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Organisation internationale de normalisation  
International Organization for Standardization  
Международная Организация по Стандартизации



Our ref. TMB / NWIP

**TO THE ISO MEMBER BODIES**

Date 2013-01-08

**New work item proposal – *Guidelines for Promoting the Assimilation of Management Standards***

Dear Sir or Madam,

Please find attached a new work item proposal submitted by SII (Israel) on *Guidelines for Promoting the Assimilation of Management Standards*. It should be noted that, if the NWIP is approved, the work is proposed to be carried out in a Project Committee.

You are kindly invited to complete the ballot form ([Form 05](#)) which could be downloaded at [www.iso.org/forms](http://www.iso.org/forms) and send it, preferably in Word format, to the Secretariat of the ISO Technical Management Board at [tmb@iso.org](mailto:tmb@iso.org) before **8 April 2013**.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'S. Clivio', written over a light blue horizontal line.

Sophie Clivio  
Secretary to the Technical Management Board

Encl: NWIP (Form 04)  
Israeli Standard SI 40000 – Guidelines for Promoting the Assimilation of Management Standards  
Letter from Director of SII



NEW WORK ITEM PROPOSAL	
Closing date for voting	Reference number (to be given by the Secretariat)
Date of circulation	<b>ISO/TC 176 / SC N</b>
Secretariat	<input checked="" type="checkbox"/> Proposal for new PC

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee with a copy to the Central Secretariat and, in the case of a subcommittee, a copy to the secretariat of the parent technical committee. Proposals not within the scope of an existing committee shall be submitted to the secretariat of the ISO Technical Management Board.

The proposer of a new work item may be a member body of ISO, the secretariat itself, another technical committee or subcommittee, or organization in liaison, the Technical Management Board or one of the advisory groups, or the Secretary-General.

The proposal will be circulated to the P-members of the technical committee or subcommittee for voting, and to the O-members for information.

**IMPORTANT NOTE: Proposals without adequate justification risk rejection or referral to originator.**

Guidelines for proposing and justifying a new work item are contained in Annex C of the ISO/IEC Directives, Part 1.

**Proposal** (to be completed by the proposer)

<b>Title of the proposed deliverable.</b> <i>(in the case of an amendment, revision or a new part of an existing document, show the reference number and current title)</i>	
English title	<b>GUIDELINES FOR PROMOTING THE ASSIMILATION OF MANAGEMENT STANDARDS</b>
French title (if available)	
<b>Scope of the proposed deliverable.</b> This Standard brings provides guidelines for the promoting of assimilation of management Standards in organizations. The guidelines offer a process of promoting assimilation on the a national level and on the branch sector level, and specifies the ways ofto realizatione of this process.  These guidelines are not mandatory requirements, however they are intended to assist in the promoting ofthe assimilation of management Standards in organizations. This Standard is applicable for all types of management Standards since it is has an all-inclusive approach and is universal in its essence.	

**Purpose and justification of the proposal.**

This Standard presents guidelines intended for individuals or organizations interested to in helping, on the national level or on the branchsector level, for promotinge the assimilation of management Standards in organizations.

This standard is intended to contribute to the adoption of management standards and their inculcation in practice by a wide range of organizations and entities. Dissemination and application of standards is not always as effective as such standards warrant, often being subject to individual initiatives by Quality and other personnel rather than being perceived as contributing in the long term to realizing organizational goals and objectives.

By providing guidelines spanning a broad spectrum of approaches and pathways, this standard should expand the range of awareness and benefits to be achieved by familiarization with standards in general and their incorporation in organizational conduct in particular.

Examples of values and benefits are as follows:

- efficiency;
- effectiveness;
- quality;
- economic contribution to profitability ;
- marketing advantage;
- serviceability (improvement of service to internal and external clients of the organization, customer preservation);
- creation of an image, positioning, reputation;
- accuracy;
- fairness;
- survival;
- sustainability;
- meeting legal requirements and other requirements;
- transparency;
- collaboration with stakeholders;
- safety and health improvement;
- enhancing resilience and security;
- corporative responsibility;
- excellence;
- innovation;
- globality (compatibility with the global alignment);
- protection of private and civil rights;
- promotion of private and community welfare;
- technological and scientific benefit;
- social and cultural benefit to the community or to the general society.

