

Standards MATTER



Your Quality Advocate

• A half-yearly magazine on standards and consumers • Issue 2/2008 • Sept 2008 • KKDN:PQ/PP/1505 (15485)



Why Design for ALL standards matter



Accessible Design Standards
and Quality of Lives



Responsible Care - Its Link with
Corporate Social Responsibility



ISO NEWS - Publication of new
edition of ISO 9001



CSR NEWS - Watchdog
criticises palm oil advert

and many more features in our Issue of **STANDARDS MATTER**



Message from the President

“Standards Matter is specially tailored to provide updates, information, and developments regarding standards and safety and to the industry and consumers.”

As the President of Malaysian Association of Standards Users (Standards Users), I am proud to present our second edition of STANDARDS MATTER magazine for the year 2008. The first STANDARDS MATTER magazine was first published in February 2008. STANDARDS MATTER is a half-yearly magazine on issues related to standards, industry and consumers. This magazine is specially tailored to provide updates, information, and developments regarding standards and safety from around the world and in Malaysia to the industry and consumers.

The second issue of STANDARDS MATTER magazine covers mainly on Accessible Design (AD). AD is aimed at improving the quality of life of the elderly and people with disabilities. People with disabilities (PWDs) are the world's largest marginalized group. In Malaysia, we have almost 27 million people, and it is estimated about 5% of the populations are PWDs. We have in this issue articles from the European Consumer Voice in Standardization (ANEC) and Accesible Design Foundation (ADF), Japan. This is beneficial to the readers as it provides an insight on Accessible Design standards implementation in 2 different regions. Article on Responsible Care also helps the readers to get an insight into the issues on SR (Social Responsibility) related activities in the chemical industry. An article written by L.E Johansson on Confluence of Small Business, Succession explains the challenges, case studies, related to the issues and some graphics on why SMEs do not have succession plans.

With all these, we hope the second edition of STANDARDS MATTER magazine enables all the stakeholders to keep abreast with the activities on standards and standardization and to enhance their knowledge on standard to facilitate their daily operation for growth and sustainability.

Thank you,

Kind Regards,

A handwritten signature in black ink, appearing to read 'Marimuthu Nadason', with a horizontal line underneath.

Datuk Marimuthu Nadason

Editorial

I am delighted to provide an update on what has been achieved by the Malaysian Association of Standards Users in the area of standards development, which is so pertinent to both industry and consumers.

We have in this issue :

- Design for All Standards
- Highlights on Corporate Social Responsibility
- ISO News Updates
- CSR / SR News Updates
- Highlights of Events for 2008

Please forward your comments on this issue to info@standardsusers.org and we shall consider your comments for future issues.

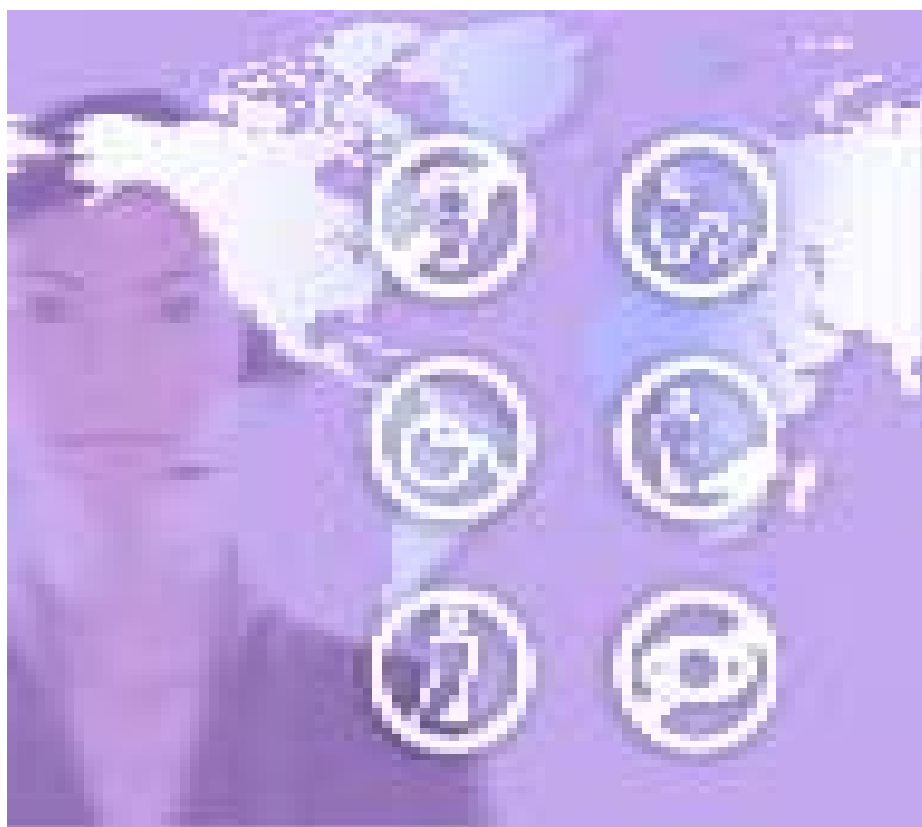
Thank you and Best Regards,

Ratna Devi Nadarajan
STANDARDS MATTER

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Why Design for All standards matter?

By Chiara Giovannini

Introduction

It is a basic consumer right to have access to and to use products and services. Discrimination exists if older people and people with disabilities cannot use many of today's mainstream consumer products and services¹. The excuse that it is people's characteristics that exclude them from the use of mainstream goods and services is no longer acceptable. Goods and services can and should be adjusted to meet the needs of a wide range of people including those with various disabilities.

ANEC strongly believes that inclusive design standardisation is a suitable tool to complement accessibility legislation. But at the same time, it is a challenge for standards developers as to date, most standards for mainstream products and services do not address the needs of consumers who are older or disabled².

In 2003, the European Year of People with Disabilities, ANEC issued a Policy Statement on Design for All, which urged

implementation of CEN/CENELEC Guide 6 "Guidelines for standard developers to address the needs of older persons and persons with disabilities" in the drafting of European Standards. ANEC believes the implementation of Guide 6, which is identical to ISO/IEC Guide 71, can serve as a yardstick for measuring the extent to which modern standards meet the needs of European consumers and citizens³.

The purpose of ANEC's statement was to contribute to the development of standards to ensure safe access to products and services for as many consumers as possible. Eight years after the publication of ISO/IEC Guide 71, and five years since the adoption of CEN/CENELEC Guide 6, ANEC thinks that accessibility standardisation should move to the next gear, if standards are to benefit society as a whole. This was the main message of the ANEC Updated Design for All Policy Statement, released on Oct 14, 2007, World Standards Day⁴.



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Demographics trends in Europe

Europeans reaching the age of 65 in 2050 can expect to live on average of four to five years longer than those reaching 65 today. There will be a spectacular increase in the number of people surviving to the ages of 80 and 90, leading many of them to spend several decades in retirement and reaching an age where infirmity and disability are more prevalent⁵. These people constitute an important market share, with an unequal share of disposable incomes.

Fifty million disabled citizens, representing more than 10 per cent of the EU population, also have the right to become equal citizens in the European Society⁶.

Some 91 per cent of European citizens are agreeable to spending more money to eliminate physical barriers for people with disabilities⁷. In ANEC's opinion, is important to note this overwhelming support when considering the relation between disability and aging and planning public policy actions to cope with the demographic trends.

