

## ISO VIDEO ON 70<sup>TH</sup> ANNIVERSARY

ISO has just launched a new video that shows how the ISO community celebrated the organization's 70<sup>th</sup> anniversary in 2017. These celebrations reinforced and validated ISO's mission and strategic goals, and allowed the organization to honour the past as well as launch activities for the future.

ISO opened for business in 1947 to facilitate the coordination and unification of standards on an international level. These founding principles still hold true today and the ISO family has blossomed to include 162\* members from almost every country in the world. Standardization has come a long way and ISO International Standards,

which now cover almost all aspects of technology and business, will continue to ensure positive change in an evolving world.

The video highlights a few of the iconic moments from the 70<sup>th</sup> anniversary celebrations undertaken in 2017. In a series of stills and tweets, it shows how ISO members and technical committees commemorated 70 years of international standardization in ISO. The one-minute video also pays tribute to all those who participated in these activities, whose involvement, dedication and engagement were much appreciated. A sincere thanks to all.

\* End 2017



For more information, scan the QR code.



## BELGRADE WORKSHOP TACKLES ANTI-BRIBERY

What are the benefits of the ISO 37001 standard on anti-bribery management systems? How will companies likely use the standard? These topics were discussed at a recent regional workshop in Belgrade, Serbia, hosted by the Institute for Standardization of Serbia (ISS).

Bribery is one of the world's most destructive and challenging issues. With over USD 1 trillion paid in bribes each year\*, the consequences are catastrophic, reducing quality of life, increasing poverty and eroding public trust.

Yet despite efforts on national and international levels to tackle bribery, it remains a significant issue – and one for which ISO 37001 is seen as an effective tool. The standard is designed to be used by public, private and non-profit organizations anywhere in the world and is suitable not only for large organizations, but for small and medium-size enterprises as well.

The Belgrade workshop was opened by the highest officials from the country's Ministry of Economy and Anti-Corruption Agency. Twenty-nine participants from Central and Eastern Europe and Central Asia gained insights into how ISO 37001 can help organizations prevent, detect and address bribery and, in so doing, improve anti-bribery programmes in their countries. In her welcoming speech, Acting Director of ISS Tatjana Bojanic reflected on the importance of standards and standardization, not only to tackle bribery, but also as a platform for the economy and society as a whole.

This workshop was held within the framework of the ISO Action Plan for developing countries 2016-2020 by ISO's Capacity Building Unit and funded by the Swedish International Development Cooperation Agency, Sida. A similar workshop was also undertaken for the Middle East and North African Region in Beirut, Lebanon.

\* Source: OECD

## CONSUMER FOCUS ON THE DIGITAL ECONOMY

Consumers around the world are experiencing rapid and transformative change. Shopping online is becoming as routine as driving to the local supermarket. In fact, digital analytics firm eMarketer projects that online retail sales will more than double between 2015 and 2019, accounting for more than 12% of global sales by 2019.

In view of such future projections, the ISO Committee on consumer matters (ISO/COPOLCO) will organize an open workshop, "Consumer protection in the digital economy", on 9 May 2018, in conjunction with its plenary and related meetings in Indonesia.

Participants will discuss how standards can complement legislation and address e-commerce and data privacy issues, while helping consumers reap the benefits of technology: enhanced choice and improved delivery of goods and services. The workshop organizers hope that bringing together experts and stakeholders to discuss the digital marketplace will generate new ideas to create a fairer market environment in the digital space.

The 40<sup>th</sup> COPOLCO meeting week will take place on 7-11 May 2018 in Bali, Indonesia, with the cooperation and support of the National Standardization Agency of Indonesia.

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