



***Overview of the U.S. Approach to
Standards and Conformance
Leading toward the goal of one standard, one test,
one global acceptance (1:1:1)***



Gary Kushnier

Vice President – International Policy
American National Standards Institute

Goal of Global Industry (1:1:1)

One Standard: One Test: One Global Acceptance

- Transparent for all stakeholders
- Effective in protecting environment, health and safety (EHS)
- Implemented efficiently and without unnecessary bureaucratic procedures

This presentation will discuss

- The U.S. Approach to Standards and Conformance
- Examples of ANSI activity related to sustainability

The U.S. Approach to Standards and Conformance

Introduction to ANSI

ANSI is a not-for-profit private sector organization that serves as an “Umbrella Organization” for the U.S. standards and conformance systems.



Duties and responsibilities include:

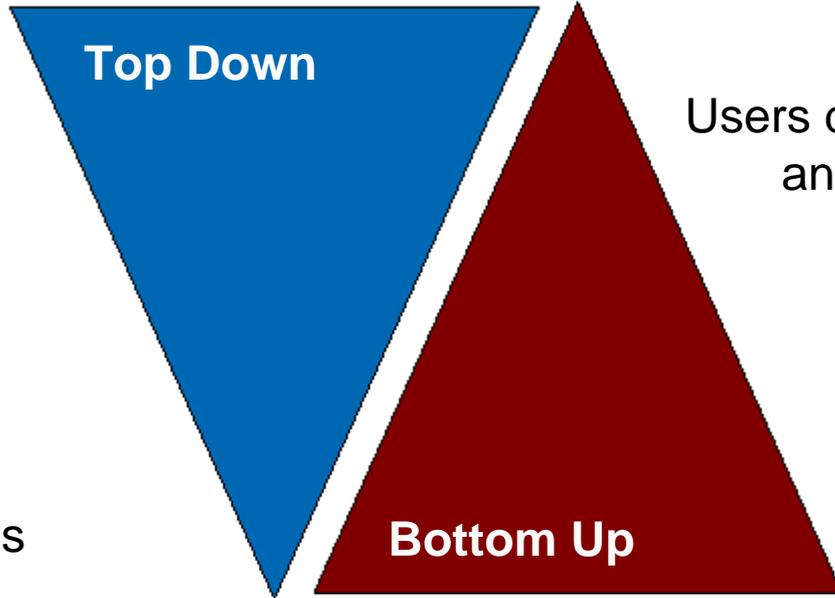
- Develop and promote policies and positions in U.S. private-sector led system
- Accredite Standards Developing Organizations and approve American National Standards (ANS)
- U.S. Representative to ISO, IEC and other international and regional bodies
- Accredite laboratories, inspection bodies, certifiers of products, personnel, management systems, and greenhouse gas emissions
- Provide standards and compliance solutions domestically and internationally

The ANSI Federation represents more than **125,000 companies and organizations** and **3.5 million professionals** worldwide

Members of the ANSI Federation include . . .

- Academia
- Individuals
- Government
- Manufacturing
- Trade Associations
- Professional Societies
- Service Organizations
- Standards Developers
- Consumer and Labor Interests
- and many more

The Bottom-up U.S. Approach



Users drive standards and conformance activities

Centralized body drives standard and conformance activities



Unique Characteristics of the U.S. Approach

- Emphasizes private-sector **activities and solutions**
- Relies on private-sector **compliance verification** for both regulatory and non-regulatory functions
- Empowers **standards users** (companies, consumers, etc.) to influence what standards will be developed and used in the market



Guiding Principles

The U.S. endorses the globally accepted standardization principles of the World Trade Organization Technical Barriers to Trade Agreement and Related Decisions:

Transparency

Openness

Impartiality and Consensus

Effectiveness and Relevance

Coherence

Development Dimension



U.S. Standards System

Different tools for developing globally-relevant standards



National Participation

- Treaty Organizations
- Non-Treaty Organizations

Examples

Non-Treaty: ISO, IEC

Treaty: ITU, CODEX

Direct Participation

- Nationally Accepted
- Internationally Accepted

Examples

ASTM International, ASME, SAE, etc.