Design for All or Accessible Design?

For ANEC, accessibility means access to mainstream products and services by the widest possible number of people, regardless of their age or disabilities, in accordance with the concept of Design for All or Accessible Design.

Design for All means designing mainstream products and services so that

as many people as possible can use them easily, whatever their age and ability. The concept recognises that ability is a continuum, and the usability of products should extend towards the ends of that continuum.

This does not mean that manufacturers are expected to design every product to be usable by every consumer. There will always be a minority of disabled people with severe impairments who need adaptations or specialised products. But when Design for All principles are adopted, fewer people will require specialised and expensive alternative equipment. In fact, ANEC is convinced that the incorporation of Design for All principles will reduce the need for adaptations and specialised products.

Mainstreaming accessibility through standards in Europe

In order to put our ideas into practice, ANEC initiated, or participated in, various activities in the European standards bodies on this issue; such as EC Mandate 376, "European accessibility requirements for public procurement of products and services in the ICT domain" and draft EC Mandate 420 on "European accessibility requirements for public procurement in the built environment".

In Europe, the European Commission can formally request (mandate⁸) the European Standardisation Organisations to work on a specific subject which is in relation to a public policy objective, such as accessibility.

Upon ANEC's initiative, two mandates dealing with public procurement were issued. Public procurement, representing 16.3 per cent of European Union GDP in 2006, is an important sector of the European economy. According to European law, accessibility requirements can be integrated in the technical specifications of contract documentation for public bids⁹. ANEC is convinced that the role of European Standard, in defining accessibility requirements in public procurement contracts provides a vital opportunity for mainstreaming accessibility.

Safety of household appliances for all: A test case?

For several years now, ANEC has lobbied for the use of standards to enhance the safety and usability of products, services and environments for older people and people with disabilities. Consumers expect electrical household appliances to be safe, for themselves, their children and the older members of their families. European regulations set a high level of health and safety protection for all consumers. However, in the case of electrical household appliances, these principles are undermined by the EN60335 series of standards used to support legislation, which have an exclusion or limitation clause that the standard "... does not, in general, take into account the use of appliances by young children or infirm persons without supervision".



Access to mainstream products and services, as well as to the built environment, is a prerequisite for an inclusive society.

ANEC believes this is discriminatory. We have therefore asked for the deletion of this exclusion clause, against strong opposition from industry. Since 2005, ANEC proposed changes to the standards for toasters, microwave ovens, hobs and ovens, hairdryers, water heaters, lawnmowers and trimmers, grills and similar portable cooking appliances. The aim is to make those appliances safer for all. For example, older people in general, and visually impaired people in particular, are more likely to trip and fall over obstacles in their path. The healing process is slower in older age so resulting injuries can have serious implications. Different protection against this hazard is necessary for vacuum cleaners. An enhanced stability test is proposed and should be carried out in most conditions.

ANEC is submitting these proposals to the newly established working group on this issue (CENELEC TC 61 WG 4), and is working on other products that need to be revised. It was on ANEC's demand that this working group was set up in 2006.

The proposals should be submitted to IEC in 2009 and ANEC urges

organisations for consumers and for people with disabilities from around the world to actively lobby their national standards bodies to support consumer views in IEC TC 61 "Safety of household appliances".

Conclusion

- Access to mainstream products and services, as well as to the built environment, is a prerequisite for an inclusive society. Standards, if based on the principles of Design for All and used, can play an essential role in making society accessible;
- The fundamental need to ensure that all people in society are able to derive benefit from the products and services should be formally recognised in standardisation; and
- Standards bodies should commit to providing Technical Committees with the specialist knowledge needed to meet the requirements of older and disabled people.

ANEC in brief



ANEC is the European consumer voice in standardisation, representing and defending consumer interests in the processes of standardisation and certification, and in policy and legislation related to standardisation. Our aim is a high level of consumer protection. Since 1995, we have represented consumer organisations from the European Union Member States and EFTA countries. The European Commission and EFTA Secretariat fund ANEC, while national consumer organisations contribute in kind. The ANEC Secretariat is based in Brussels (www.anec.eu).



Chiara Giovannini is currently a manager in the ANEC Secretariat, which manages the daily operations of the association, co-ordinates the work of the governance bodies and supports the activities of the working groups and ANEC representatives in its defined areas of priority. It keeps close liaison with the European institutions, especially the European Commission and EFTA Secretariat, The European Standards Organisations, various NGOs and other relevant actors. **Ms Giovanni** manages activities in the areas of Design for All and Information Society, including Information and Communications Technologies.

1 http://ec.europa.eu/information_society/activities/einclusion/docs/meac_study/meac_report_exec_sum_05_11.doc

2 Results of CEN 2006 Questionnaire on the use of Guide 6, CEN BT N7671.

3 ANEC2003/DFA/027, June 2003.

4 ANEC-DFA-2007-G-037rev, October 07.

5 European Commission, The demographic future of Europe – from challenge to opportunity, 2006

6 <http://www.edf-feph.org/en/welcome.htm>

7 Euro barometer "Discrimination in the European Union" 2007 on disability matters

8 "Mandated work item" means in execution of a Mandate, not mandatory in the sense of obligatory.

9 Directive 2004/18/EC of 31 March 2004 on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts, OJ L 134/114 of 30 April 2004.



Accessible-Design Standards and Quality of Life

for Older Persons and Persons with Disabilities in Japan

By Kurakata Kenji & Junko Kanamaru

1. Introduction: Rapid changes in Japanese society

The quality of life of older persons and persons with disabilities has extremely improved these 10-odd years in Japan. One of the factors for this trend is that businesses have begun to focus on Corporate Social Responsibility (CSR). They are conscious that their activities are not just to make profit, but that it should be plowed back to society. This grappling with CSR has been extended to product development, giving careful consideration to such people. For example, marking tactile notches on packaging and

containers started for persons with visual disability. Slopes started to be installed instead of stairs alone so that wheelchair users can move around without the help of others.

Another factor is that Japan is a rapidly aging society. The ratio of aging people over 65 years old in population exceeded 20 per cent: 25 per cent in 2013 and 33 per cent in 2035. This opens a huge market for the companies and many opportunities. In the field of mobile phones, for example, which were hard to handle unless complicated and abstruse instruction manuals are understood, there appeared new models with which the user

could phone or e-mail by easy button operation. Furthermore, consumer electronic products that complement the age-related decline of abilities such as those using large letter sizes in display parts have been developed.

This article introduces some of the challenges in Japan in terms of standardisation and laws.

2. Development of Accessible-Design products and standards

The products mentioned above are usable for older persons and persons with

disabilities, but are not always specific to them; they are also expected to improve the convenience of more people, including young people without severe disabilities. The design of products, services, and environments that are convenient not only for older persons and persons with disabilities, but also for people in general, is called Accessible Design (AD).



Figure A (above) shows an example of AD products. This type of bus leans when it stops and, thus, has no steps to climb. Older persons, children, and persons on wheelchair can easily get on and off.

