



# **CAMPAIGN TOOLKIT**

**WORLD STANDARDS DAY**

14 OCTOBER



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# A TOOLKIT TO JOIN THE STANDARDS MOVEMENT

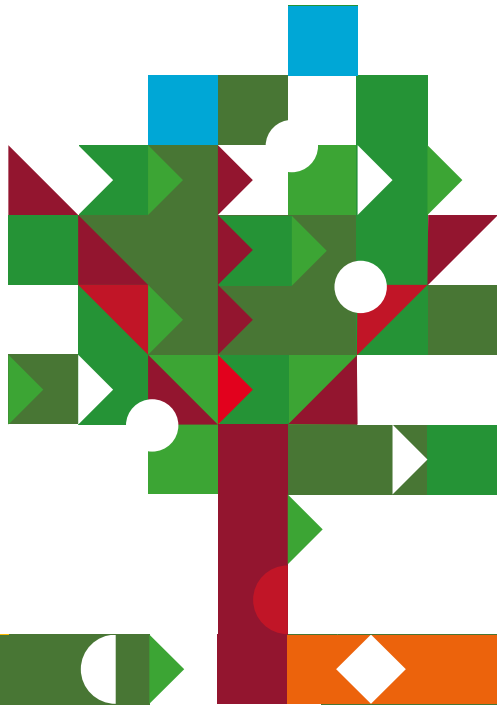
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Welcome to the World Standards Day campaign “Shared vision for a better world”. Join our global movement as we recognize the importance of international standards to achieving the Sustainable Development Goals (SDGs).

This toolkit offers you everything you need to participate in the campaign according to your own individual priorities and interests, including adaptable resources and messaging.

It is divided into the following sections:

- ▶ **Learn – About World Standards Day**
- ▶ **Prepare – Why and how to get involved**
- ▶ **Share – Key messages**

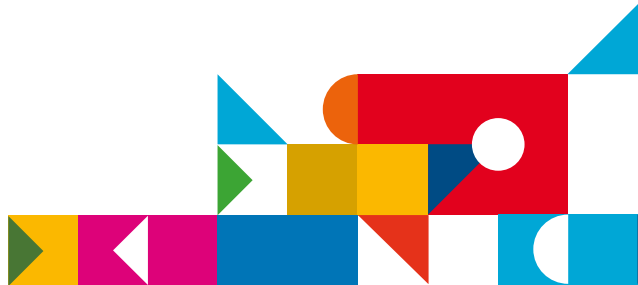
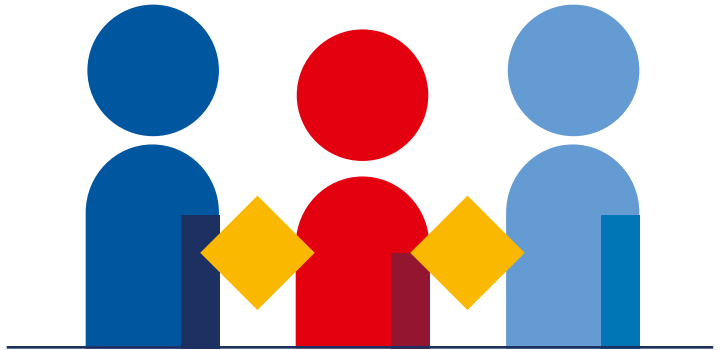


# LEARN – ABOUT WORLD STANDARDS DAY

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Taking place every year on 14 October, World Standards Day (WSD) offers an opportunity to raise awareness and increase understanding of the importance of standardization.

It is a collaborative initiative of the **International Electrotechnical Commission (IEC)**, the **International Organization for Standardization (ISO)** and the **International Telecommunication Union (ITU)**, who each year develop campaign elements to empower the global community, including you, to join the movement.