The guidelines in this standard deal with the preparation prior to planning the program for promoting assimilation of management Standards in organizations, to the planning of a master plan (action plan) for promoting their assimilation, to the planning of specific activities for promoting assimilation and for measuring and evaluating the success of the assimilation promoting activities.

The guidelines also deal with the manner of planning and implementation of specific programs for promoting assimilation, according to the Plan-Do-Check-Act (PDCA) method that conforms to application processes of actions.

The guidelines in this standard should assist organizations and bodies such as the following:

- A) Standardization and certification institutes interested in promoting assimilation of management Standards or manuals for management Standards;
- B) Regulators that have an interest in promoting assimilation of management Standards;
- C) Professional associations that want to promote assimilation of management Standards suitable for their purposes;
- D) National or public bodies and "third sector" organizations interested in encouraging organizations to assimilate management Standards;
- E) Funds offering assistance and budgets for activities related to the assimilation of management Standards;
- F) Consultants and professionals involved in Standards assimilation processes in other branches and sectors of the economy - in Israel and around the world.

The recommended principles for actions for promoting assimilation of management Standards are given below:

- A) The promotion of assimilation of Standards for the good of the organizations, the community and the society at-large;
- B) Open and appropriate transparency and activity;
- C) Consideration of stakeholders' interests;
- D) Basing activities on experts, persons in the profession, representative associations and relevant organizations, and collaborating with them as much as possible;
- E) Commitment to meet legal and other requirements, if relevant;
- F) Conformance to existing frameworks and actions;
- G) Use of accepted management principles for creating awareness to the existence of management Standards, their implementation and promotion of their assimilation in organizations;
- H) Advance planning of actions for assimilation of Standards with constant tracking of their success.

<p><b>If a draft is attached to this proposal,:</b></p> <p>Please select from one of the following options (note that if no option is selected, the default will be the first option):</p> <p><input type="checkbox"/> Draft document will be registered as new project in the committee's work programme (stage 20.00)</p> <p><input checked="" type="checkbox"/> Draft document can be registered as a Working Draft (WD – stage 20.20)</p> <p><input type="checkbox"/> Draft document can be registered as a Committee Draft (CD – stage 30.00)</p> <p><input type="checkbox"/> Draft document can be registered as a Draft International Standard (DIS – stage 40.00)</p>
<p><b>Is this a Management Systems Standard (MSS)?</b></p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p><b>Indication(s) of the preferred type or types of deliverable(s) to be produced under the proposal.</b></p> <p><input checked="" type="checkbox"/> International Standard <input type="checkbox"/> Technical Specification <input type="checkbox"/> Publicly Available Specification <input type="checkbox"/> Technical Report</p>
<p><b>Proposed development track</b> <input type="checkbox"/> 1 (24 months) <input checked="" type="checkbox"/> 2 (36 months - default) <input type="checkbox"/> 3 (48 months)</p>
<p><b>Known patented items (see ISO/IEC Directives, Part 1 for important guidance)</b></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <b>If "Yes", provide full information as annex</b></p>
<p><b>A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized.</b></p>
<p><b>A listing of relevant existing documents at the international, regional and national levels.</b></p> <p>Israel National Standard 40000- GUIDELINES FOR PROMOTING THE ASSIMILATION OF MANAGEMENT STANDARDS (2011)</p>