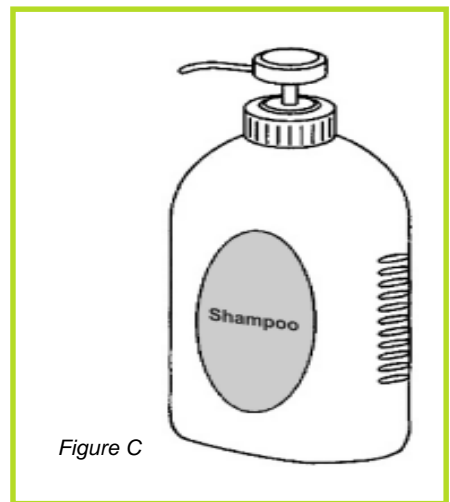


Figure B is another example of AD. A plug with a L-shaped lever in its tip can be pulled out of socket smoothly by pressing the lever. This product is welcomed especially by older persons with weak power in the fingers.

Some AD products have been regulated by JIS (Japanese Industrial Standard). For example, the colour and display of bottles of hair shampoo and conditioner in Japan are quite similar to each other. Responding to the opinion of visually impaired that they often made mistakes when washing hair, a trial to mark tactile notches on bottles of shampoo began (Figure C; JIS S 0021). At present, almost 100 per cent of the shampoo bottles in the Japanese market have such tactile markings. Because

The design of products, services, and environments that are convenient not only for older persons and persons with disabilities, but also for people in general, is called Accessible Design (AD).

sighted people also tend to close their eyes when washing hair, these tactile markings are beneficial for them as well.



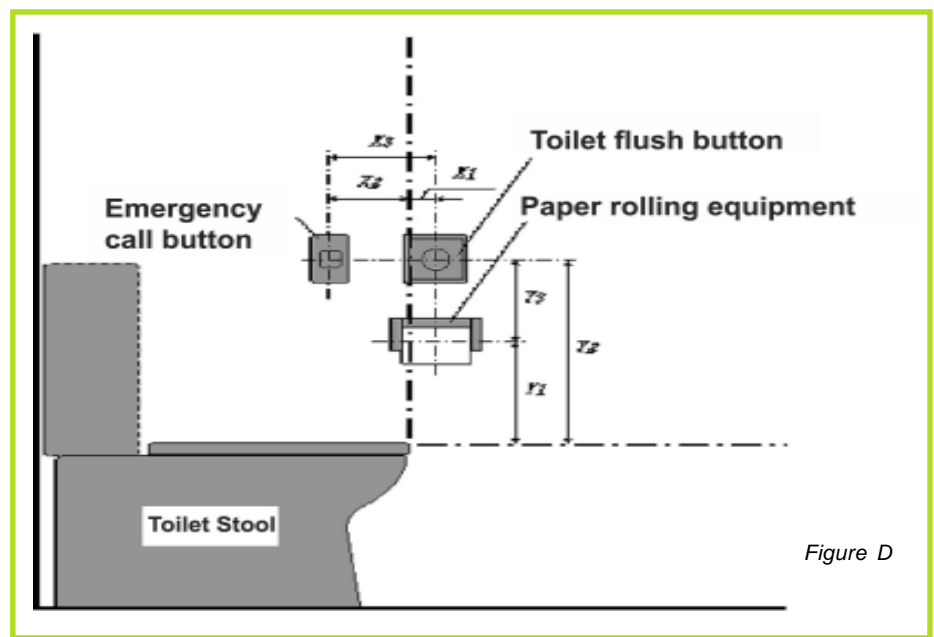
Another example of AD JIS can be found in rest rooms installed in public buildings. It was very hard for people with visual impairment to locate the flush button. To solve this problem, JIS S 0026 regulated the location of three equipment that are inevitably needed in toilet compartments: A flush button, paper rolling equipment, and an emergency call

button (Figure D). This JIS is being applied to all the public facilities that are domestically constructed.

3. New barrier-free law for buildings and public transportations

A new law on public-use facilities, including buildings and transportation (so-called New Barrier-Free Law) came into force in December 2006 in Japan. This law is a merger of two preceding laws for buildings and transportation that were enacted in 1994 and 2000 respectively. The new law puts the emphasis on integral development of those facilities so that older persons and persons with disabilities can go out easily and safely.

Proprietors of facilities specified in the law are obliged, for example, to get rid of a difference in level for wheelchair users and to lay tactile ground surface indicators for blind people. They can in return receive subsidies or preferential tax treatment. Today, nearly 60 per cent of major railroad stations have been made barrier-free for wheelchair users by the installation of elevators or other equipment, (as of the end of fiscal year



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2005); and the percentage is still increasing.

Domestic standards are effectively used in the New Barrier-Free Law. JIS Z 8210 specifies public information symbols. Figure E shows some of them. Visual signs that comply with the JIS must be displayed in public facilities so that people can go around with ease, even when visiting a place for the first time.

4. Toward international acceptance of AD

It is desirable that products and facilities be designed in a consistent manner regardless of the manufacturer. Otherwise, people may be confused or have difficulty when using such facilities.

International Standards such as the ISO standards can be used an effective tool to promote accessible designing to achieve international acceptance of AD.

Japan has proposed five JISs related to AD to ISO in order to establish them as international standards. They are now being discussed in TC 122 *Packaging* and TC 159 *Ergonomics*, with support from Malaysia. In addition to them, some other AD-related JISs will be proposed to ISO in near future.

Malaysia and Japan are closely tied in trade and industry. Furthermore, many tourists come and go between the two countries. The authors are hoping that AD standards will help create a society with a high quality of life for both Malaysian and Japanese people.

Dr Kenji Kurakata



The writer, Dr Kenji Kurakata, is Leader of Accessible Design Group, National Institute of Advanced Industrial Science and Technology (AIST), Japan. He has been engaged in domestic and international standardisation works in the fields of ergonomics and acoustics.

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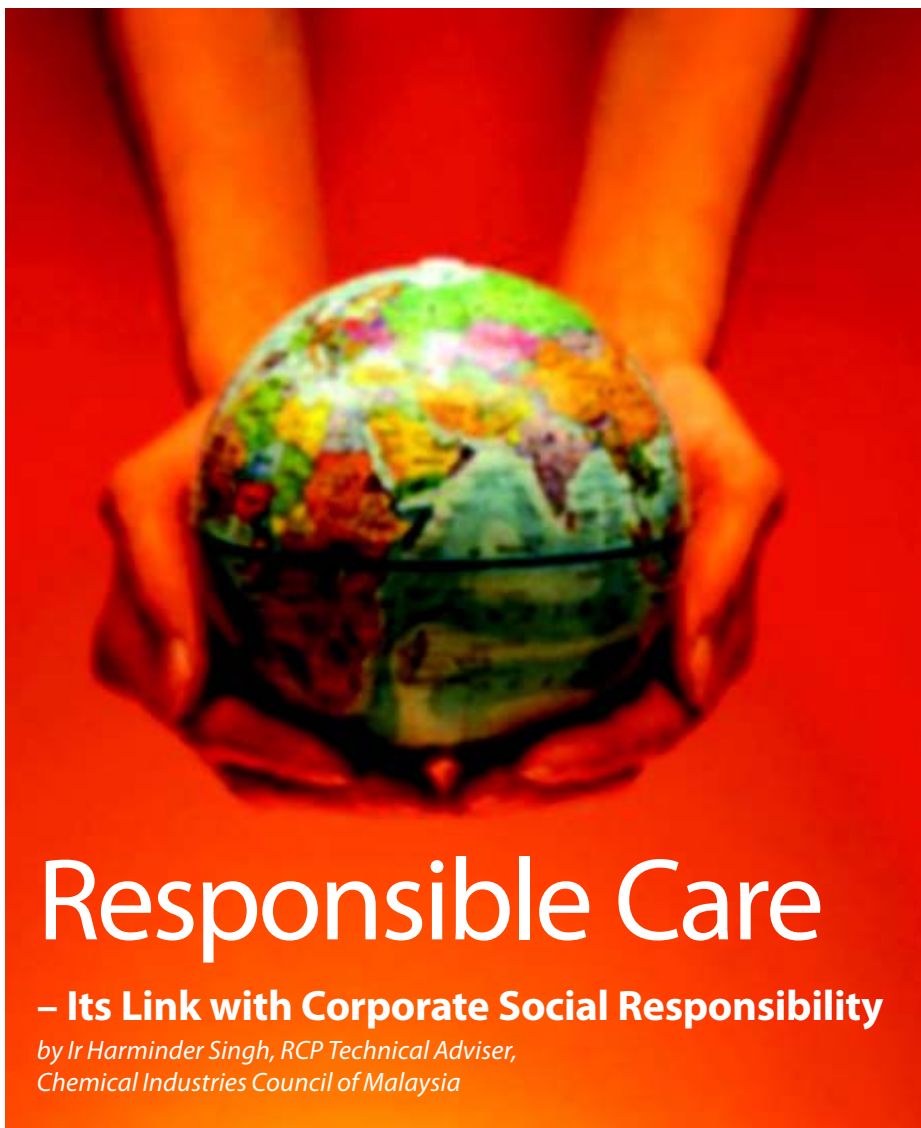