Consortia

Examples

IGRS, W3C, etc.

Summary of U.S. Participation in ISO and IEC

ISO

■ U.S. Mirror Committees	201
■ “P” Memberships	553 (approx. 75% of total)
■ U.S. – Administered TC Secretariats	31
■ U.S. – Administered SC Secretariats	92
■ U.S. – Held Chairmanships	116

IEC

■ U.S. Mirror Committees	155
■ “P” Memberships	155 (approx. 87% of total)
■ U.S. – Administered TC Secretariats	13
■ U.S. – Administered SC Secretariats	11
■ U.S. – Held Chairmanships	28

U.S. Technical Participation in ISO and IEC

- Companies and other private-sector stakeholders participate in U.S. Mirror Committees - i.e. Technical Advisory Groups (TAGs) on a voluntary basis:
 - all stakeholders are allowed and encouraged to participate;
 - no one is required to participate;
 - participation costs (e.g. travel, staff time) are borne by TAG members.

- U.S. TAGs develop technical positions for ISO and IEC. ANSI staff neither drives nor participates in the technical activities of the TAG.

- Procedures for U.S. TAG operations include guidelines and criteria for:
 - ensuring that all materially affected U.S. stakeholders are given an equal opportunity to participate;
 - determining a U.S. voting position;
 - approval of U.S. positions on ISO and IEC activities.

Standards Used in the U.S.:

Accredited/Approved Standards

- ANSI is responsible for accrediting SDOs and approving standards as “American National Standards.”
 - Number of Accredited SDOs: 222
 - Number of Approved Standards: 9380
- National and international SDOs voluntarily choose to receive ANSI accreditation/approval (the U.S. has no legal requirement)
- Accreditation and approval do not guarantee U.S. market acceptance; individual users have complete freedom to choose which standards best suit their needs.
- ANSI accreditation and approval processes do not evaluate a standard’s technical merit, but only evaluate the process by which a standard was developed.

Many American National Standards (ANS) are International Standards

<u>Criteria</u>	<u>WTO/TBT Principles</u>	<u>Criteria Reflected in the ANS Process</u>
Transparency	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Openness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Impartiality & Consensus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Effectiveness & Relevance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *
Coherence	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Development Dimension	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> **

* Although the ANS process does not directly evaluate Effectiveness & Relevance, adherence to the other ANS criteria helps to assure the effectiveness and global relevance of ANS.

** Although the ANS process does not evaluate for this criteria, it is strongly encouraged in the U.S. Standards Strategy, and many SDOs engage in extensive international outreach and development activities

Examples of ANSI-Accredited SDOs

ASTM
International



American
Society of
Mechanical
Engineers



International
Code Council



American
Dental
Association



National
Electrical
Manufacturers
Association



National Fire
Protection
Association



SAE International

Society of Automotive Engineers



Institute of
Electrical and
Electronics Engineers



**Underwriters
Laboratories Inc.**

Underwriters Laboratories Inc.