## BE PART OF THE WORLD STANDARDS DAY CAMPAIGN

World Standards Day offers you an opportunity to:

- ▶ Increase understanding of why standardization matters to all of us
- ▶ Promote your priorities within a worldwide movement
- ▶ Engage with your stakeholders on global issues

### Theme

#### *Shared vision for a better world*

2021 marks the start of a multi-year campaign to increase understanding of how international standards contribute to achieving the Sustainable Development Goals. **Our objective is that by 2030, international standards are recognized as an integral part of the success of the SDGs.**

Every year, IEC, ISO and ITU will offer new elements to keep the campaign fresh and engaging.

Be sure to visit [www.worldstandardsday.org](http://www.worldstandardsday.org) for updates.

# PREPARE – WHY AND HOW TO GET INVOLVED

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## HELP US MAKE OUR SHARED VISION A REALITY

*“Today, we are asking you to join us on a mission that affirms the importance of the SDGs to build back better.”*

Yinbiao Shu (IEC President)  
Eddy Njoroge (ISO President)  
Houlin Zhao (ITU Secretary-General)

We want a world that is better, fairer and more sustainable.  
A world that can be enjoyed today and protected for future generations.  
The SDGs represent our 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. By promoting and using international standards, **you become a part of the solution.**



We face additional challenges triggered by COVID-19. As the world's leading developers of international standards, IEC, ISO and ITU are calling on the global standardization community to join forces in "building back better".

You can be part of the standards movement for a better world by:

- ▶ Learning about standards
- ▶ Using standards
- ▶ Contributing to developing standards
- ▶ Advocating for standards

## YOUR ROLE IS IMPORTANT



Get involved and participate in World Standards Day in any way you can.



Focus on your stakeholders and the issues that matter to them. For example, give a voice to organizations that use standards in support of the SDGs, inspire young people and help them see how standards can shape their world, or recognize the people who volunteer their time and knowledge to create standards.



Take a look at the resources and engagement opportunities which have been designed to help you join the campaign.



## RESOURCES AT YOUR FINGERTIPS

Whether you are organizing a virtual conference, communicating on your Intranet or spreading the word via social media, you can take advantage of our freely available digital assets and visual identity to develop your own activities and actions around the Day.

## A RECOGNIZABLE AND FLEXIBLE VISUAL IDENTITY FOR YOUR NEEDS

You can adapt and use our bright and colourful visual identity to highlight the SDGs and the standards that are most relevant to you. The visual identity is easy to apply and can be adapted to various formats and deliverables. Whether you want to create printed T-shirts or social media visuals, it's available for your use.



Check out our [visual identity guide](#) for advice and inspiration.





## A SUITE OF DIGITAL ASSETS FOR A BRANDED ONLINE EXPERIENCE

**Resources** such as slide kits, virtual meeting backgrounds and social media templates will support your different communication activities and help you get your message to the stakeholders who matter most to you.

## IMPACTFUL AND MEANINGFUL READY-TO-USE MESSAGES

Our collection of key messages for easier outreach will help you and your key audiences better understand and align with the broader movement, while still offering the flexibility to focus on issues important to your organization.



## A HOME FOR WORLD STANDARDS DAY

Our new home for World Standards Day – [www.worldstandardsday.org](http://www.worldstandardsday.org) – offers simple and effective access to resources, brings the global community together and increases visibility of initiatives organized by partners like you.

# ENGAGEMENT OPPORTUNITIES

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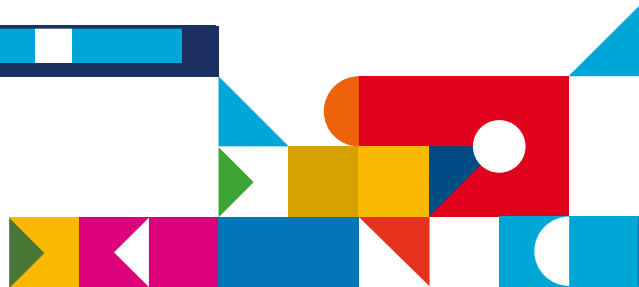
## SHOWCASE AN ACTIVITY ON [WORLDSTANDARDSDAY.ORG](http://WORLDSTANDARDSDAY.ORG)

What are you doing to mark World Standards Day? Whether a get-together with colleagues, an event on standardization or a school celebration, we want to hear about it!