The writer, Ms Junko Kanamaru, is Section Chief of the research section, The Accessible Design Foundation of Japan (ADF Japan). She has been in charge of domestic standardisation on accessible design (AD) and promotion of AD to foreign countries.

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Figure E: (Left: Wheelchair slope, Right: Lift)



Responsible Care

– Its Link with Corporate Social Responsibility

by Ir Harminder Singh, RCP Technical Adviser,
Chemical Industries Council of Malaysia

... a survey of 36 industries in US in 1980 showed that the chemical industry was ranked second to last, being only ahead of the tobacco industry. The public perception was that the chemical industry was indifferent to the impacts of its operations on people's health and environment.

Introduction

The chemical industries in Canada and the US faced strong public and regulatory pressures in the mid-1980s. The chemical industry thought highly of itself, because it is usually at the top of the performance table that ranks the safety, health and environment records of manufacturing industries. However, a survey of 36 industries in US in 1980 showed that the chemical industry was ranked second to last, being only ahead of the tobacco industry. There was therefore a large gap between public perception and the industry's own assessment of its performance. The public perception was that the chemical industry was indifferent to the impacts of its operations on people's health and environment. They even labelled the chemical industry the "despoiler of the earth". This perception resulted in insurance and financing problems and diversion of management time to crisis

control. More than anything, it was "Bhopal tragedy" that finally put the chemical industry on the path to "Responsible Care". At present, there are 53 countries worldwide that are committed to implement this voluntary initiative and Malaysia is one of them.

What is Responsible Care?

Responsible Care is the global chemical industry's environmental, health and safety (EHS) initiative to drive continuous improvements in performance. It achieves this objective by meeting and going beyond legislative and regulatory compliance and by adopting cooperative and voluntary initiatives with government and other stakeholders.

Responsible Care is an ethic and a commitment that seeks to build confidence and trust in the chemical industry. It promotes a philosophy and culture of doing business, whereby the

chemical industry is responsible to public concerns regarding safety, health and environment in a way the public can see and provide input. The initiatives are designed to reduce public perception that it has been unwillingly put at risk by the industry and to ensure that the industry can voluntarily put measures into place for the effective and safe management of chemical products and processes.

The hallmark of the Responsible Care Programme is the CEO's commitment to the 10 Guiding Principles that define the code of conduct and the 6 Codes of Management that are performance measures covering the safety, health and environmental aspects of the total life cycle of a chemical, from initial research and development to final disposal. Responsible Care is a complete management system to manage all safety, health and environmental aspects of the chemical industry.

What Makes Responsible Care Different From Other Such Programmes?

It is the public dimension that makes Responsible Care unique. Companies are required to make a commitment to the public, not just to their shareholders and employees. They involve the community in the development of plans and actions to address safety, health and environmental issues.

One of the Responsible Care's Codes is the Community Awareness and Emergency Response Code of Management Practices. This code requires manufacturers to initiate and maintain a community outreach programme to openly communicate relevant information and be responsible to the public's questions and concerns about safety, health and environment.

local residents feel about their operations. For example, through television commercials and public bulletin boards, they can also conduct regional image campaigns showing that their companies care and are socially responsible for the communities' concerns.

For the long term, companies must take an increasing role in education in their communities. Buying computers or playground equipment for schools is not enough. They must be involved in efforts to excite children about science and help make the public more scientifically literate and thus favourable towards the chemical industry. They can develop an education outreach effort by getting company employees on projects spanning pre-school to college, to make children and young adults aware of the association between the chemical plants

- The inclusion of Social Responsibility and Responsible Care in their corporate values statement in their annual reports;
- Some have a written social responsibility policy and manual;
- All reports to the CEO have a measure in their performance document for doing something supporting their community; and
- Allocation of a small percentage of their pre-tax earnings to community development programmes

Conclusion

Responsible Care reflects a new ethic, attitude and method of thinking about the way chemical companies should do their business and their role in society. In particular, it addresses the reality that corporate values must emphasise a



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Public Outreach Programmes under Responsible Care

The chemical industry as a whole has lost public trust and must do something to regain it. People question whether the chemical industry has made significant headway in winning public favour; especially in plant location communities. Public opinion is that chemical risks outweigh the benefits of using chemicals. Chemical companies must develop new strategies that go beyond plant tours and community advisory panels.

To reach the communities, companies can conduct aggressive media campaigns to change the way

in their neighbourhood and the products that they use in everyday life. This will promote positive value and image of the chemical companies.

Another example of the outreach programme under Responsible Care is the Adopt-A-School programme, which links the plant site to local schools. The students of today are the next generation of environmentalists, chemists, plant employees and customers; so it is in the company's best interest to enhance its reputation; identity and culture as a corporate social responsible company.

Some examples of best practices in social responsibility that are implemented by multinational companies under the Responsible Care Programme, are:

long-term commitment to health, safety and environmental protection. Responsible Care does not contain static requirements that once met, never change; but rather it requires continuous performance improvements in an environment of changing knowledge and regulations.

Under Responsible Care, it is the company's social priority to operate its plants and processes in a way that avoids all risks that are unacceptable for its employees, the local population and the environment. In Responsible Care, corporate philosophies begin with the CEOs who must believe that "the communities give them the permission; the governments give them their permits to operate".



The Confluence of Small Business, Succession and Sustainability

By L. E. Johannson B.E.S., (Hons) M.Sc., FRSA
President
E2 Management Corporation (E2M)

Even with varying levels of contribution to a country's gross domestic product (GDP), the health and wealth of most countries is based on the collective success of their small businesses.

Globally, the ownership of small business is about to experience incredible shifts as baby boomers want to retire. This is truly going to be a test of a country's ability to evolve towards sustainability. For ISO, the confluence of these three factors is significant.