American
Society
of Civil
Engineers



American
Petroleum
Institute

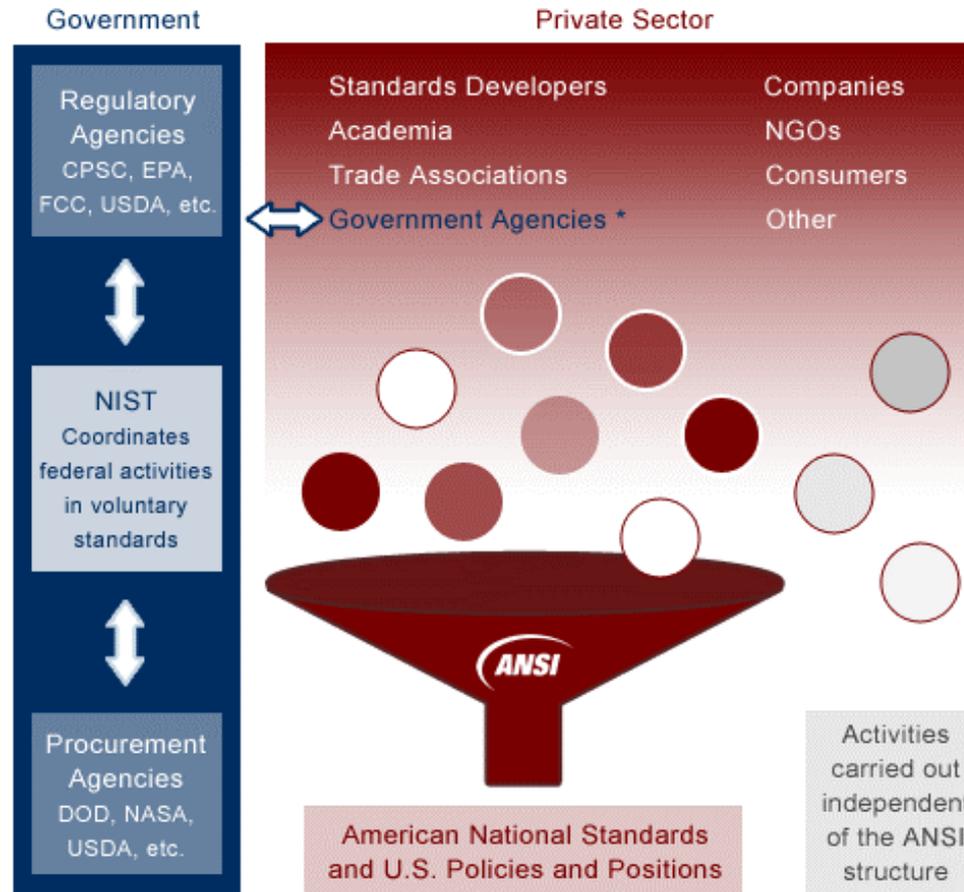


**And more than 200
additional organizations**

U.S. Standards System: organizational roles

	ANSI	SDOs	Companies	Consumers	Regulators/ Government Procurement	NIST
Coordinates U.S. system and policy development	✓					
Independently runs standards development activities		✓				
Coordinates and monitors USG use of and participation in VCS activities						✓
Legal metrology and WTO-TBT enquiry point.						✓
Provides technical input for standards development			✓	✓	✓	✓
Participates in U.S. policy development		✓	✓	✓	✓	✓

