ASTM INTERNATIONAL
Helping our world work better

Strategic Planning & New Activity Development
MOU Capacity Building Program for JSMO

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www.astm.org

ASTM International

Operating Globally

– One of the world's largest Standards Developing Organizations, with global reach and influence

– ASTM's experience offers a robust, time-tested development process delivering globally accepted and respected standards

- Established 1898
- 30,000+ members in 155+ nations
- 145+ Technical Committees meeting market needs of 90+ industry sectors

– Trusted for market relevance and technical quality

- The choice for many global industries

148+
main committees plus 2,053 subcommittees

12,800+
ASTM standards operate globally

International Standards

WTO TBT Committee Decision

- The World Trade Organization (WTO) Technical Barriers to Trade (TBT) Committee Decision on Principles for the Development of International Standards, Guides and Recommendations **provides guidance**
  - in the form of six principles; does not designate SDOs
  - helps regulators determine which international standards may be relevant for the purposes of the TBT Agreement

WTO/TBT Principles
Transparency
Openness
Impartiality and Consensus
Effectiveness and relevance
Coherence
Consideration of developing nations

The ASTM MoU Program

Memorandum of Understanding

ASTM International

- Full collection of ASTM Standards (adoption, as the basis of a national standard, consultation, normative reference, reference in regulation)

- Membership at no cost to participant

- Training (on-site, virtually; sponsored and shared cost)

MoU Partner

- Access to ASTM standards in its Information Center

- Annual Report on use of ASTM standards

- Utilization of ASTM standards where relevant and appropriate

119 MoU partners worldwide

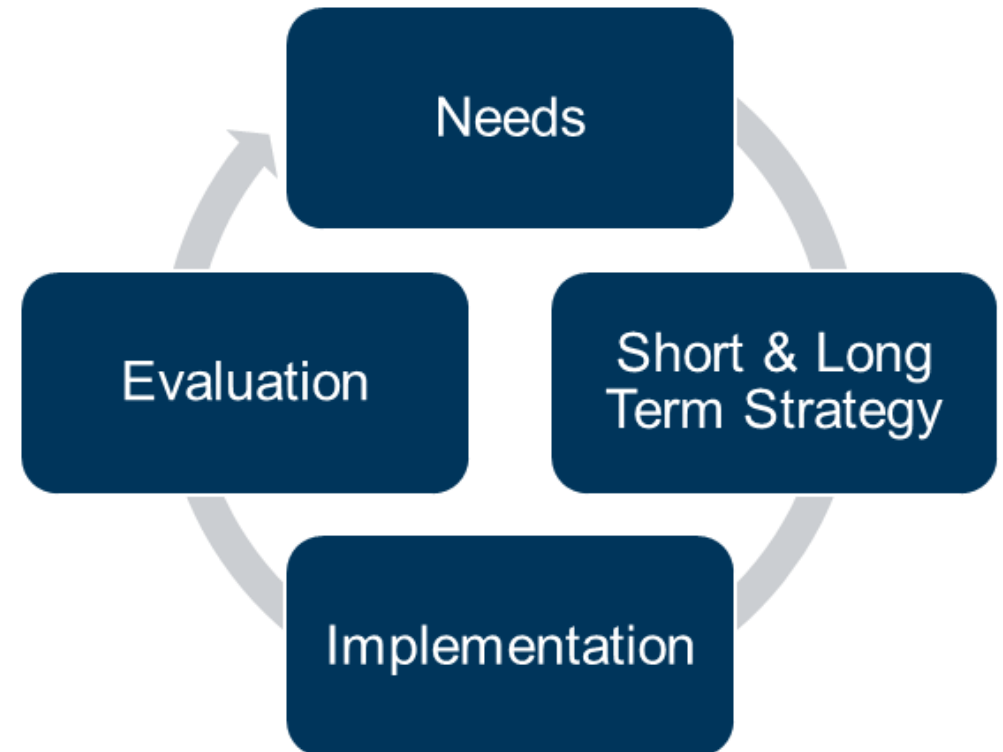8400+ citations of ASTM standards in 75 non-US nations

Strategic Planning

➤ Development of an Action Plan or Roadmap

    ➤ Short Term and Long Term Objectives

➤ Provides direction and focus

➤ Reinforces the assets and attributes of the committee making it stronger

➤ Maximizes efficiency, usage and acceptance

Strategic Planning

➤ Current Status: Strengths, Weaknesses, Needs

➤ Define future directions, objectives and priorities
  ➤ Short, mid and long-term strategies

➤ Develop goals to meet objectives
  ➤ Accountability, milestones and benchmarks

➤ Implementation
  ➤ Incremental progress

➤ Evaluation
  ➤ Review and revise plan

Needs

Short & Long Term Strategy

Evaluation

Implementation

Considerations

➢ Needs of a specific industry / committee

    ➢ Safety, quality, efficiency

➢ Stage of committee or activity

    ➢ New, mature, innovating

➢ Desired end goal: utilization of standards

What are your Needs?