Call them what you will; baby boomers, grey haired entrepreneurs, however you brand them, are a growing market. As boomers age, they are going to change the shape of things to come, particularly over the next two decades. Boomers were born between 1945 and 1961; the oldest in this group is now 63 years' old, and the youngest is now 47.

Boomers are about to cause some ripples in the social fabric, in the flow of commerce and in how environmental issues are managed in our respective countries. This has implications on every aspect of life, from politics, economics, education and culture to the kinds of products, services and processes that generate our wealth and our ability to evolve into sustainable nations.

While demographics do not necessarily dictate destiny, they can dramatically affect it. Between now and the half century mark, population experts project a significant increase in

the global population, from the current 6,643,193,734 to 9,401,550,854 projected by mid 2050.

Note that this issue is unfolding, so is our concern about another important issue – sustainability. The planet, as host to humans or as the marketplace in which we operate, is not going to expand its girth or suddenly increase its resource base to accommodate another 2,758,357,120 people.

Challenges

Whether the challenges to sustainability are framed as climate change, chemical management or waste, action must be taken to address the current situation, and now many believe the planet cannot endure additional pressure, that humankind is living on the edge now. Popping off to Mars with the overflow is not really an option at present, and arguably may never be.

These population numbers are global. How demographics plays out in each country will not be the same; each pattern carries its own opportunities and challenges. One of the realities of this demographic transition relates to succession, a phenomenon that will impact all walks of life.

However, it is important to understand the challenges that succession will pose specific to small business and to their respective economies; the impact that

small businesses in this position will have on the sustainability of their respective nations; and the confluence of these three factors.

Small business is the foundation of most national economies

There is an opportunity for ISO to position itself as an enabler in this transition period. Change is required. As ISO is a servant of its members, the challenge is whether its respective national member bodies are ready to learn about the needs of small business as customers and take action to meet this market opportunity.

Canada – case study

Canada offers good statistics and has a "heads up" story as a case study. As a nation, Canadians enjoy a truly beautiful terrain that contains a vast and diverse geography, with a relatively small population of about 33 million, which is concentrated in a relatively narrow ribbon at the southern border.

Small business, as defined as entities with less than 100 employees, represents the greatest number of companies, as shown in Figure 1, scattered across the country. Collectively they account for at least 45 per cent of gross domestic product (GDP). For the purpose of this

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Profile of employer to business by numbers of employees

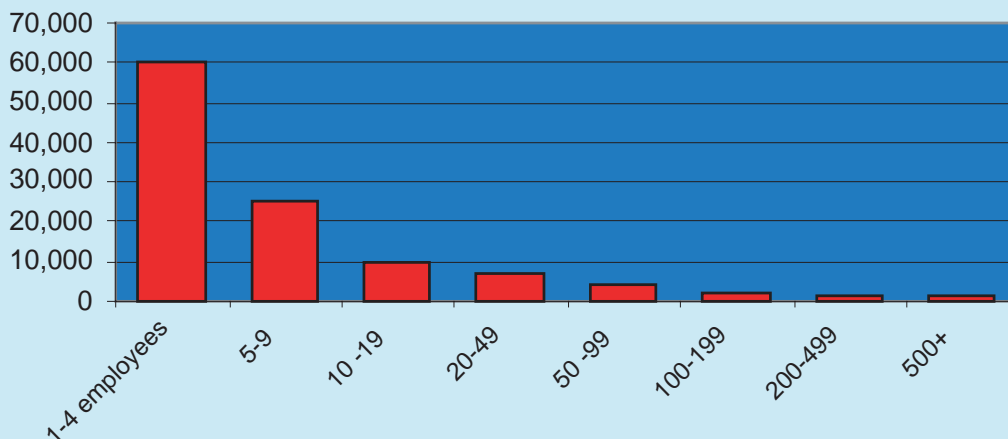


Figure 1- Profile of employer business by numbers of employees

article, small business is also defined as being independent, not a subsidiary or division for a large company. Many small business owners are boomers, and as others in this age range, are having thoughts about retiring.

Succession planning, just like environmental management, is a long-term process

So what? Leaders, whether from the corporate or political world, have completely missed the importance of demographics and how it will shape the future of their own organisations, customers and constituencies. Society by and large in most countries is ill-prepared for this transition. Policy makers and shapers have not planned for the future. Equally of concern is the fact that most small business owners have not planned for this either. In Canada, only 10 per cent have a formal succession plan, 38 per cent have an informal one and the majority, 52 per cent, have no plan at all.

Small business "succession" involves transition of business ownership, through means such as the sale of the business, generational succession, management/employee buy-out, realisation (liquidation) of assets and public listing. Succession will impact such factors as:

- Business innovation;
- Employment;
- Job creation;
- Economic developments;
- Banks and insurers (client based);

- Government (tax based);
- Overall economic growth; and
- Sustainability of the community (including their eco-prosperity)

Sixty-six per cent of Canada's small business owners intend to retire over the next 10 years. This translates into approximately 700,000 companies. Given the sheer number of companies involved in the transition, this represents a huge socio-economic upheaval.

Approximately 37 per cent of these SME owners want to sell their businesses on the open market and another 26 per cent want to sell or transfer their businesses within the family. A further 26 per cent have not figured out any kind of exit vision. Four per cent intend to wind down their business and the remainder is a mystery – they will do "other". This may mean that they are buying another business or they just don't know what's next.

Don't ignore the last 7 per cent. Over the next 10 years, that means 48,000 small businesses are uncertain about what to do. Uncertainty often results in inaction or lower productivity. This has an impact on jobs by itself, to say nothing of the other economic issues that Canada is facing. Compared with the total number of businesses in Canada and the GDP they represent, this could devastate a community and rock the national economic boat.

Is this just a transitional issue or is there more to it? Obviously, numbers don't explain the whole story and the devil is in the details. The intent of this article is to spur readers into looking at their own countries.

Long-term

Succession planning, just like environmental management, is a long-term process; it is not a one-off event.

Formal planning as articulated in large organisations, be they for profit or not is not a common activity in small business. The Canadian Federation of Independent Business and other small business experts have noted in companies with fewer than 50 employees, the reality is informal planning. The challenge this present is that the majority of Canadian business, as in most countries, is in companies with fewer than 50 people (look at Figure 1 again).

When succession is seen as a future event (Figure 2), not as a process, it is not hard to see why small business owners defer action on it and concentrate on the short term matters at hand.

The next 10 to 18 years represents a buyers' market. In a buyers' market, when all traditional valuation criteria are considered and offer multiple options, the perspective purchaser can ask for more.

With the awakening of the investment community and consumers to the concerns of global warming, spurred by the reaction to Al Gore's film and book *An Inconvenient Truth*, only a fool would ignore the environmental issue in such a decision. Integration of the environment in core business decisions is making considerable inroads as more and more large companies face the reality that ignoring the environment is not just a bad idea.

The costs may include the loss of business, lost revenue, being shut out

Succession planning, just like environmental management is a long-term process; it is not a one-off event.



of markets, loss of reputation and brand trust, and in some countries burgeoning lawsuits; all impacting the ongoing revenue stream.

As investors include additional criteria into their financial analysis, the environment is transitioning inward from its position as an externality. The reason for this is clear. Regardless of how the environment card is played, how these issues tally into the business valuation are reflective of management quality.

Evidence of a well managed company will include environmental management.