<p><b>A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) and how they will each benefit from or be impacted by the proposed deliverable(s)</b></p> <p>This Standard presents guidelines intended for individuals or organizations interested in helping, on a national level or on the sector level, promote the assimilation of management Standards in organizations.</p> <p>Every management Standard intended for assimilation in organizations should bring some benefit or several benefits to the organizations themselves, to various stakeholders outside of the organization or even to the general public. There are Standards that also reflect some value or values.</p> <p>Examples of values and benefits are as follows:</p> <ul style="list-style-type: none"> <li>- efficiency;</li> <li>- effectiveness;</li> <li>- quality;</li> <li>- economic contribution to profitability ;</li> <li>- marketing advantage;</li> <li>- serviceability (improvement of service to internal and external clients of the organization, customer preservation);</li> <li>- creation of an image, positioning, reputation;</li> <li>- accuracy;</li> <li>- fairness;</li> <li>- survival;</li> <li>- sustainability;</li> <li>- meeting legal requirements (2.4) and other requirements (2.5);</li> <li>- transparency;</li> <li>- collaboration with stakeholders (2.6);</li> <li>- safety and health improvement;</li> <li>- enhancing resilience and security;</li> <li>- corporative responsibility;</li> <li>- excellence;</li> <li>- innovation;</li> <li>- globality (compatibility with the global alignment);</li> <li>- protection of private and civil rights;</li> <li>- promotion of private and community welfare;</li> <li>- technological and scientific benefit;</li> <li>- social and cultural benefit to the community or to the general society</li> </ul>	
<p><b>Liaisons:</b>  <b>A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable(s).</b></p>	<p><b>Joint/parallel work:</b>  <b>Possible joint/parallel work with:</b></p> <p><input type="checkbox"/> IEC (please specify committee ID)</p> <p><input type="checkbox"/> CEN (please specify committee ID)</p> <p><input type="checkbox"/> Other (please specify)</p>
<p><b>A listing of relevant countries which are not already P-members of the committee.</b></p>	
<p><b>Preparatory work</b> (at a minimum an outline should be included with the proposal)</p> <p><input checked="" type="checkbox"/> A draft is attached      <input type="checkbox"/> An outline is attached      <input type="checkbox"/> An existing document to serve as initial basis</p> <p>The proposer or the proposer's organization is prepared to undertake the preparatory work required    <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	
<p><b>Proposed Project Leader</b> (name and e-mail address)</p> <p>Dr. Avigdor Zonnenshain- avigdorz@rafael.co.il          Secretariat-SII          Secretary- Havi Sarel-Gore (MSc.)-sarel@sii.org.il</p>	<p><b>Name of the Proposer</b>          (include contact information)</p> <p>Havi Sarel-Gore (MSc.)-sarel@sii.org.il</p>

## New work item proposal

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### Supplementary information relating to the proposal

- This proposal relates to a new ISO document;
- This proposal relates to the amendment of existing ISO document
- This proposal is for the revision of an existing ISO document;
- This proposal relates to the adoption as an active project of an item currently registered as a Preliminary Work Item;
- This proposal relates to the re-establishment of a cancelled project as an active project.

Other:

**Annex(es) are included with this proposal** (give details)

7 May 2012

To:  
ISO TMB Secretary, Mrs. Sophie Clivio  
(clivio@iso.org)

Dear Mrs. Clivio,

Initiative for a new field of activity: Assimilation of Management Standards

As part of the Israeli committee for Quality standards, The Israel National Standard SII 40000 – *Guidelines for Promoting the Assimilation of Management Standards* was published in 2011.

SII 40000 is yet another vital tool in the efforts we have been putting into assimilating management standards in Israel, as an organized process inseparable from the standardization work.

We find great importance in turning this standard into an international standard and view it as an important tool for passing on our approach that assimilation of standards is part and parcel of the standardization process.

Enclosed is the English translation of the standard, including the NWIP document with justifications according to ISO Guide 72.

Since the issue at hand is assimilation, we would like to consult with you regarding the most appropriate way for submitting our proposal:

Should we establish a new PC, since the process outlined in this standard can, with mild modifications, serve as an infrastructure for the preparation of other assimilation standards in a wide array of fields, or alternately should we submit the proposal to the management standards committee ISO TC 176?

Your guidance will be much appreciated,

Helen Atarot



**Director, Standardization** Division  
The standards Institution of Israel