➢ Appropriate Membership

➢ Awareness & Acceptance of Standards

➢ Standards Roadmapping

➢ Accelerated Standards Development

➢ Programs and Services

Increased & Appropriate Membership

➢ Review Membership: Identify who is there and who is missing

➢ Leverage Executive Subcommittee for Contacts
    ➢ Outreach Strategy

➢ Develop Materials to Supplement Personal Outreach
    ➢ Committee Promotional Materials
    ➢ Invitation Letter

Increased Awareness & Acceptance of Standards

- Develop Communications Strategy
  - Committee promotional materials
  - Press releases and social media posts
  - Committee presentation template for consistent messaging

- Ask Trade Associations to amplify ASTM press releases to their membership

Standard Roadmapping

➤ Where are you now and where do you need to be?

  ➤ List of existing standards

  ➤ Where are the gaps?

➤ How do we stay ahead?

  ➤ What will we need in 5 years? 10years?

  ➤ Determine priorities

➤ Leverage your technical committee(s)

  ➤ Committee survey

  ➤ Industry survey

Standard Roadmapping Considerations

➢What are the biggest concerns facing regulators?

  ➢Safety?

  ➢Quality Assurance? Risk Assessments, Risk Mitigation?

  ➢Reliability?

➢What are most prominent concerns for consumers / users?

  ➢Integration, Accessibility?

  ➢Reliability, Durability?

  ➢Labeling, Training, Certifications?

➢What are the biggest financial challenges of manufacturers?

  ➢Product conformance to state programs? Components?

  ➢Increase costs for production?

  ➢Audits and Sampling?

➢What are the biggest challenges of laboratories?

  ➢Homogenous samples?

  ➢Variability of test methods?

  ➢Apparatus / device variability?

  ➢Reporting requirements?

Impact Success

- ➢ Mirror Roadmap sections to subcommittees
- ➢ Consider the two approaches for short and long term priorities
- ➢ Easy to modify and easy to report

- ➢ Include minimum necessary information
  - ➢ Type of standard
  - ➢ Short title
  - ➢ Priority level
  - ➢ Rationale
  - ➢ Affected subcommittee
  - ➢ Timelines/progress

Accelerated Standards Development

> Support Services
>> Form and system manual
>> Online templates
>> Upfront editing / full-time Editor
>> Graphics department (figures, 3D images)
>> Access to similar technical standards
>> Interlaboratory study program development

> Collaboration Services
>> WebEx
>> Collaboration Areas
>> Meetings

Workshops
> Technical Workshops
> Shared research
> Standards Discussions

Ballot Early, Ballot Often
> Use ballot for feedback during development

> Partnerships
>> Save resources of industry
>> Early engagement with R&D

> Staff
>> Staff manager
>> Administrative assistant
>> Business Development
>> Global offices

Programs & Services: Implementing Standards

- ➢ **Industry Programs**
  - ➢ Product Testing and Certification
  - ➢ Personnel Training
  - ➢ eLearning Modules
  - ➢ Proficiency Testing Programs (PTP)

- ➢ **Consider Program Development Earlier**
  - ➢ Roadmap is developed and implemented *Strategically*
  - ➢ Standards content is approached properly
  - ➢ Program components built in parallel
  - ➢ Early engagement with R&D, Innovation Institutes, CoE's

- ➢ **Remember the Drivers and Objective**
  - ➢ Standards are your solution
  - ➢ Baseline for Industry Programs

Achieving Success

➤ Simple and clear

➤ Use target dates

➤ Must have accountability

➤ Regularly review progress

Measuring Progress

➢ Return to implementation plan

➢ Hold people accountable to assignments

➢ Execute corrective action and adjust schedules

➢ Reward accomplishments

Incorporating Planning into Committee Structure

➢Force planning as a priority

➢Function of Executive Subcommittee of Ad Hoc Group

➢Regular communication with committee members

➢Need to know the pulse of the industry – solicit external input if needed

➢Use staff resources

Conclusion

➢Start with an Executive Subcommittee meeting

➢There are different ways to accomplish a goal

➢Don't underestimate actual requirements

➢Flexibility, Flexibility, Flexibility

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