This is a key determinant of performance in the stock market and this will filter down into small business transactions within the next few years, if

not sooner. Big or small, evidence of a well managed company will include environmental management, and quite possibly performance measures on a buyer's checklist.

ISO has a product in the form of ISO 14001, the most widely implemented environmental management system (EMS) standard. There is opportunity for ISO 14001 to be marketed in a coordinated manner with succession planning. However, the reader is duly warned that it is highly unlikely traditional approaches that have established ISO 14004 as the EMS of choice with bigger companies will work with small companies.

Unaware

Why? While tough for those immersed in standards to accept, by and large, small business is still unaware of ISO 14001. This is still true in many countries, not just Canada. In a Canadian survey of small business undertaken in 2005, 70 per cent of the respondents had not heard of ISO 14001.

While more had heard of ISO 9001, the standard for quality management, there were mixed views on its value. It comes as no surprise that one of the consistent challenges centres on certification. While certification can be a value-added option for companies, it has not proven to have resonance with small business. This is not Canada-centric.

The point is to not continue the debate on certification; it is to challenge the reader to think about the opportunities and value of addressing the needs of small business. There are 143 million reasons – the number of small businesses globally.

ISO has shown some initial effort to address this customer base. It is at an early stage and not without some critical hurdles to overcome. Some radical thinking within ISO is still needed.

There are three things the ISO community can do to improve the odds:

1. Seek small business representatives and experts. There is a dearth in ISO activities at this time. It is unlikely that small business owners will participate, they are too busy.
2. Change how meetings for standards are held. In Canada, the majority of meetings for ISO 14001 are through teleconferencing. Also, Canada has joined others in small task groups in the promotion of free or cheap Internet telephony, such as SKYPE. This has occasional connection challenges, and for those members where this service is not yet common, there are higher call-in-charges. Its two key advantages are substantial reductions in greenhouse gas emissions of these international task groups; it also forces better preparation among the membership.
3. Ensure that any future product that is supposed to provide specific help for small business is designed for success. If a document says it is for small business and it isn't, it leaves ISO open to criticism and potential loss of brand value. It also widens the gap between ISO and small businesses which may open the door to competition. If the competition is "cooperative" in nature, fine. If it draws small business entirely in another direction, the author sees this as travesty and a tragedy in the making, but it is something that ISO had best factor into its plans.

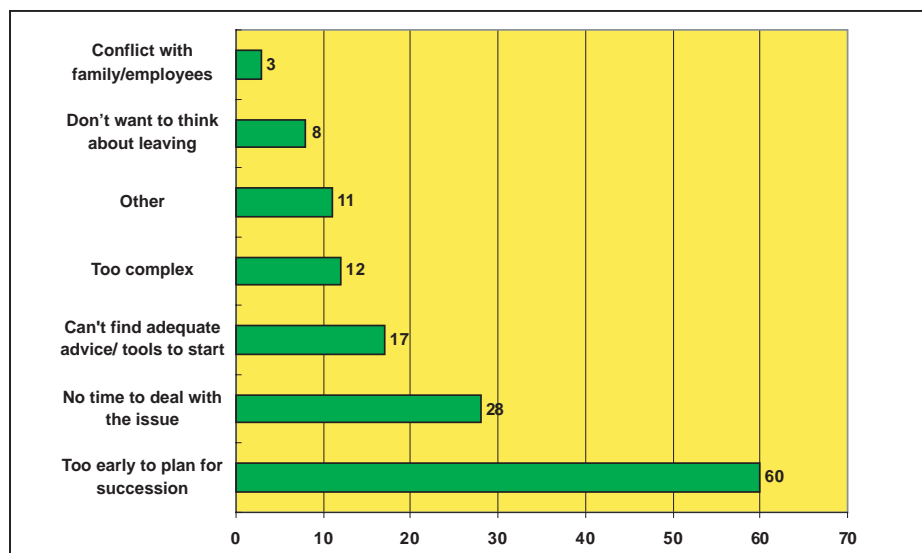


Figure 2: Why SME do not have succession plans

ISO advises managers how to get the best out of the ISO 9000 family

(Source: ISO Press Release; Ref:1130)

May 22, 2008

ISO has published on its Website a new electronic edition of its advisory for managers, ***Selection and use of the ISO 9000 family of standards***.

The ISO 9000 family, which currently consists of 17 international quality management standards and guidelines (plus a corrigendum), has earned a global reputation as a basis for establishing effective and efficient quality management systems.

The best known standard is ISO 9001, which specifies the basic requirements for a quality management system (QMS) that an organisation must fulfil to demonstrate its ability to consistently provide products (which include services) that enhance customer satisfaction and meet applicable statutory and regulatory requirements. The standard can be used for certification/registration and contractual purposes by organisations seeking recognition of their quality management system. It is estimated that a million ISO 9001 certificates have been issued in 170 countries.

However, ISO technical committee ISO/TC 176, *Quality management and quality assurance*, which is responsible for developing and maintaining the ISO 9000 family, and which has updated the e-brochure, states: "You will obtain the greatest value by using the entire family of standards in an integrated manner."

The e-brochure provides a general perspective of the ISO 9000 family of standards. It is an overview of the standards and demonstrates how, collectively, they form a basis for continual improvement and business excellence. The e-brochure includes:



It is highly recommended that you use ISO 9000 to become familiar with the basic concepts and the language used before you adopt ISO 9001 to achieve a first level of performance.

- An overview of the ISO 9000 core standards;
- A step-by-step process to implement a quality management system;
- Examples of typical applications of the documents; and
- Information on the ISO 9000 family of standards.

The experts of ISO/TC 176 have this advice for users: "It is highly recommended that you use ISO 9000 to become familiar with the basic concepts and the language used before you adopt ISO 9001 to achieve a first level of performance. The practices described in ISO 9004 may then be implemented to make your quality management system more effective and efficient in achieving your business goals and objectives. The ISO 9001 and ISO 9004 standards have been written to enable you to relate them

to other management systems (e.g. environmental), or to sector specific requirements (such as ISO/TS 16949 in the automotive industry) and to assist you in gaining recognition through national or regional award programmes."

ISO Secretary-General Alan Bryden comments: "ISO not only develops standards for organisations operating in global markets; it also provides informative documents and advice to help these organisations get the best out of ISO standards."

Selection and use of the ISO 9000 family of standards, which can be accessed free of charge, is the latest edition of the highly successful brochure, first published by ISO in 1994 as *Implementing ISO 9000*. The brochure will be updated further once the next edition of ISO 9001 is published – which is expected before the end of 2008.

October-November date for publication of new edition of ISO 9001

(Source: ISO Press Release; Ref: 1 138)

June 17, 2008

A new edition of ISO 9001, the world's most widely used quality management system standard, is being submitted for voting as a Final Draft International Standard and, subject to formal approval by the ISO membership, its publication should come in the October-November 2008 period.

The proposed ISO 9001:2008 does not introduce additional requirements compared with the last edition in 2000 and does not change the intent of ISO 9001:2000.

The draft International Standard was approved at the May 19, 2008, meeting of ISO technical committee ISO/TC 176, *Quality management and quality assurance*, held in Novi Sad, Serbia, and hosted by the Serbian national standards body, ISS. ISO 9001 was circulated in July as a Final Draft International Standard, on which ISO's national member bodies as a whole have voted.

