

Building back better with standards

Sergio Mujica
ISO Secretary General
19 November 2020

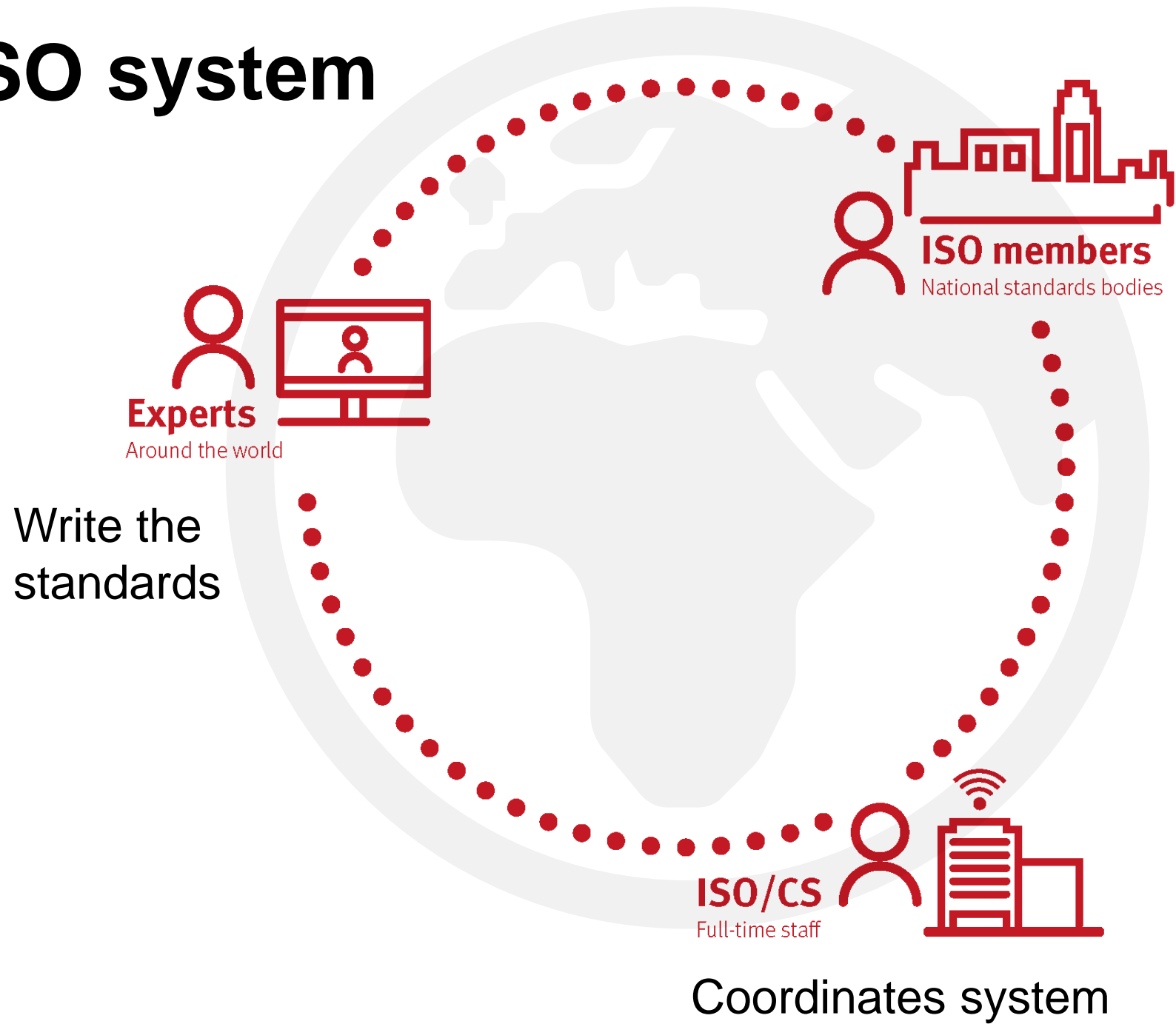
THE INSTITUTION OF CIVIL ENGINEERS.







