japanese standards association
NEWSLETTER
Volume 4 Issue 1 October 2001

National Training Seminars for Proactive Participation in International Standardization Activities

<Summary>
As reported in the JSA Newsletter Vol. 3, Issue 2, the International Affairs Division of the JSA initiated "Training Seminars for Active Participation in International Standardization" in fiscal 2000. These seminars are part of a project launched by the government to encourage participation in international standardization activities. They are open to ISO and IEC committee members, secretariat staffs, and to standardization experts in Japan.
In fiscal 2001, we will hold twelve different two-day seminars during July 2000 to February 2001.These seminars are based on programs currently running in the United States and European Countries. The program of these seminars were developed referring to these models, and to reflection of the past participants of the seminars. The Seminars are comprised of two programs: one instructing basic points and know-how related to the standardization activity, and one for training to use English in international meetings.

<English training program>
In this issue of the newsletter, we would like to introduce some of the details of the English training courses. We have four English courses in this fiscal year as a part of these 12 seminars and in each course, the Japanese and English bilingual, professional teacher is in charge of instructor. The participants are about 10 to 20 people for one course.
These are two-day intensive courses and during the class, participants immerse themselves in English for two full days. They are not allowed to speak Japanese, unless explicitly permitted to do so.
The targets of these courses are as follows; (1) to be able to take the initiative in negotiations, and (2) to be able to take an active part in discussions - both in order to realize the final objective: clear expression in English. Through this course, the participants are able to have the opportunity to hone the skills necessary for negotiating, communicating, bargaining, and making presentations in English.
Also, as one effect of the courses, I would like to mention, participants get used to using English, which they rarely use in their everyday lives nor official lives.
The two-day program proceeds as follows.

- Morning of Day 1 - lectures on leadership by instructor
- Afternoon of Day 1 - presentations of methods of problem resolution and related discussions (Group Work)
- Morning of Day 2 - presentation of two opposite opinions and related discussions (Group Work)
- Afternoon of Day 2 - role-playing and general participation in a practice meeting (Group Work)

As seen above, Instructor lectures participants on leadership during the morning of Day 1, and this part is the only lecture part by instructor. In other program of the course, participants train themselves through group works. During the group works, the instructor watch group members

▶ ***"English role playing"***

CONTENTS

prepare for and perform presentations, and by watching, he points out weak part where there is room for improvement for each participants - indicating errors native Japanese speakers tend to make, the better way to make presentation, for example.

In addition to the presentations, the practice meeting was added to the program from this year. In this practice meeting, participants play assigned roles. The story of the practice meeting is that a New Work Items Proposal of Japan is initially rejected but consequently approved unexpectedly, thanks to cooperation among various countries Participants practice speaking English in int'l meeting by acting in accordance with this scenario. They engaged in constructive criticism after the role playing, both by instructor and other participants, thus acquiring more effective methods of speaking in the meetings.

The JSA strongly hopes that Japanese representatives at actual international conferences would help develop better international standards through friendly rivalry and cooperation with their foreign counterparts, while at the same time furthering its national interests, just as the training seminar participants succeed in doing in the practice meeting mentioned above.

The English training program will be held three more times during this fiscal year. We welcome any individual and organization to contact **iad@jsa.or.jp** for more information about the program, and also welcome proposals for further input relating to training seminars.

Public Information Symbols and Their Conversion to JIS

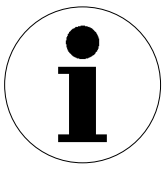
Transportation facilities, advanced the argument that tourist attractions, athletic facilities, and commercial facilities visited by a large number of people all require indicative signs. Many of these facilities use different signs. This situation resulted from the independent development of signs by facility operators. However, in light of the effects of globalization within Japan, the diversifying demands of the populace, and the general need to eliminate societal barriers, it has become necessary for us to standardize indicative signs by developing an applicable JIS.

An "The Study Committee of Public Information Symbols" was established within the Foundation for Promoting Personal Mobility and Ecological Transportation in April 1999. Representatives from such central government offices as the National Land and Transport Ministry, the Economy and Industry Ministry, the Education, Science, and Technology Ministry, the National Police Agency, and the Fire Defense Agency, as well as transportation business operators, tourist and distribution industry representatives, consumer group representatives, academics, and designers all took part in the committee. In March 2001, they issued a 125-point guideline for the standardization of public information symbols.

