

Seminar on the Revised ISO/IEC Directives and Other Recent Trends at ISO/CS

The above JSA/JISC (Japanese Industrial Standards Committee) seminar was held in Tokyo from 20-21 February 2001 as one of the first in a series of regional seminars being run by ISO member bodies in collaboration with ISO Central Secretariat.

JSA invited Mr. Mike Smith, Director of Standards, ISO/CS, as the main speaker to discuss the changes made to the revised ISO/IEC Directives, which are due to be published in early May, and to give an outline of the recent trends at ISO. JSA also invited top representatives from 8 ISO member bodies in the Asian region to attend the seminar and discuss the current situation of ISO related international standardization activities in their respective countries. Topics covered included the E-balloting process and issues regarding its implementation, the Vienna Agreement and the importance of increased participation of countries from the Asia Pacific region in ISO standards development process, and other common issues and problems faced by Asian member bodies when partaking in international standardization activities.

The seminar attracted nearly 170 Japanese participants, the majority of whom were involved in the work of ISO/IEC

national mirror technical committees. The audience also included secretaries of ISO/TCs and SCs for which JISC, the Japanese ISO member body, held the secretariat, and WG convenors and/or experts.

JSA would like to express its sincere gratitude to the distinguished representatives from the following Asian ISO member bodies for the valuable views and opinions they expressed and insight they offered into their respective national ISO activities both in their country reports and during the panel session held on 21st February:

China State Bureau of Quality and Technical Supervision (CSBTS), China

National Standardization Agency (BSN), Indonesia

Korean Agency for Technology and Standards (KATS), Korea, Rep. of

Department of Standards Malaysia (DSM), Malaysia

Bureau of Product Standards (BPS), Philippines

Singapore Productivity and Standards Board (PSB), Singapore

Thai Industrial Standards Institute (TISI), Thailand

Directorate for Standards and Quality (STAMEQ), Vietnam

There are plans to make the English version of the summary report on the JSA/JISC Seminar on the Revised ISO/IEC Directives and Other Recent Trends at ISO/CS available on JSA's website.

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"Mr. Mike Smith, Director of Standards, ISO/CS"

Efforts to make JIS standards for “Graphical Symbols” and “Guidelines for all consumers including the elderly and people with disabilities”

JSA has been promoting JIS standardization by surveying and examining needs for standardization through a study that was commissioned by the Ministry of Economy, Trade and Industry. As a means to fulfill Japan's policy on so-called “consumer protection”, industrial standardization is becoming significant as a means to facilitate the action by companies and consumers without the need to take regulatory measures.

The following is the summary of standards formulated in JIS among survey study of “Graphical symbols” and “Guidelines for all people including elderly and people with disabilities”, which has been developed by JSA since 1998.

1. Graphical symbols

One of the ways to provide information for consumers is “Graphical symbols”. Whilst graphical symbols are arguably more easily understood than text, these days there are so many types of symbols that it can lead to confusion for the consumer. Consumers cannot understand the meaning of the graphical symbol by itself and sometimes cannot distinguish between similar graphical symbols. There are cases where symbols of the same meaning take on a different design for each product item. The fact is that there is no unified concept for graphical symbols. The reason is that there are no tests to confirm the degree of consumer understanding when a graphical symbol is adopted and a unified concept for the development of graphical symbols has not been established.

Particularly, consumers have been demanding that graphical warning symbols for safety purposes be standardized as quickly as possible. Before such graphical warning symbols could be adopted however, a standard for the intelligibility test for these standards was deemed necessary. Therefore “JIS S 0101 Graphical warning symbols for consumers” and “JIS S 0102 Testing procedure for graphical warning symbols for consumers” were published as two JIS standards in 2000 (issued in April 2000).