U.S. Standards System



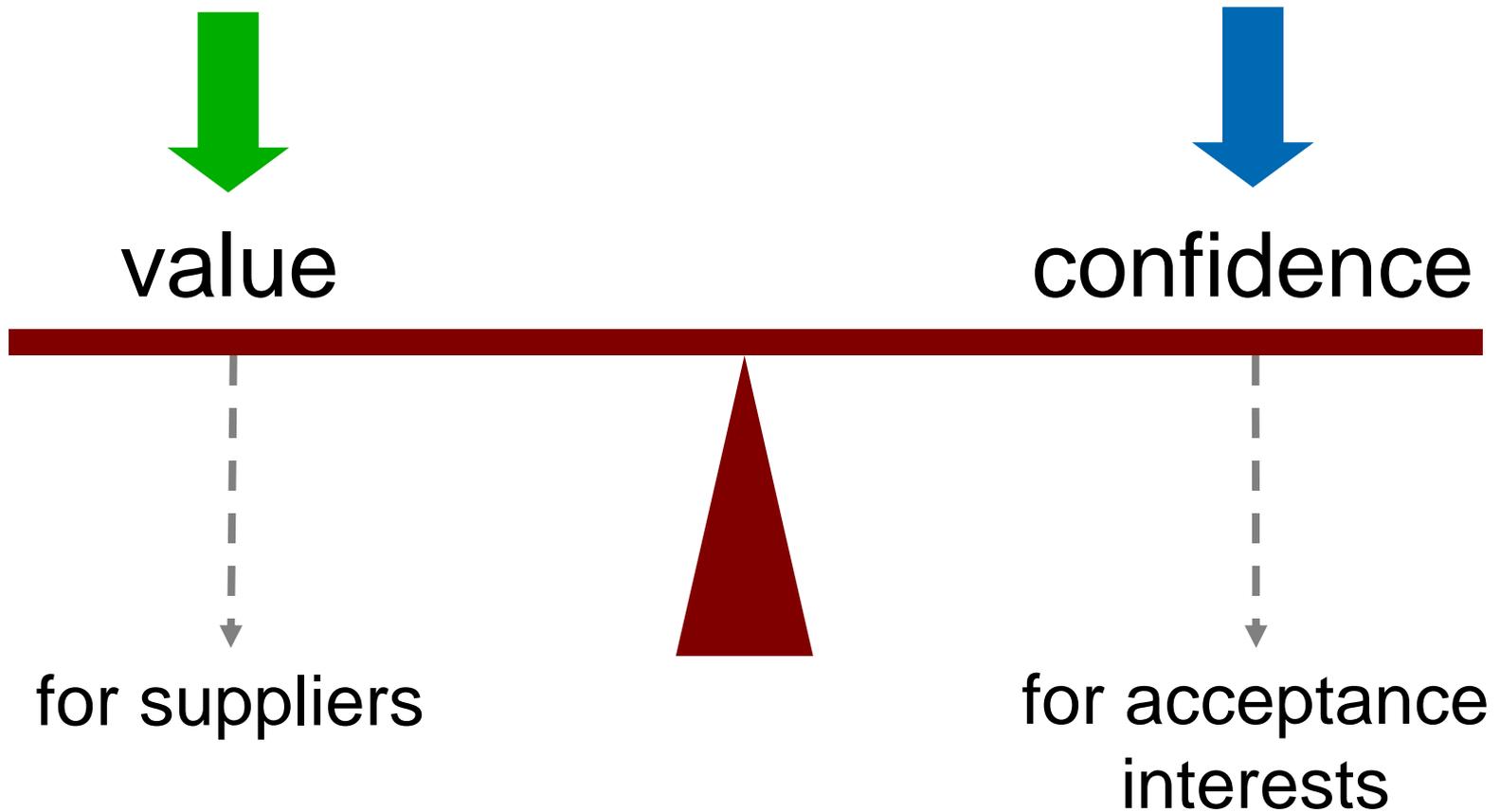
* Government agencies are members of ANSI and of SDOs. Agencies participate directly in voluntary standards development and policy setting and use voluntary standards when it supports their missions.