Show the world how the standards community is celebrating by adding your activity to the World Standards Day participation page.

It's also a great opportunity to bring more visibility to your organization.



## JOIN THE CONVERSATION ON SOCIAL MEDIA

Social media is an accessible way to join the global movement, reach new audiences and spread key messages. Take advantage of our template visuals and messaging and take part in the social media activities.

We have a collection of editable **social media templates** (blank and with key messages) that you can adapt and translate to highlight the SDGs and standards that matter you.



Don't forget to add **#worldstandardsday**

to your messages to join the global conversation and feature in a curated social media feed on **worldstandardsday.org**.



Follow **@iecstandards**, **@isostandards** and **@itu**

to find out about other upcoming challenges and initiatives.

Other tags:  
**#standards4SDGs**  
and **#SDGs**  
**@iecstandards**  
**@isostandards**  
**@itu**

## REACH OUT TO NATIONAL MEDIA

Our **media section** offers guidance and factsheets that help you engage with your national press to increase understanding of standardization and the social, economic and environmental impacts.

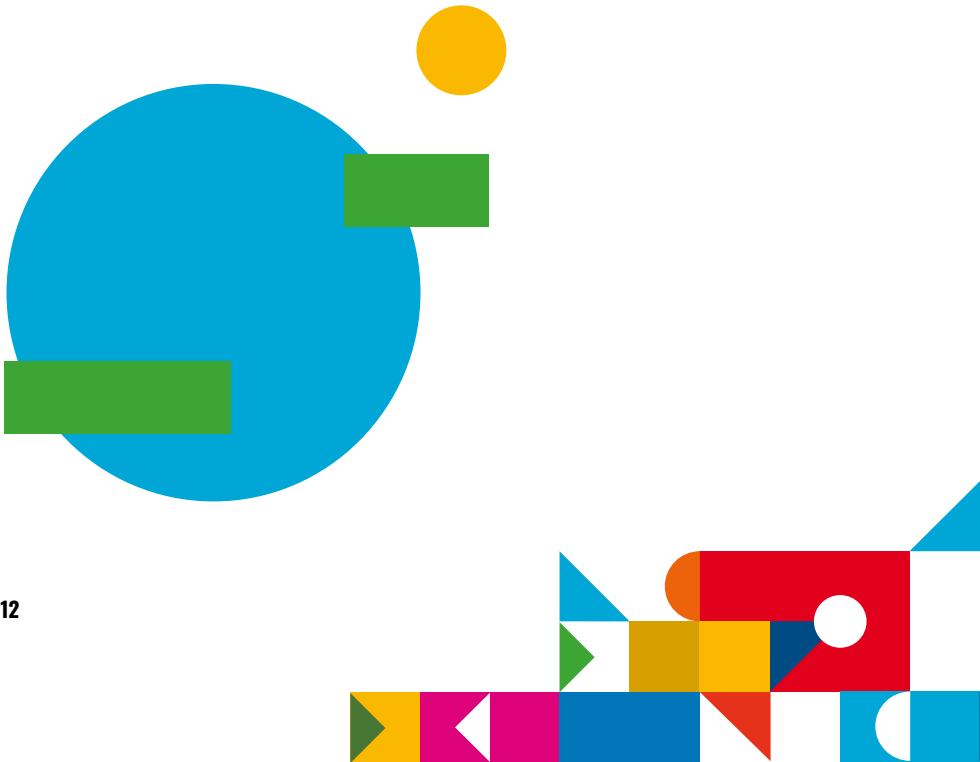
# SHARE – KEY MESSAGES

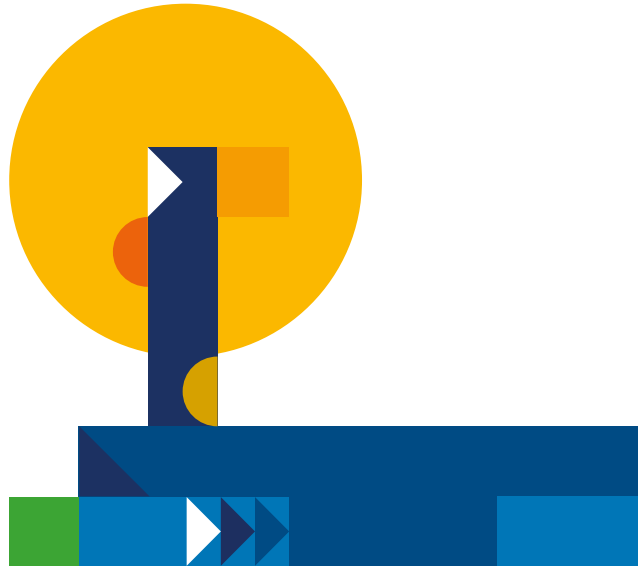
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Want to go deeper into the theme of the campaign, or simply learn more about international standards and their importance? Our key messages can also help tailor your communications according to your priorities.

## ABOUT INTERNATIONAL STANDARDS

- ▶ International standards bring technological, economic and societal benefits. They help to harmonize specifications of products and services, making industry more efficient and breaking down barriers to international trade. Conformity to international standards can help reassure consumers that products and services are safe, efficient and environmentally responsible.