2. Guidelines for all people including the elderly and people with disabilities

Japan is quickly becoming an aging society and the rate of increase in elderly people aged 65 or over reached 17.2% in 2000. One of the problems that elderly people share is that it is often hard for them to use everyday products due to the deterioration in capacity of their minds and bodies. Additionally, everyday products designed for able-bodied people can be inconvenient for people with disabilities to use. There is a need to provide everyday products that are convenient for the elderly and people with disabilities. The following steps are necessary in order to realize this need.

- Provision of products that consider the needs of elderly people and people with disabilities from the stage of design.
- As everyday products are often used by all family members, the products should be for use by able-bodied people as well as the elderly and people with disabilities.

However, if the ways of considering needs for elderly people and people with disabilities (ex. raised/convex displays) were to differ from company to company, consumers would be confused. Therefore, standardization is necessary. JSA conducted a questionnaire in order to grasp what the specific needs were and based on the results of the questionnaire, we have drafted three JIS guidelines for design that outline essential considerations. The guideline JIS S 0021 was issued in October and the remaining JIS S 0011 and JIS S 0012 were issued in November 2000. The main points of each guideline are outlined below:

- 1) “JIS S 0021 Guidelines for all people including elderly and people with disabilities – Packaging and receptacles” specifies identifications marks on packages and containers such as foods, beverage, shampoos (e.g. where to cut a milk carton open) and easiness to open (e.g. wedge-shaped area on film containers indicating where to cut).
- 2) “JIS S 0011 Guidelines for all people including elderly and people with disabilities – Marking tactile dots on consumer products” specifies convex or raised marks on the operation panels of equipment such as electric appliances and office automation equipment.
- 3) “JIS S 0012 Guidelines for all people including elderly and people with disabilities – Usability of consumer products” specifies ease of understanding for displays on operation panels (e.g. display letters, colors, etc.) and ease in using handles (ex. rotative direction of pinch, operative direction of switch, etc.)

JSA plans to develop JIS standardization of “announcement sounds” (e.g. operation of receiving sound, warning announcements, etc.) in the future.

National Training Seminars for Proactive Participation in International Standardization Activities

JSA held a series of training and informative seminars in December 2000 and again in February this year following the theme of "Training Seminars for Active Participation in International Standardization Activities". It was the first time for JSA to hold such a project. Each series was divided into a two-day informative seminar, where Japanese experts gave presentations on the current situation of international standards activities in Japan and how to participate at the international level, followed by a two-day seminar in English, where participants aimed to improve their negotiation and presentation techniques through the implementation of group work and practical case studies.

Topics covered during the informative sessions included practical case studies, model cases where international cooperation at TCs was progressing well, as well as the principles and practices of the international standardization processes.

The seminars were arranged as part of a national project to promote international standardization activities in Japan. In total, over 100 participants attended one or more of the sessions. Each participant was then requested to write a report on what they had learnt

from the course and how they plan to use that knowledge in their future standardization activities at their respective organizations.

Due to the positive feedback JSA has received regarding the training seminars, we proposing to run the project again in the fiscal year 2001 and to offer a wider range of topics geared to more specific needs, for example for secretaries or chairpersons of national mirror committees of ISO/IEC. For further information on this project, please contact the International Affairs Division of JSA at iad@jsa.or.jp



"Tough negotiations ~ and in English too!"

Establishment of Risk Management Standard (JIS Q 2001)

JIS Q 2001 "Guidelines for development and implementation of risk management system" was established this month (March 2001).

The objectives of this standard are as follows:

- 1) To provide a framework for a risk management system and provide the principles and elements for establishing a common risk management system for all types of risk.
- 2) To enable interested parties to have a common understanding of risk by having a common basis for risk related terminology and concepts when the standard is used in an organization.
- 3) This standard is not intended for use as criteria for certification of a risk management system.

The structure of this standard is that the standard considers the compatibility with elements and framework of ISO 14001 Environmental management system, conducts continuous improvement based on the PDCA

model, in other words Plan, Do, Check, Action, and provides the procedures for appropriate response to risk. In other words,

The structure of this standard is that the standard considers and provides the steps for the:

Establishment of risk management policy → Planning for the risk management → Implementation of the risk management → Evaluation of the risk management performance and effectiveness of the risk management system → Implementation of corrective and improvement measures for the risk management system → Review by the organization's top management

A structure and supporting elements to maintain the risk management system is also provided as a basic system.