The committee came up its 125 points by gathering data concerning more than 1,500 signs used in Japan and abroad, including signs adopted by the ISO, classifying signs into eight groups and evaluating their visibility and comprehensibility. The committee selected candidates based on the evaluation results and designed new indicative signs as necessary.

The eight groups established by the committee are as follows.

Question & answer



Information

Toilets

1. Signs for public facilities and facilities for general use
2. Signs for transportation facilities
3. Signs for commercial facilities
4. Signs for tourist attractions, cultural facilities, and athletic facilities
5. Safety signs
6. Prohibition signs
7. Caution signs
8. Instructive signs

The Japanese Standards Association (JSA) began developing the JIS for public information symbols based on these guidelines in April 2001. The Economy and Industry Ministry commissioned the task to the JSA. The association plans to complete the job and establish the JIS for public information symbols by March 2002.

Several items for standardization overlap with those prescribed by the fire-prevention ordinance, under the jurisdiction of the Fire Defense Agency. The new JIS may opt not to stipulate these and instead cite the ordinance for reference.

Report on Research Findings Concerning a Japanese Industrial Standard (JIS) Establishing Environmental Standards for Electric and Electronic Equipment

1. Research objective

Environmental pollution and waste processing are emerging as worldwide problems. The development of a recycling economy is an urgent priority for all of us. Thorough implementation of the principle of action known as the "Three Rs" (Reduce, Reuse and Recycle) will become extremely important in the near future. There is a growing perception that standardization is necessary to promote positive initiatives such as the "Three Rs." The Japanese Industrial Standards Committee (JISC), an advisory organ to the Minister of Economy and Industry or the Relevant Minister, responded to this trend in announcing its policy to prioritize the development of environmental standards. The JISC is expected to concretize this policy developing basic and common environmental standards for application within each industry and to provide for the integration of environmental considerations into product standards.

Electric and electronic equipment together comprise a major field in which many countries are pursuing eco-friendly measures, calling for such steps as reductions in chlorofluorocarbon gas emissions, waste, and energy consumption. In this survey, we studied trends involving environmental standards for electric and electronic equipment and related laws. We also investigated the types of standards Japan will need to raise the level of environmental responsibility among manufacturers, and proposed a concrete plan for developing such standards.

2. Research method and examination process

We established a research committee within the Japanese Standards Association (JSA) and staffed it with academics, other independent individuals, and representatives of manufacturers of electric and electronic equipment. Committee members studied our standard development plan and reported their findings in March 2001.

Members reported to the committee on their findings concerning overseas developments related to eco-friendly standards. Their reports covered the Draft EU/EEE Directive, CENELEC, the IEC Guide 109, and the ISO Guide 64, among others. Members also informed the committee about advanced domestic standards for home electric appliances, audio-visual equipment, information equipment, and communications equipment developed by Japanese companies.

With regard to "Reduction, Reuse, and Recycling" overseas and in Japan, members reported their findings relating to the quality and performance of office machines made with recycled parts under various standards: JTC1/SC28, domestic standards for personal computers, guidelines for battery-status indication, and organizational standards for eco-cables. Following these reports, the committee examined our plan for creating a JIS for environmental standards to be applied to electric and electronic equipment.

3. Plan for developing a JIS for environmental standards

3.1. New JIS and its positioning within the structure of environmental standards

There are many types of domestic standards designed for environmental protection, including compulsory standards such as the Law for Recycling Specified Kinds of Home Appliances, action plans, and guidelines set by industry organizations.

Outside Japan, the European Union (EU) is developing environmental regulations for electric and electronic equipment. The International Electrotechnical Commission (IEC) and the International Organization for Standardization (ISO) are also taking steps toward the establishment of related international standards. The JIS environmental standards must be related to regional and international standards and placed within the global structure of environmental standards. The JSA seeks to position this new JIS between compulsory standards and voluntary industry standards and to establish it as a model for both industry and in-company standards. The association plans to urge Japanese parties involved in international standardization to use this JIS as the basis for proposals concerning international standards.