U.S. Conformity Assessment System

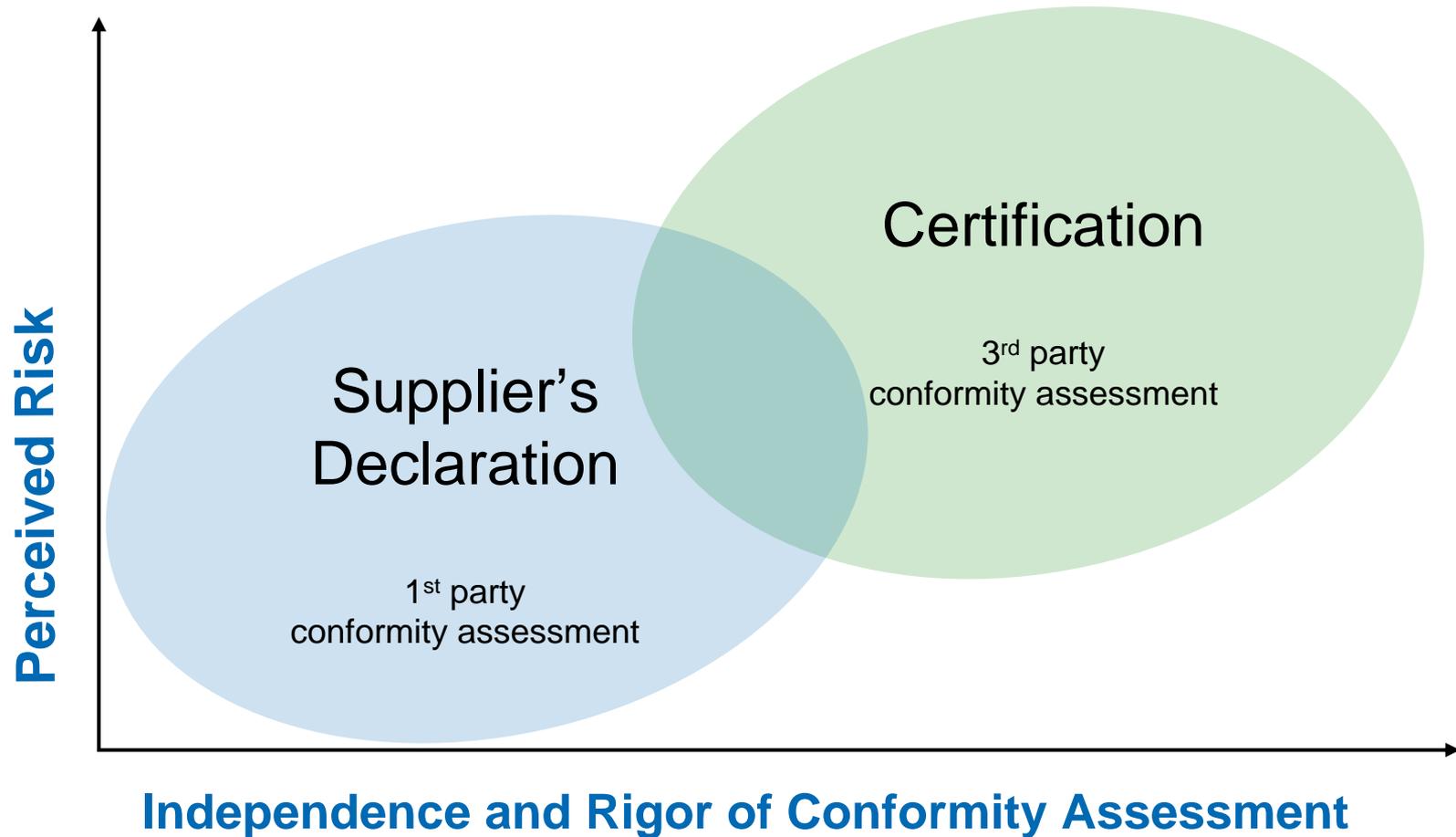
- Standards are just good ideas unless products, processes, systems and personnel conform to them.
- The U.S. conformity assessment system, much like the standards system, evolved in decentralized manner.
 - Conformity assessment activities are not centrally organized
 - Approaches vary among sectors