## ABOUT THE SUSTAINABLE DEVELOPMENT GOALS

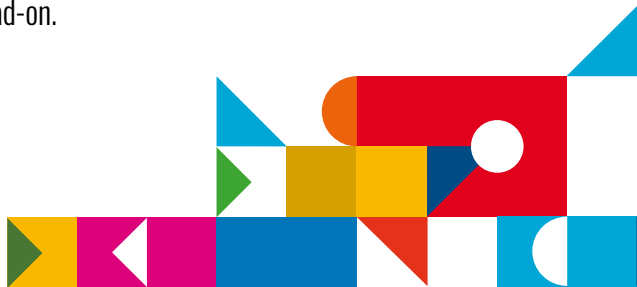
- ▶ The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals, which are an urgent call for action by all countries in a global partnership.
- ▶ The SDGs encompass the belief that ending poverty and deprivation relies on strategies that address a range of issues: improving health and education, reducing inequality and spurring economic growth. At the same time, they recognize the urgency of tackling climate change and working to preserve our integrity and the diversity of our planet's ecosystems.





## HOW STANDARDS HELP US ACHIEVE OUR SHARED VISION FOR A BETTER WORLD

- ▶ Achieving the SDGs will require the cooperation of many public and private partners, and the use of all available tools to disseminate best practice, including international standards and conformity assessment.
- ▶ The entire standards system is built on collaboration. By working together, we are empowering people with real-world solutions to face sustainability challenges head-on.



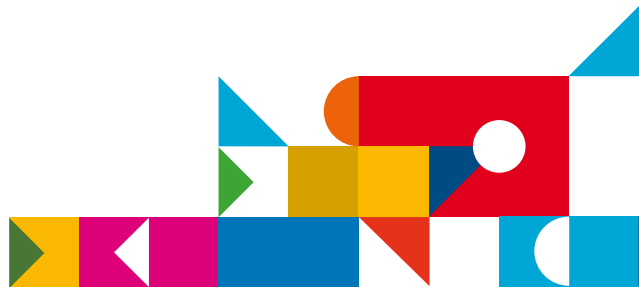
## STANDARDS OFFER SOLUTIONS TO MEET THE CHALLENGES OF THE SDGs

- ▶ The SDGs offer a shared blueprint for peace and prosperity for people and the planet. Each SDG is a call for action. The SDGs cover many areas and, in almost all cases, there's a role for standards.
- ▶ At the core of these shared goals is a desire for a world that is better, fairer, more inclusive and sustainable, so it can be enjoyed by generations to come.
- ▶ Some of the challenges may be solved through emerging technologies like AI, others by adapting things that we have been doing for centuries, like farming.
- ▶ Standards help us in both cases, by optimizing and adapting old processes and setting rules that make new ones work.
- ▶ Standards underpin the technology that connects us, shrinking distances and allowing access to knowledge, education and markets.