3.2. Environmental standards to be applied to electric and electronic equipment and the structure of such standards

The JSA structured and stratified its standards in the following manner, with a view to the efficient development of a JIS. The association listed the items the new JIS must address, based on the results of a questionnaire submitted to committee members.

(1) Basic standards

Basic standards state the basic terms related to environmental aspects of electric and electronic equipment (terms, definitions, and classifications) and basic rules for setting environmental standards.

The "Guideline for Establishing Environmental Standards for Electric and Electronic Equipment" represents their formulation of these basic standards and complies with IEC Guide 113.

(2) Common standards

Common standards deal with specific environmental items that must be controlled. Regulation of such items must be common to all electric and electronic equipment.

The "List of Questions Concerning Materials Used in

Electric and Electronic Equipment -- Basic Guideline" represents their formulation of these common standards, and complies with IEC Guide 113.

(3) Product standards

Product standards prescribe environmental standards for those product groups that require special consideration. These standards are established when concretization of the contents of basic standards and common standards is necessary. These are designed to rely on basic standards and common standards as much as possible.

Initial Survey of the Industrial Infrastructure in the Indochina Area

In mid-August, 2001, Japan International Cooperation Agency (JICA) dispatched a survey team to Indochina area namely Vietnam, Cambodia and Myanmar for approximately two weeks to make an initial survey of the industrial infrastructure in those countries. Mr. Eizo Asaka, Senior Technical Consultant of JSA, joined the team with the role of investigation of current condition of metrological standards and industrial standardization within the framework of the Contract for Providing Technical Expertise entered into between JSA and JICA.

The purposes of this survey was, considering the standpoint of "assistance for transference to the Market Economy" which has been prioritized as one of the important assistance fields for this region, and keeping the importance of human development and system reformation in the fields of metrology and industrial standardization which are essential for any industry in mind, to investigate state of the art in these fields and identify concrete cases suitable for the Project-Type Technical Cooperation Program.

In spite of recognizing the importance of "metrological and industrial standards" which are indispensable for seeking access to the "World Trade Organization (WTO) and other international organs, development in this region has been still behind due to various negative reasons.

The Government of Japan has cut its Official Development Assistance (ODA) budget, resulting in concerns that Japan's technical assistance to other countries in the field of standardization may stagnate. We expect the government to adopt the cases recommended in this report for implementation in the next and subsequent fiscal years.

Implementing TQM in ASEAN companies
A UNIDO publication "A Pathway to Excellence" now available

Over the past several years, the Japanese Standards Association (JSA) and the United Nations Industrial Development Organization (UNIDO) have together helped enterprises in ASEAN countries to implement TQM systems under the political and financial support by the Ministry of Economy, Trade and Industry (METI), Japan (the former name is the Ministry of International Trade and Industry: MITI). This programme, known as the Japan-ASEAN Cooperation Programme for Standardization and Total Quality Management (TQM), aimed at providing ASEAN countries with the tools and methodologies to promote company standardization and TQM.

"A Pathway to Excellence" contains the results of the Phase I of the Programme (1995 - 1999) and is presented in three parts: Part one gives a brief introduction to the Key concepts of TQM, a short account of the Japan-ASEAN - UNIDO TQM Project and a glossary of TQM terminology. Part two presents short but comprehensive summaries of all the tasks and procedures in each of the TQM Handbooks that were used in the Project. Part three consists of Country Reports from the seven ASEAN countries and case studies from the 12 companies that participated in the Project. In these case studies, the companies describe in their own words and from their own corporate and cultural perspectives, their experiences of implementing TQM. The Country Reports give full accounts of the economic and industrial contexts in which the participating companies were operating and National perspectives on the introduction of TQM.

More information : Mr. Yawara Tomiyama (JSA)
tomiyama@jsa.or.jp

Publicity Office
1-24, Akasaka 4-Chome, Minato-ku, Tokyo 107-8440 Japan Tel: +81-3-3583-8005 Fax: +81-3-3586-2014 http://www.jsa.or.jp/
JAPANESE STANDARDS ASSOCIATION