ISO 9001 provides the requirements for a quality management system (QMS) that is a framework for an organisation to control its processes in order to achieve objectives including customer satisfaction, regulatory compliance and continual improvement. Organisations that implement the standard can choose to have their QMS independently certified as conforming with the requirements of ISO 9001, as means of increasing the confidence of their business partners, customers and regulators in their products and services.

Although certification is not compulsory, it is estimated that over one million ISO 9001 certificates have been issued to organisations in private

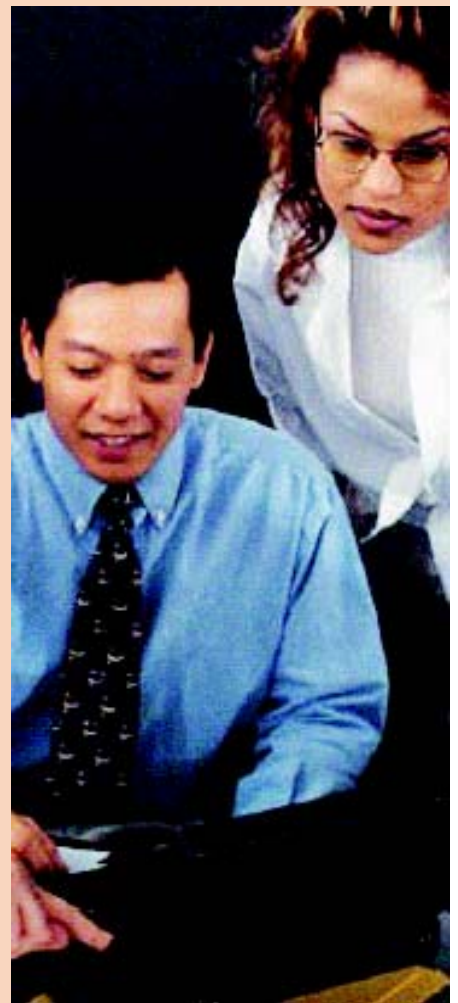
and public sectors, in manufacturing and services in 170 countries. The new edition, however, will not require any specific reassessment for certification.

ISO 9001:2008 will be the fourth edition of the standard which was first published in 1987. The third edition, published in 2000, represented a thorough revision, including new requirements and a sharpened customer focus, reflecting developments in quality management and experience gained since the publication of the initial version.

ISO's rules for the development of standards require their periodic review to decide if they need revising, maintaining or withdrawing. Compared with the 2000 revision, ISO 9001:2008 represents fine-tuning, rather than a thorough overhaul. It introduces clarifications to requirements in ISO 9001:2000, based on user experience over the last eight years, and changes that are intended to improve further compatibility with the ISO 14001:2004 standard for environmental management systems.

To accompany the publication of the new versions, ISO is working on an implementation guidance for ISO 9001:2008, a reference table comparing and contrasting ISO 9001:2000 and ISO 9001:2008 and a set of Frequently Asked Questions. ISO is collaborating with the International Accreditation Forum (IAF) concerning accredited certification.

ISO 9001 is one of 17 standards (plus a corrigendum) developed by ISO/TC 176 on quality management supporting tools. These include **ISO 9004:2000, *Quality management systems – Guidelines for performance improvements***, which is undergoing revision and expected to be published as a new edition in 2009.



ISO 9001 provides the requirements for a quality management system (QMS), that is a framework for an organisation to control its processes in order to achieve objectives including customer satisfaction, regulatory compliance and continual improvement.



The STAR
Thursday, July 17, 2008

437 tonnes of imported rice seized

BUTTERWORTH: A total of 437 tonnes of imported rice worth RM1.2mil was seized in a raid on an Edaran Bernas Nasional warehouse in the Prai Industrial Estate near here.

A spokesman for the Agriculture and Agro-based Industry Ministry's Padi and Rice Supervisory Division said the rice from Thailand, India and Vietnam was kept in the warehouse without a proper licence.

The raid was conducted by 10 officers from Putrajaya following complaints of a rice shortage in the market.

"The warehouse owner will be charged under Ordinance 3 of the Padi and Rice Control Act 1994 which carries the maximum fine of RM25,000 or two years' jail upon conviction."

The spokesman assured the public that there was sufficient rice in the country with the following harvest expected next month.

CSR ASIA Newsletter: 05 May 2008

Drug firms targeted for irresponsible advertising

Filed under: Health Singapore Companies Product responsibility – Laura Crow @ 10:01 am

Drug companies in Singapore have been told to stop running 'educational' advertisements because they are anything but educational. The Health Sciences Authority (HSA), Singapore's medicines regulator, wants stricter rules to ensure that drug companies do not use campaigns to push their products. For example, HSA has complained about an advertisement by GlaxoSmithKline on cervical cancer, stating it does not list the symptoms of cervical cancer, mention risk factors, explain ways to detect cancer and uses fear as a tactic. GlaxoSmithKline refutes these claims and states it uses facts, not fear. Other commentators argue educational efforts by the Government are not enough and coverage would not be as intense without the help and drive of pharmaceutical companies.

Watchdog criticises misleading Malaysian palm oil advert

January 9, 2008, guardian.co.uk

A TV advert claiming that Malaysian palm oil is "sustainable" was criticised today as "misleading" by the advertising watchdog.

The advert from the Malaysian Palm Oil Council (MPOC) showed a palm oil plantation interspersed with shots of a rainforest and wildlife, a voiceover stating that "its trees give life and help our planet to breathe, and give home to hundreds of species of flora and fauna", and claimed that the oil had been "sustainably produced" since 1917.

The Advertising Standards Authority (ASA) upheld a complaint from Friends of the Earth International and Friends of the Earth Europe that the advert was misleading because much palm oil was produced in a way that was not socially or environmentally sustainable.

The environmental group pointed out that the Roundtable for Sustainable Palm Oil had not yet completed its verification system for sustainable palm oil when the advert appeared on the TV channel BBC World in the summer of 2007.

The ASA ruled that the ad "was likely to mislead viewers as to the environmental benefits of palm oil plantations compared with native rainforest".

It added that the advert was misleading "because there was no consensus that there was a net benefit to the environment from Malaysia's palm oil plantations".

The MPOC had failed to show that all palm oil in Malaysia met criteria for sustainable production, said the ASA.

Friends of Earth welcomed the ASA decision and called on the European Commission to drop plans to import vast quantities of palm oil for use as a biofuel.

Source: *The Guardian, United Kingdom*



Standards Users | Events

Training Seminar On ISO 26000 – Guidance on Social Responsibility, Stakeholders Engagement and Transparency April 10, 2008, Hilton Hotel, Petaling Jaya.



Organised by the Department of Standards Malaysia with the Cooperation of Malaysian Association of Standards Users

More than 50 participants from various stakeholder groups, such as government agencies, non-governmental organisations (NGOs), consumer groups, industry and labour unions attended a one day training seminar on ISO 26000, Guidance on Social Responsibility. The theme for the training seminar was "Stakeholders Engagement and Transparency". The training seminar was organised by Department of Standards Malaysia (STANDARDS MALAYSIA) with the cooperation of the Malaysian Association of Standards Users. The objective of the training seminar was to reach out to stakeholders and enhance awareness on the future Guidance Standard on Social Responsibility or ISO 26000 and to provide sound understanding of the ISO 26000 in relation to stakeholder engagement and transparency issues.