- ▶ Standards act as accelerators in providing and implementing solutions.
- ▶ Creating infrastructure that helps people to live together and makes the best use of resources can't be left to improvisation. It takes a tried-and-tested approach agreed by experts – it takes standards.
- ▶ Positive change is driven by communicating and testing ideas – standards support innovation management and level the playing field.



- ▶ Everybody deserves access to clean water, adequate sanitation, decent housing and electricity – standards solve the technical challenges that are essential to human dignity, helping us achieve our shared vision for a better world.







## **Standards are built on collaboration (the world can't achieve the SDGs alone)**

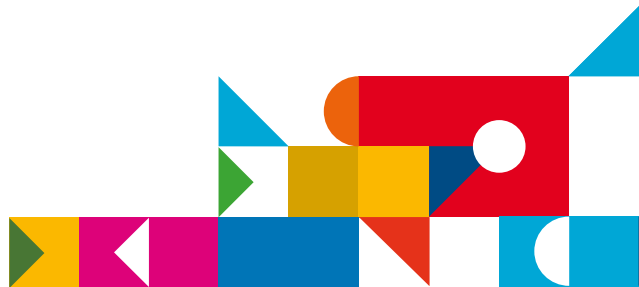
- ▶ Global collaboration is necessary to achieve the SDGs. The entire standards system is built on collaboration; it's a testament to the power of multilateralism and the belief that we are stronger than the sum of our parts.
- ▶ Together, IEC, ISO and ITU's membership represent experts and national standards bodies from all over the world.
- ▶ Standardization is about empowerment. By bringing all voices together, IEC, ISO and ITU help break down inequalities – everyone deserves a voice, regardless of gender or economic status.
- ▶ The standards development process is about combining the opinion of experts and listening to every voice, so that the end result is widely representative and relevant to the challenges of developing countries.
- ▶ Achieving the SDGs requires a huge collaborative effort. Working together to accomplish remarkable things is at the heart of standardization and is part of IEC's, ISO's, and ITU's DNA.

## **Standards can help us build back better (COVID-19 has increased the urgency to achieve the SDGs)**

- ▶ Today, we face an urgent challenge to “build back better” and standards are more relevant and more applicable than ever.
- ▶ The COVID-19 pandemic has highlighted and exacerbated existing inequalities that risk setting us back in achieving the SDGs. Standards are a proven way to help level the playing field, improving global health, creating infrastructure that responds to a changed world, and improving the resilience of people, businesses and organizations everywhere.



- ▶ The global pandemic showed us that anyone can be struck by disease. Likewise, healthcare should be available without discrimination. Standards help to achieve that ambition by making the most efficient use of resources and setting verifiable levels of quality that don't stop at borders.



- ▶ Standards have proven to be an essential component of the pandemic response. Now, they're part of helping to rebuild a stronger, more resilient society.
- ▶ Standards have brought hope and practical solutions in difficult times with guidance on procedures for handling viral materials and testing, personal protective equipment, and data exchange. Now, as part of the United Nations' Decade of Action, we're putting standards at the heart of recovery and rebuilding.
- ▶ We stand at the threshold of a make-or-break moment. We're making IEC, ISO and ITU standards a part of building a healthier and safer post-COVID world.

More about standards  
and the SDGs

**IEC and the SDGs**  
**ISO and the SDGs**  
**ITU and the SDGs**

More about the SDGs  
<https://sdgs.un.org/goals>



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[itu.int](http://itu.int)