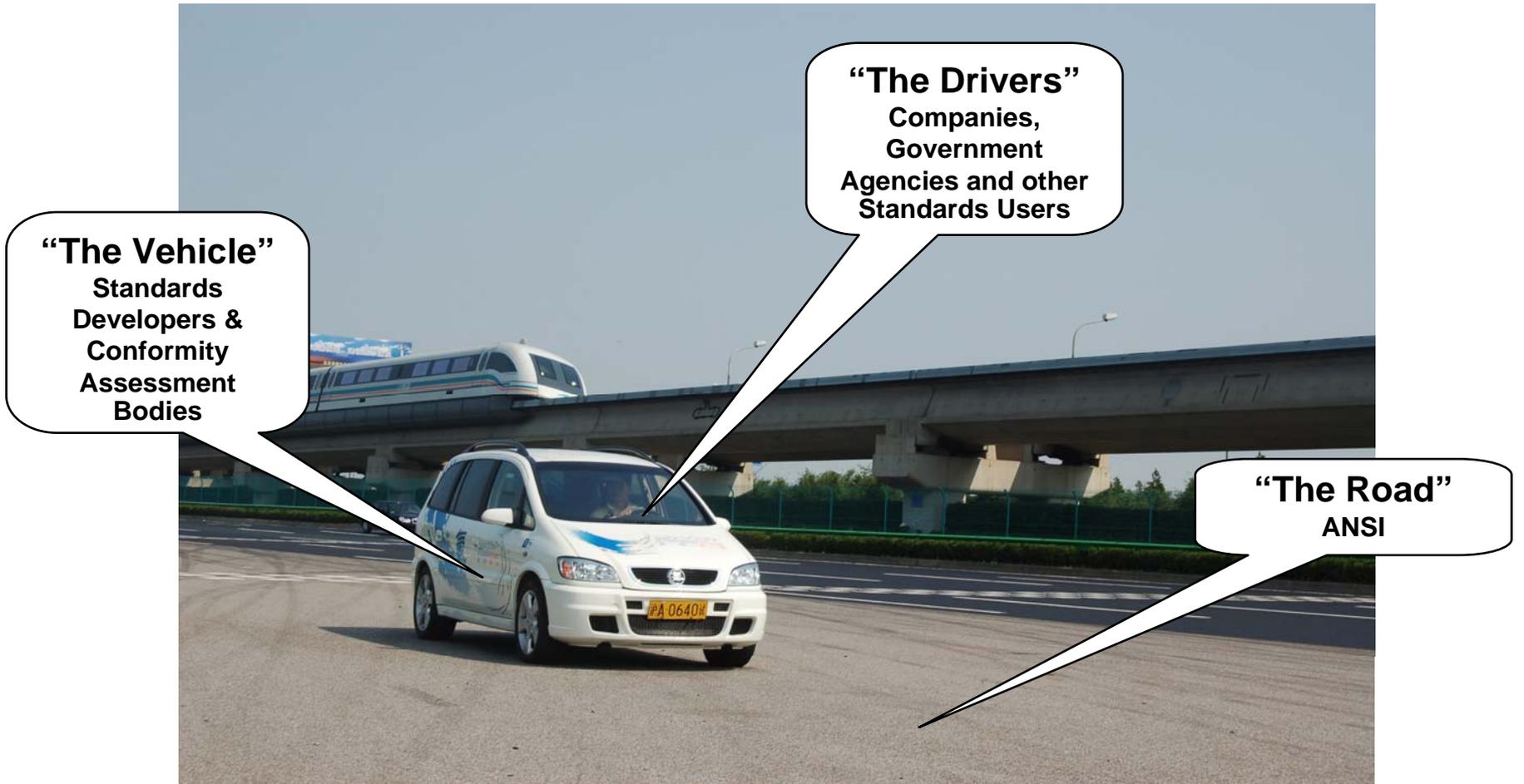
The Conformity Assessment Balance



Conformity Assessment and Risk



Summary of the U.S. System



ANSI Initiatives Related to Sustainability

Examples of Recent ANSI Initiatives Related to Sustainability (1)

- October 2009 – ANSI Legal Issues Forum addresses topic of Eco-labeling, including perspectives from the FTC, Consumers Union, and more
 - http://www.ansi.org/meetings_events/events/legal_issues09.aspx?menuid=8
- June 2009 – Congressional Testimony [“It’s Too Easy Being Green: Defining Fair Green Marketing Practices”](#)
 - ANSI testimony reinforces the need for broad collaboration to build upon existing standards and compliance programs that encourage sustainable manufacturing of products

Examples of Recent ANSI Initiatives Related to Sustainability (2)

- April 2009 – ANSI workshop “Toward Product Standards for Sustainability”
 - Organized with support from U.S. EPA
 - Approximately 340 participants representing government, industry, standards developing organizations and consumers
 - Topics included the importance of meaningful labels, single vs. multi-attribute standards, various approaches to standards development, the importance of communicating with consumers, and the need for standards that withstand scrutiny

For more information



Gary Kushnier

Vice President,
International Policy

+1.202.331.3604

gkushnie@ansi.org

American National Standards Institute

Headquarters

1819 L Street NW
Sixth Floor
Washington, DC 20036

T: +1.202.293.8020

F: +1.202.293.9287

Operations

25 West 43rd Street
Fourth Floor
New York, NY 10036

T: +1.212.642.4900

F: +1.212.398.0023

www.ansi.org | webstore.ansi.org | www.nssn.org
www.standardsportal.org

