economic growth than patents or licences; export-oriented sectors of industry use standards as a strategy to open up new markets; standards facilitate technological change (Germany 2000)
**South Africa – A Case Study**  
**Pretoria Portland Cement (PPC)**

<table>
<thead>
<tr>
<th>Business Function</th>
<th>Financial impact of standards on the whole BF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procurement</td>
<td>0.2%</td>
</tr>
<tr>
<td>Research &amp; Development</td>
<td>14.3%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>14.1%</td>
</tr>
<tr>
<td>Productions/Operations</td>
<td>1.3%</td>
</tr>
<tr>
<td>Total financial impact</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

“The total impact of standards is 2.5% of the company’s total revenue and is based on the impact from standards on the selected business functions”
PPC – Attitude towards Standards

- Avoiding waste of resources by allowing PPC to take advantage of the work done in the framework of international best practice and not having to “reinvent the wheel”.
- Standards act as a vehicle for the transfer of technology
- Standards represent an international consensus on optimum technological solutions to standardization problems
- Participation in standards setting committees – provide PPC with the platform to influence the content of standards
Standards for business .... Is this really an important issue?

- Standards for business are a business issue with direct impact on new product development.
- Leadership in standards = leadership in technology.
- Standards are never neutral. They reflect the strengths and innovations of those who develop them.
- Therefore, non-participation in standards development is a gift of decision-making to the competition.
- The pace of development of international standards is accelerating.

Standards foster innovation and competitive advantage for business ... it is in business’s interest to get involved!
Standards...Creating a level playing field

Openness

Transparency

Market Relevance

Consensus and impartiality

Stakeholder Engagement

Due Process
Where is the balance?

Industry

Government

NGO's

Academic

Labour

Consumer

SMME's
What are the issues with participation?

- Does the SABS system help and encourage?
- Stakeholders are not interested as someone else will do the job? Free-riding?
- Perceive attending meetings as a talk shop only. Is this always untrue?
- Too many committees? Where to put our effort?
- Limited technical expertise for effective contribution to content?

- Other Reasons?
Why should SMMEs get involved?

- Compete on a level playing field with bigger enterprises
- Open up export markets for your products and services
- Discover best business practices
- Drive efficiency in business operations
- Add credibility and confidence for your customers
- Open new business opportunities and sales
- Give you a competitive edge
- Make your brand internationally seen and recognized
- Help your company grow
- Enable a common “language” across an industry sector
SABS ACADEMIC STRATEGY

- Teaching what is and what can be achieved through standardization
- Participating in development of standards
- Developing research and studies on standards-related matters
- Using Standards to improve the efficiency of academic institutions
Projects in Standards

- E-Committees
- Net Benefit analysis of Standards
- Review of the Standards Development process
- Intellectual Property Rights
- ICT modernization Strategy
South African National Energy Efficiency Standards

- SANS 61400: Wind turbine
- SANS 50285: Electric lamps
- SANS 12567-1: Windows & doors
- SANS 60969: Solar-based lamps
- SANS 1307: Solar water heating
- SANS 10400-N: Glazing
- SANS 151: Electric dryers
- SANS 10147: Refrigeration plant
- SANS 50304: Electric cooking range
- SANS 62552: Household refrigeration
- SANS 60456: Clothes washing machine
- SANS 50229: Clothes washer-dryer
- SANS 62087: Audio & video equipment
- SANS 54511-3: Air conditioners
- SANS 12567-1: Windows & doors
- SANS 20100: Vehicles with electric power tray
- SANS 204: SANS 10400-XA: Energy efficiency in buildings
- SANS 1307: Solar water heater
- SANS 1381-4: Reflector hot water heater
- SANS 428: Fine safety for thermal insulated buildings
- SANS 1935 & SANS 833: Water & diesel fuel pumps
- SANS 61999: Single-capped fluorescent lamps
- SANS 30034-30: 3-Phase Cage Induction Electric motor
- SANS 941: Typical energy efficiency label

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Perceived view.....
“EXCELLENT COMPANIES DON’T BELIEVE IN EXCELLENCE…. ONLY IN CONSTANT IMPROVEMENT AND CONSTANT CHANGE”

...TOM PETERS