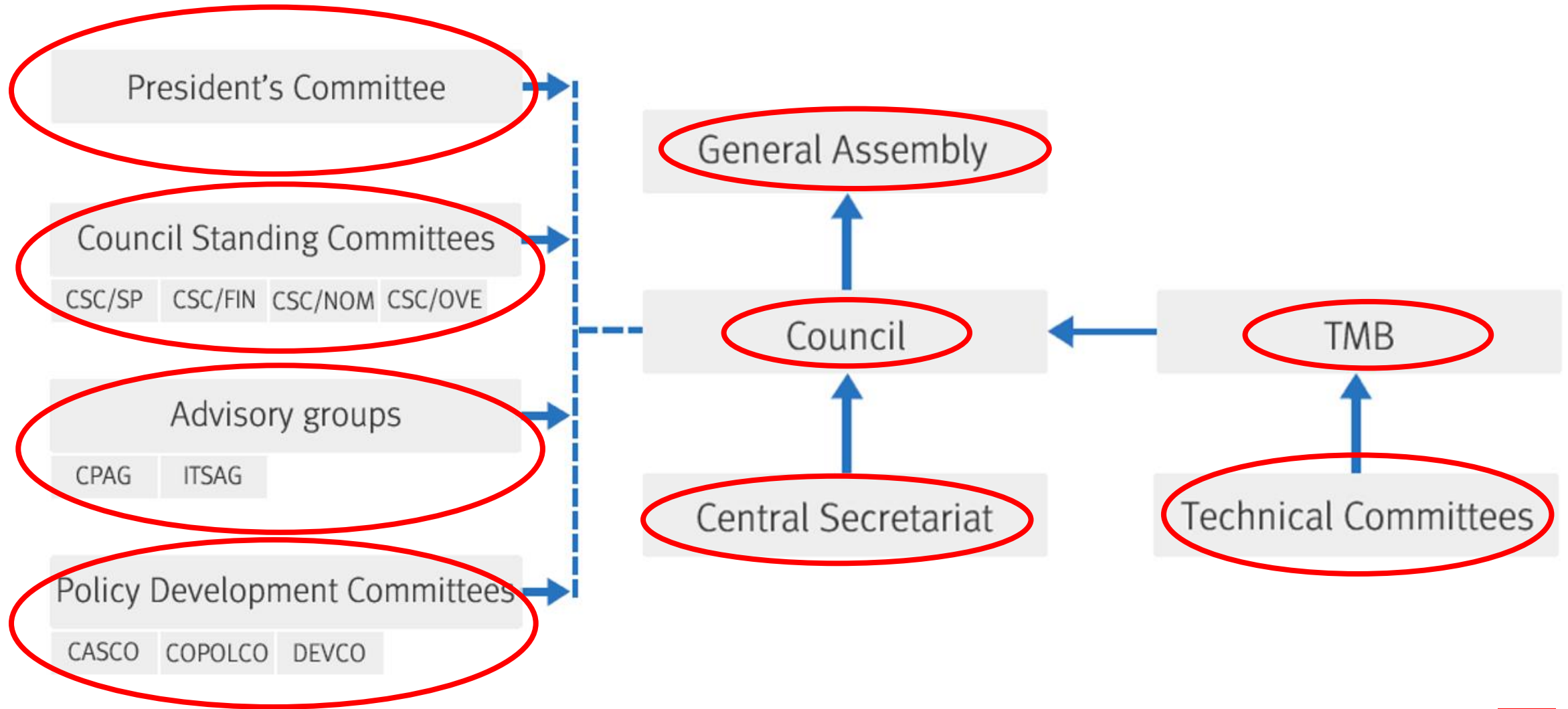
The ISO system



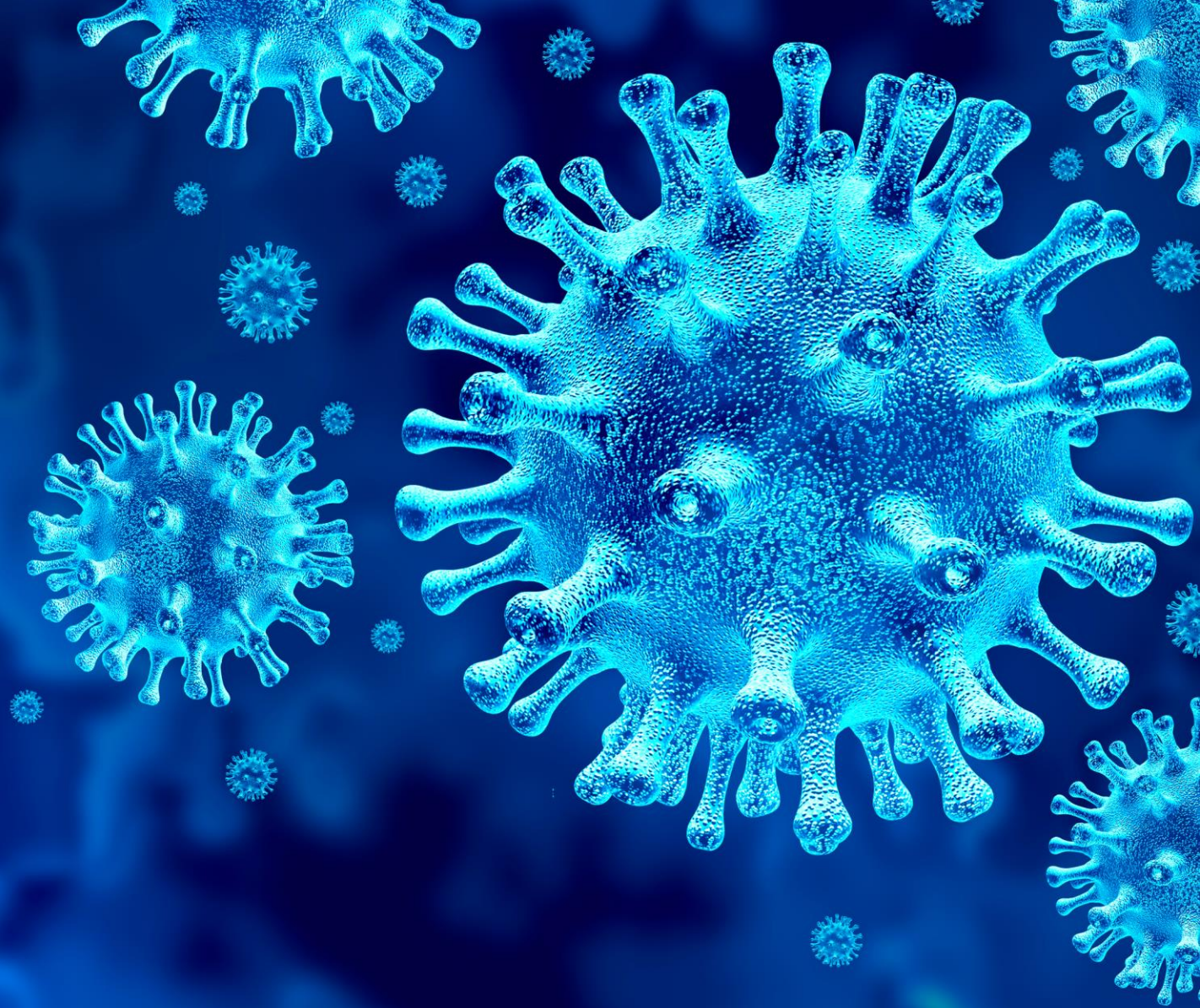
- Represent ISO in their country
- Initiate/approve new standards



ISO structure and governance



Global impact of COVID-19



WHO Coronavirus Disease (COVID-19) Dashboard

Data last updated: 2020/11/18, 11:14am CET

[Overview](#)[Data Table](#)[Explore](#)

