



## **FIVE things you probably didn't know about STANDARDS**

### **Where they come from**

International standards are developed by leading minds from industry, NGOs, governments, and other stakeholders, who are put forward by IEC, ISO and ITU members.

These experts are grouped into committees that each deal with a different subject, from data storage to space exploration.

### **Why they matter for the SDGs**

The Sustainable Development Goals (SDGs) represent a shared vision for peace and prosperity, for people and planet. Every SDG is a call for action, but we can only get there if we work together. International standards offer practical solutions that we can all stand behind.

This plan of action calls on the contribution from all elements of society, including local and national governments, business, industry and individuals. To be successful, the process requires consensus, collaboration and innovation. International standards developed by IEC, ISO and ITU are globally recognized guidelines.

For each Goal, there are standards that are directly applicable, and they are essential tools to help governments, industry and consumers contribute to the achievement of every one of the SDGs.



## What they do

International standards make things work.

They provide instructions, guidelines, rules or definitions that are then used to design, manufacture, install, test and certify, maintain and repair the products and services that we use every day.

From charging your phone to safer public transport, there are international standards for almost everything!

## Standards aren't just about a sustainable future

They also help us get the most out of every day...

For example, if you stream films, series or even clips of friends and family online, then you're probably one of millions of people who rely on the compression standards jointly developed by IEC, ISO and ITU that make streaming video work.

## How to get involved

Around the world people are organizing events that celebrate the power of standards.

Whether you already work with standards, or you've just discovered the ways that they can help us to achieve the SDGs, there's something for everyone at <http://www.WorldStandardsDay.org>