Making the business case
It is not always easy to show how strongly your company benefits from your participation in standardization.

To facilitate your task, we have created a web zone, which aims to help you make your executives aware how your company’s goals on innovation, quality and safety management, lean manufacturing (lower cost, faster delivery) and customer satisfaction all directly link to standards.

It presents resources that you may find useful – templates, reports, brochures and presentations which may be helpful when you present the business case for being involved in the work of the IEC.

In short... how your work in standardization impacts your company’s bottom line and ability to do business.

www.iec.ch/businesscase
Tools to make the business case

The business case
If you want to get heard and ensure the funding of your standardization work, you need to talk the corporate language and build your business case. This template will help you build a concise document to demonstrate why it is important for your company to participate in this standardization activity.

Get recognition for your work
Every time you come back from a standards meeting, broadcast why you went there and how your contribution relates to your company’s goals. Too many people are unaware why standardization is strategically important for their company. Write a good trip report and disseminate it widely. This will build support for your work.

Formalize your job
In order for standardization to work in the best interests of your company, you need to understand your company’s vision, goals, processes and products. And you need to make management understand what it is you do for the company when you participate in standardization. Document the know-how knowledge and skills that are involved in standardization and formalize your standardization job.

go.iec.ch/thebusinesscase
For your management

Active participation in IEC work
Your strategic tool for global market access. CEOs of companies who send experts to the IEC global platform tell us that active participation in IEC work is an important part of their business strategy. It allows them to grow markets, reduce waste, duplication and cost, and increase revenue.

go.iec.ch/activeparticipation

Enabling you to lead
This brochure provides quick insights into why IEC work makes it easier for you to lead, anywhere in the world.

go.iec.ch/enablingyoutolead
Make your voice heard

Secrets of effective participation

A pocket guide for those new to IEC work in a global environment. This brochure contains useful tips to help you participate more effectively and quickly build your learning curve.

go.iec.ch/iecparticipation

IEC code of conduct for technical work

Pocket guide providing brief guidelines on a number of issues which delegates and experts may be confronted with as participants in the IEC standards process.

go.iec.ch/ieccodeofconduct
Overview of the IEC
This presentation provides a general overview of the IEC and the scope and impact of IEC work on global trade, energy access and development objectives.

IEC organization and structure
This presentation provides insights into how the IEC is organized, its membership structure, Conformity Assessment Systems and how companies should proceed to participate.

go.iec.ch/overview

go.iec.ch/organization
The case for active participation in standardization

This presentation explains why participation in standardization is highly strategic and belongs at board room level. It provides examples for competitive advantage that can be achieved through this approach.

Development of an IEC International Standard and relevance to conformity assessment

This presentation outlines the different steps and processes that lead to the development of an IEC International Standard.
The IEC in brief

**Key figures**

172
members and affiliates

>200
technical committees

20,000
experts from industry, test and research labs, government, academia and consumer groups

>10,000
international standards published

4
global conformity assessment systems

>1 million
conformity assessment certificates issued

>100
years of expertise

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A global network of 172 countries that covers 99% of world population and electricity generation

Offers an affiliate country programme to encourage developing countries to get involved in the IEC free of charge

Develops international standards and runs four conformity assessment systems to verify that electronic and electrical products work safely and as they are intended to

IEC International Standards represent a global consensus of state-of-the-art know-how and expertise

A not-for-profit organization enabling global trade and universal electricity access
Further information

For further information, please visit the IEC website at www.iec.ch. In the “Who we are” section, you can contact your local IEC National Committee directly. Alternatively, please contact the IEC Central Office in Geneva, Switzerland or the nearest IEC Regional Centre.

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