Choropleth Map



Bubble Map

Cases

Deaths

Total

291,514

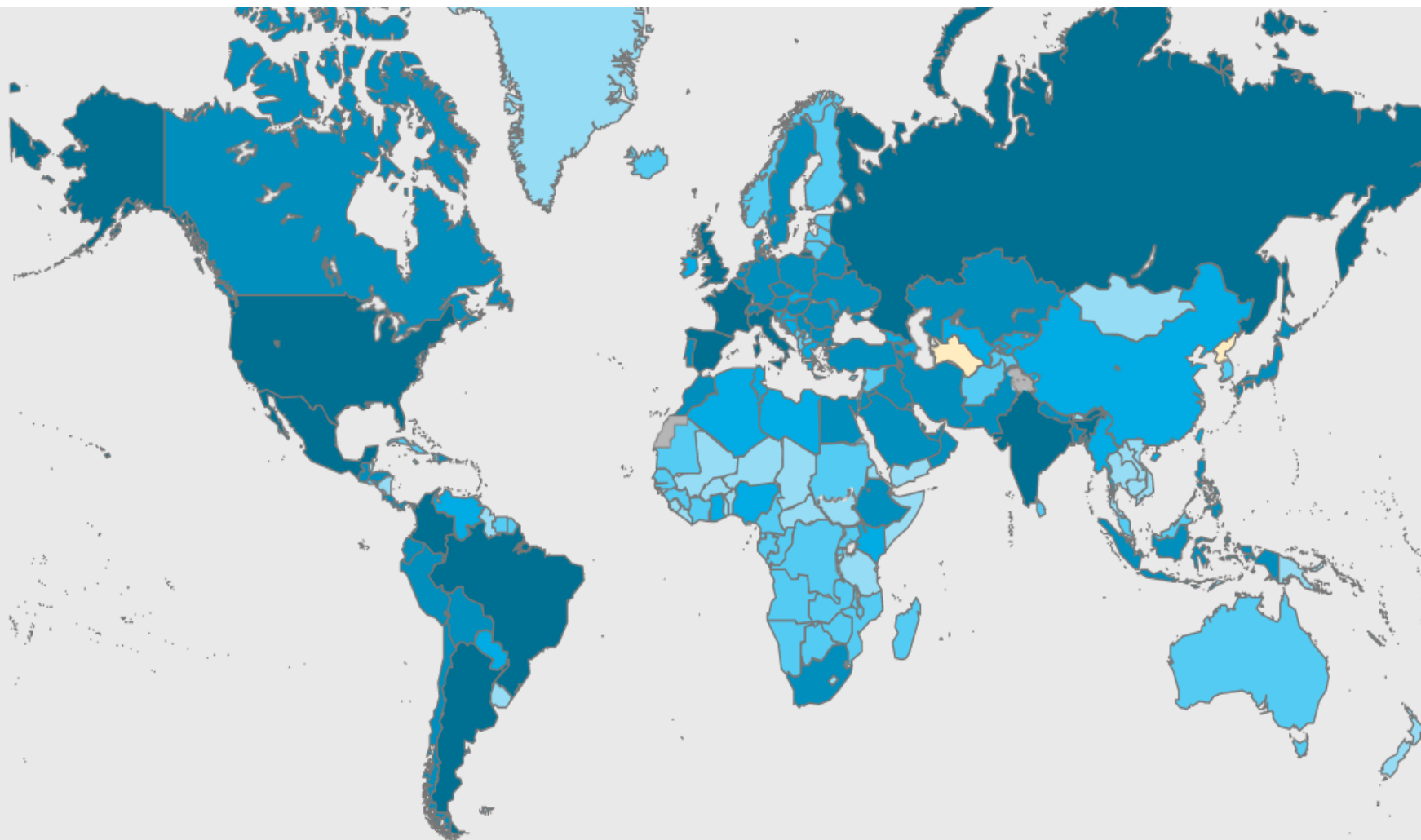
new cases

55,064,128

confirmed cases

1,328,015

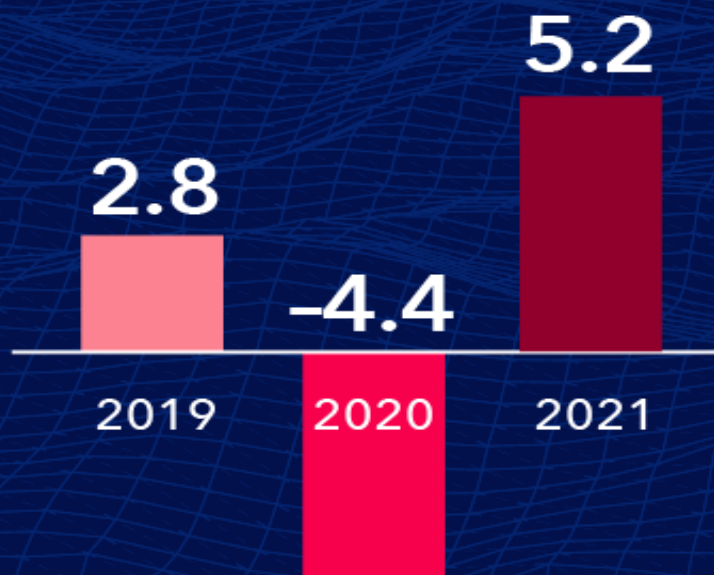
deaths