English version of this JIS is available at JSA.

Implementation of CLM seminar in Japanese - ASEAN TQM project (the second phase)

The Technical Assistance Division, Training and Technical Services Department in JSA, taking into account the result of Japan - ASEAN TQM project (the first phase) that was carried out over a 5-year period beginning in 1995, have been executing the second phase of TQM project since 2000.

Compared with the other ASEAN countries taking part in the project, newcomers Cambodia, Laos and Myanmar (hereafter identified by their initials "CLM") are behind with development.

In its second phase, the TQM project is giving consideration to this fact and is carrying out technical cooperation with these three countries, such as the implementation of TQM seminars or fosterage of a model company, in the same manner as was conducted in the first phase with the other countries. For the remaining ASEAN countries taking part, we have been identifying promising industries and have been planning the widespread promotion and adoption of TQM particular to the industries of the region through holding seminars and workshops.

There was some hesitation about holding a TQM seminar sponsored by UNIDO (United Nations Industrial Development Organization) in CLM given the relatively minimal low degree of industry development in these three countries and the lack of recognition about TQM. However, due to the prior dispatch of staff to the region, sufficient arrangements made by the staff dispatched and the prior efforts of the domestic TQM committee in each of the country involved, the seminar proved to be a success and attracted both CEOs and the middle managerial staff of companies, as well as government persons as participants.

During the seminar, Kondo Yoshio, professor emeritus of Kyoto University and TQM consultant Mr. Ichiro Miyauchi gave a lecture on the general idea of TQM, necessity of TQM and its effect. In addition, a TQM expert from our department Mr. Yuzuru Otabe, introduced the implementation methods for TQM and 21 volumes of TQM handbooks (English version) developed in the first phase of the TQM project. In addition to the lectures from the Japanese side, we invited company representatives from Brunei, Thailand and the Philippines to present case studies on implementation of TQM in model companies identified in the first phase. These model companies have already established ties with their related domestic committees and are striving to promote a greater awareness and widespread implementation of TQM in their respective countries. The involvement of representatives from the model companies in the seminars is thought to have played a significant role in strengthening the TQM promotion activities in ASEAN participant countries.

Although the topic of TQM appeared to be a fairly new topic to most of the participants, the overall reaction was one of interest, with many participants actively joining in and raising various questions. Many of them indeed stated that a one-day seminar was not sufficient and that they hoped another seminar would be held at a later day.

Among the participants in the seminar held in Cambodia and Myanmar were government Ministers and Vice-ministers, as well as other top-level government officials. The seminar also attracted the attention of the media and received representatives from a newspaper publishing company and a TV station. We were rather surprised at the huge amount of effort that Cambodia, Laos and Myanmar are putting into the project and even more so at the great degree of interest that the project has sparked nationally in these countries.

JSA Welcomed Mr. Pasi Rinta-Filppula (ISO/CS) to the International Standardization Forum in March

JSA holds an International Standardization Forum General Assembly annually in March in order to report on the trends and movements in Japan's standardization activities. This year JSA invited Mr. Pasi Rinta-Filppula from the Central Secretariat of ISO to discuss recent developments in IT projects at ITSIG and the progression of the ISO/CS IT infrastructure. The titles of his presentations were "IT Strategies to meet customer expectations in 21st century - ISO/CS IT Infrastructure *How far has it progressed*" and "ITSIG Deliverables - ITSIG *How far have their IT strategies progressed*". The day before the seminar, Mr. Rinta-Filppula met with Japanese experts for ITSIG to discuss the latest trends at ITSIG.

At the General Assembly, JISC (Mr. Nishikawa) gave a presentation on the progress of preparations for e-balloting system in Japan. Over 100 people attended the General Assembly, which was held on March 23.

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