The event was graced by distinguished speakers, among them the CEO of the Small and Medium Industry Development Cooperation (SMIDEC) Dato' Hafsa Hashim and the director of the Centre for Public Policy Studies or CPPS Ms Tricia Yeoh.

The participants generally found the event useful and expressed interest in the development of the ISO 26000. Among the concerns raised by the stakeholder groups were:

1. The industry stakeholder group needs more human resource, material resources, and awareness on ISO 26000 and social responsibility.
2. Industries are not ready yet to accept

Social Responsibility as they need more time to adopt, (*maybe in 100 years to come*).

3. Training, seminars and programmes should focus on federal and state levels.
4. Awareness on tenders that should comply with ISO 26000 should be created.
5. Government stakeholders need expert support.



Standards Users | Events

Awareness Programme on the Importance of Standards for Consumer Products and Services at Primary and Secondary Schools

Held in Conjunction with the Essay Writing and Photography Competition 2008, organised by the Department of Standards Malaysia with the Cooperation of Malaysian Association of Standards Users.



The programme was aimed at creating and enhancing awareness of the importance of standards for consumer products and services to school students, both at primary and secondary levels. The objectives of the programme were to:

1. Create awareness among students about the importance of standards for the safety of consumer products and services;
2. Enhance understanding of the importance of exercising the right to safety and right to be informed; and
3. Identify ways to expand and introduce variation in the activities of school consumer clubs with regard to awareness of standards.

Outreach programme in Sekolah Menengah Kebangsaan Sultan Abdul Aziz, Kuala Selangor, April 28, 2008

The first session was held in Sekolah Menengah Kebangsaan Sultan Abdul Aziz, Kuala Selangor in April. Four teachers and 130 students were involved in the programme. The second session was held in Sekolah Menengah Kebangsaan Rungkup, Teluk Intan. This session was attended by 87 students and three teachers. The third session was in Sekolah Kebangsaan Seri Perkasa, Teluk Intan and 55 participants took part.



Group activities during the programme held in the three different schools.

Awareness Training on Importance Of Standards for Consumers for Teaching Professionals

Organised by the Department of Standards Malaysia with the Cooperation of Malaysian Association of Standards Users

The awareness training was attended by 50 teachers, from schools in the state of Selangor. Among the speakers were the Principal Assistant Director from the Department of Standards Malaysia, Ministry of Health, Cik Sanimah.

The choice of speaker/presenter was determined by current consumer safety issues. During the first quarter of 2008, it was reported that there has been food safety incidents in more than seven schools. Cik Sanimah shed some light into possible areas of control to minimise food safety concerns in schools.

In the afternoon, teachers were required to simulate a teaching session to educate students on the importance of standards.

The overall impression of the teachers on the session was very encouraging, the evaluation report is indicated.



Teachers training conducted in Hilton Hotel, Petaling Jaya

Training of Trainers

Organised by the Department of Standards Malaysia with the Cooperation of Malaysian Association of Standards Users

The Training of Trainers was conducted at Pearl International Hotel on April 2 and 3, 2008. About 22 teachers participated in this session.

This session is the pilot session of the TOT (training of trainers) following the development of the TOT module in 2007. The teachers were selected from various schools in Selangor through the assistance of the Selangor State Education Department. Some teachers expressed interest in becoming trainers for the Department of Standards Malaysia. The full session of the TOT will be conducted in August 2008 and will include teachers from the state of Pahang, Terengganu and Kelantan. This is because the outreach programme has not quite reached the east coast of the Peninsula. The TOT is expected to increase the outreach capacity of the Department of Standards manifold, compared with the current capacity.



Some images from the training sessions conducted

2 DAYS SEMINAR AND WORKSHOP ISO 26000 -- GUIDANCE ON SOCIAL RESPONSIBILITY (SR); IMPACT ON TRADE AND SOCIAL DEVELOPMENT IN SOUTHEAST ASIA

The Malaysian Association of Standards Users with the support of Department of Standards Malaysia (STANDARDS MALAYSIA), is organising a 2 days Seminar and Workshop ISO 26000 -- GUIDANCE ON SOCIAL RESPONSIBILITY (SR); IMPACT ON TRADE AND SOCIAL DEVELOPMENT IN SOUTHEAST ASIA on 3rd and 4th November 2008.

Increasing importance placed on social responsibility activities by organisation both government and non-government is evident from the significant allocation to recognise SR activities in both the 2008 and the 2009 budget presented by the Malaysian Prime Minister.

However there has been mixed feelings amongst stakeholders; in the area of how SR will influence trade and social development especially in developing countries. There are also concerns that organizations or governments may impose SR standards on organizations in different countries and thus, imposing different forms of trade related measures.

The seminar programme is developed in a manner that participants are introduced to SR initiatives and the ISO 26000. Themes which follow will look into aspects of trade, SME/SMI and stakeholder engagement and social development. On the second day there will be a workshop where participants are encouraged to raise issues and concerns they may have with regards to standards on SR and propose strategies to address the issues.

WHAT WILL YOU GET?

- Comprehensive understanding of ISO 26000
- Understanding of current issues on SR and its impact on trade & social development
- Networking with drafters and experts in ISO 26000
- Sharing of experiences with representatives of organisations practicing SR

WHO SHOULD ATTEND?

- CEOs
- CSR Managers
- Corporate Affairs Managers
- Business Development Managers
- HR Managers
- Brand Managers
- Investor Relation Managers
- R&D Managers

YOUR INVESTMENT

- Early Bird: RM 1800.00
(By 30th September 2008)
- Regular Fee: RM 2000.00
(After 30th September 2008)
- Overseas Participant: USD 700.00
- Group Package : 10% discount
(3 participants & above)

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For information, please visit : www.standardsusers.org/seminar



CHANGE begins with me

That is the Mantra for a Sustainable Future for Malaysian Consumers

The Federation of Malaysian Consumers Associations (FOMCA) together with campaign partners, CUEPACS, NCWO and MBM has embarked on the National Consumer Campaign (Kempen Konsumer Kebangsaan) or 3K which will run from 2008 till 2012.

It is clear from the changes taking place worldwide that the time for cheap food and fuel is over. With this continuing increase of food and fuel prices, the Malaysian consumer faces the risks of increasing cost of living, decreasing quality of life, increasing debts and personal and family stress.

Consumers used to expecting the government to continue to absorb increasing costs and maintain their old lifestyle will feel uncomfortable to take greater responsibility of their lives. Thus changing habits will be difficult. But if we want to ensure a sustainable development, then consumers must learn and practice sustainable consumption as part of their daily lives. This will not only benefit them as individuals but will also benefit the environment and more importantly, the future generations of consumers. We need to relook at our own lifestyle and be willing to make fundamental changes to the way we live.

About the 3K

3K has been launched to enable the Malaysian Consumer to make changes to their consumption patterns through taking greater personal responsibility in their spending behaviors. 3K aims to change the mindset and the behavior of Malaysian consumers by enhancing awareness, and challenging current held beliefs.

In conducting this campaign FOMCA has formed a Partnership with 3 primary institutions, that is the National Council of Women Organizations (NCWO), the Malaysian Youth Council (MBM) and the National Trade Union of Government Employees (CUEPACS)

3K will also be reaching out to student groups through school consumer clubs, undergraduates at public and private universities, Rukun Tetangga and Resident Associations and Village Communities through the Village Development and Security Committees.

For more information about the Campaign and
How to Get Involved / Become Partners, please contact:

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