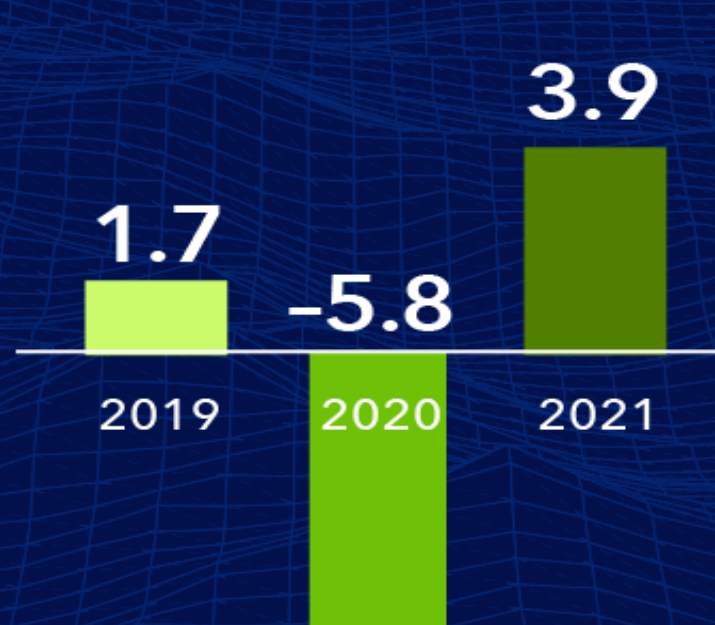
Globally, as of 11:14am CET, 18 November 2020, there have been **55,064,128 confirmed cases** of COVID-19, including **1,328,015 deaths**, reported to WHO.

GROWTH PROJECTIONS

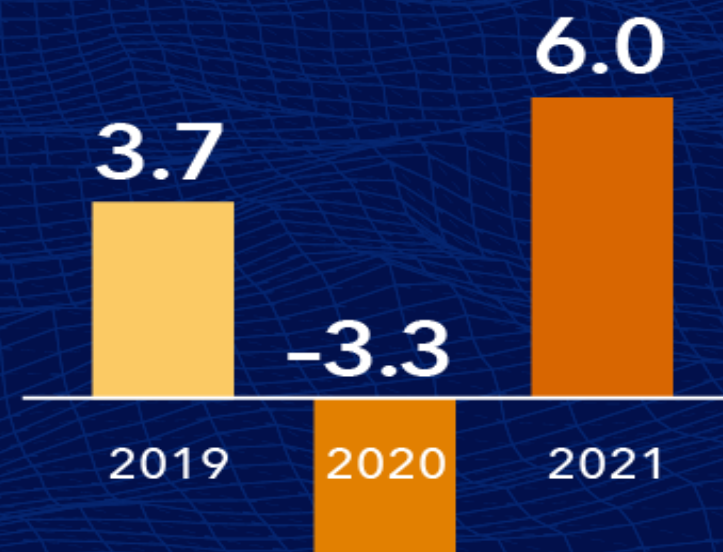
GLOBAL ECONOMY



ADVANCED ECONOMIES

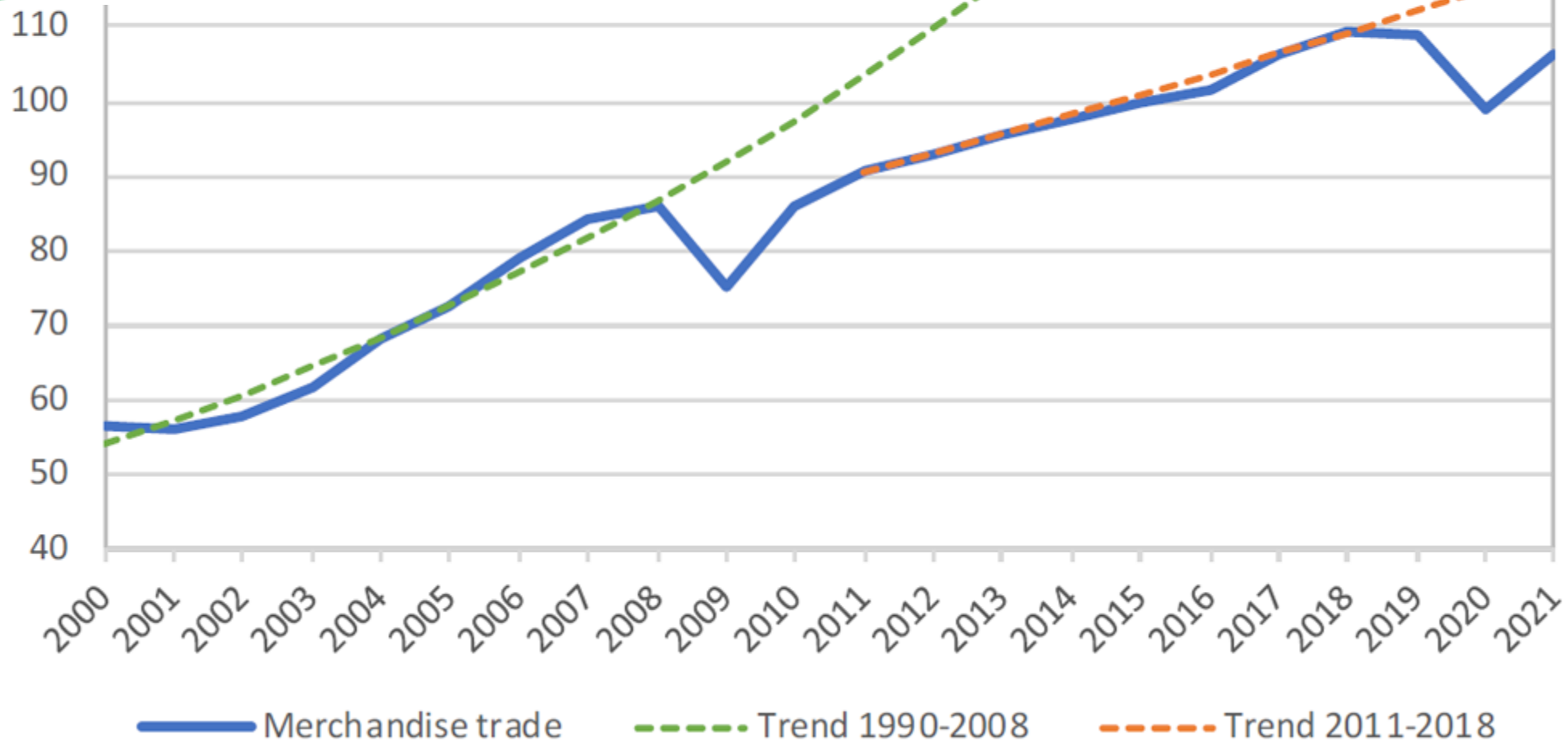


EMERGING MARKETS & DEVELOPING ECONOMIES





WORLD TRADE ORGANIZATION

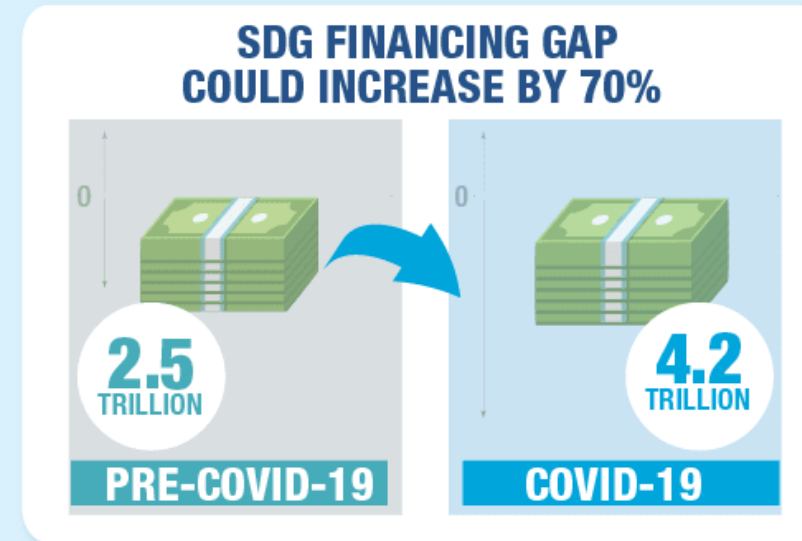
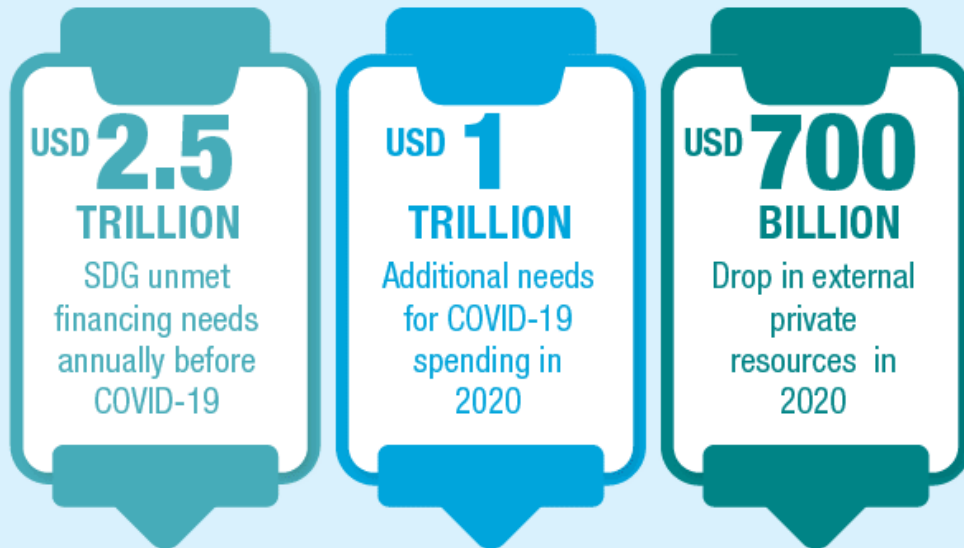




“The 2030 Agenda – our globally-agreed plan for people, peace, planet and prosperity – on current trends, will only be halfway towards achieving the Sustainable Development Goals by the target date of 2030.” (António Guterres)

A NEW WAY TO INVEST FOR PEOPLE AND PLANET

COVID-19's impact on the SDG financing gap in developing countries is devastating...



...and yet, aligning 1.1% of USD 379 trillion in global finance with the SDGs could fill that gap

A world map is shown in a dark blue color, with a network of white lines and dots overlaid on it, representing global connectivity or data flow. The text is centered over the map.

The world needs global solutions by consensus to respond to global challenges



Lack of global response

- Many individual responses
- International cooperation is of the essence
- International standards represent a great example



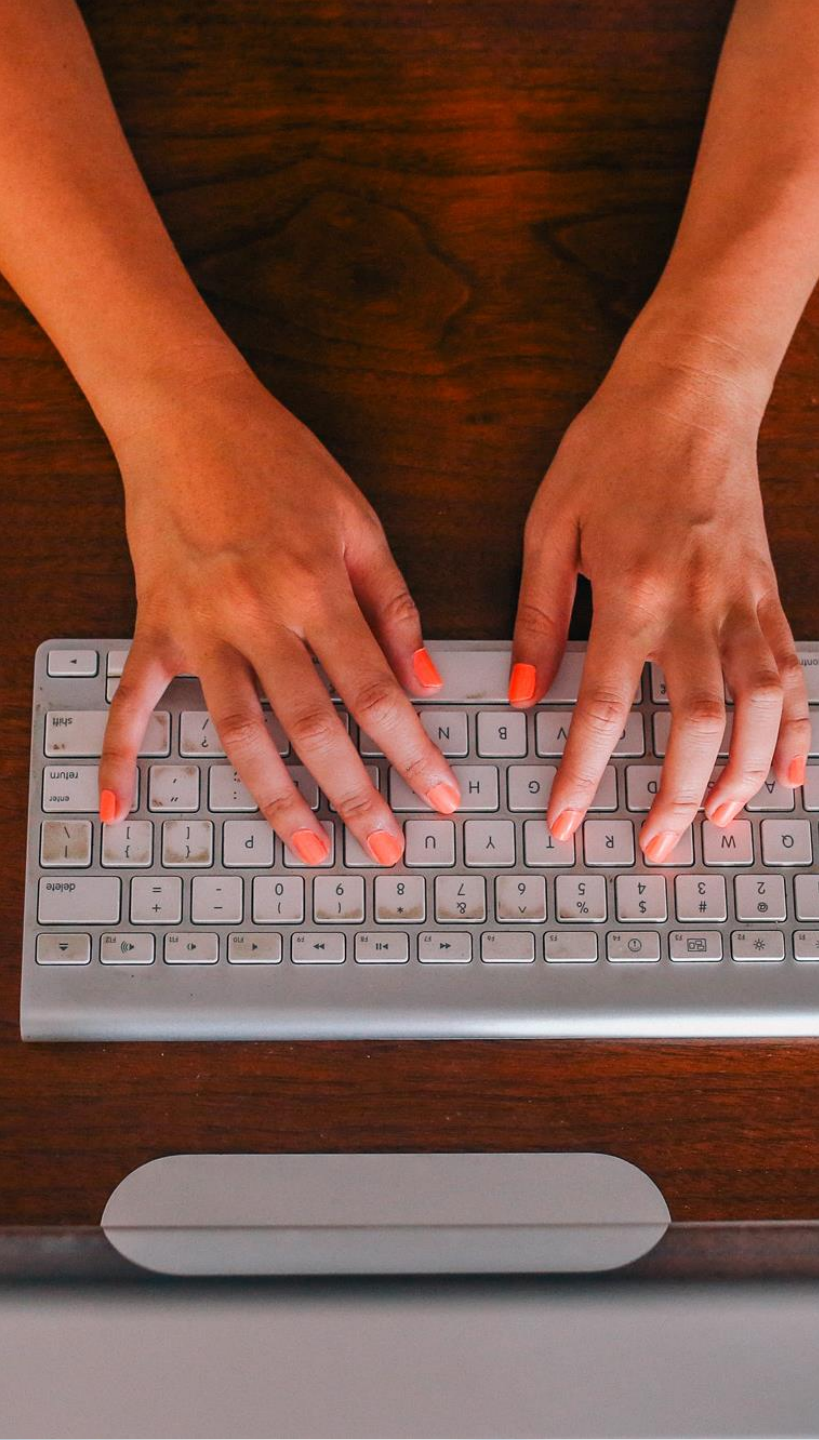
Lack of preparedness

- Risk management
- Business continuity (MVLS)
- Resilience



Need to combine

- Short term response (survival)
- Long term strategy



- Moving TC meetings online
- New tools to support online meetings
- Key standards freely available

Getting closer to members,
technical community and
stakeholders





ISO STRATEGY 2030

Making lives easier, safer and better



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

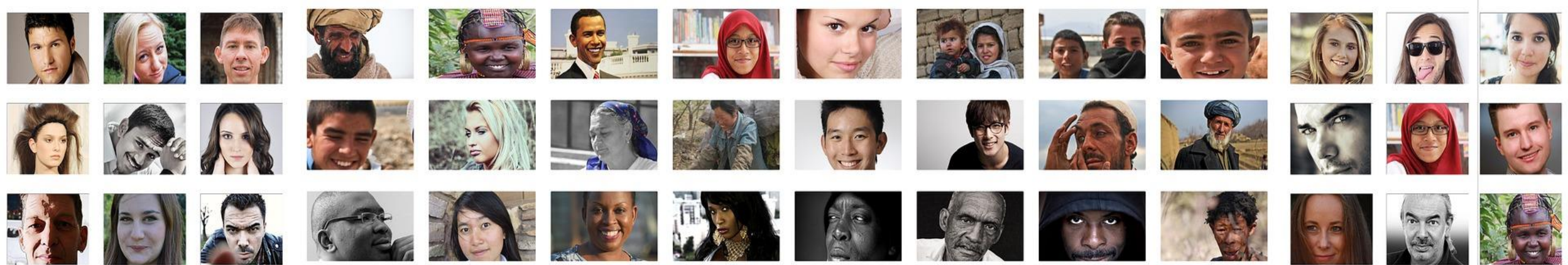


17 PARTNERSHIPS FOR THE GOALS





Action Plan for Developing Countries



Diversity and inclusion





Getting involved

- Shape standards
- Give your country a voice
- Market access
- Help write the future

Thank you and see you soon!