



Introduction

Peter Tegel:

- *Health & safety*
- *Sustainability*
- *CSR*

Remco Glashouwer:

- *Quality*
- *Sustainability*
- *CSR*



Introduction

Today's goal is to understand:

- The process of developing a guideline or standard
- The necessary preparation before implementing

This by using:

**Certification topics in
the Creative Industry
as an example**





Standards & guidelines

The main first questions about standards & guidelines:

1. Is there a necessity of having a standard or guideline?
2. And if YES, about which topics?
3. Do these topics need to be certified?





Standards & guidelines

Most common reasons of developing a standard for a sector:

- World wide development & insights (ISO)
- Legislation (European and/or on national level)
- Request of a specific industry



Rijksoverheid



Standards & guidelines

Examples of general MANAGEMENT standards:

- Quality Management System:
ISO 9001
- Sustainable orientated management systems:
ISO 14001 or ISO 50001
- Occupational Health and Safety Management Systems:
OHSAS 18001 (or from mid 2016: ISO 45001)

These standards represent:





Standards & guidelines

Examples of specific ASPECT and INDUSTRY standards or guidelines:

- Sustainable and responsible forestry (FSC / PEFC)
- Sustainable purchasing of printed materials (NL)
- Color management
- Food safety (BRC-IoP / HACCP)



Question: can you give examples from your industry?

Question: why should a company wants to be certified?





Development of a standard or guideline

How to develop an standard of guideline:

(a complex example: ISO 26000 guideline - CSR)

On international level:

- Technical Commission
400 experts / 84 countries / 40 international organizations
- Start of the development in 2005
- Several drafts for comment
- 1st official publication in 2010 of the guideline
- Translations in national languages

NO FOLLOW UP



Development of a standard or guideline

How to develop an standard of guideline:

(a complex example: ISO 26000 guideline - CSR)

On national level and sectorial level:

- A 'GO' of the Steering Committee and Supervisory Board to develop CSR for the sector
- Mirror committee of 10 SME entrepreneurs of graphic companies and 4 CSR experts to create the specific criteria
- Transformation of the ISO 26000 guideline to a certifiable standard *CSR Creative Industry*
- Development of an audit questionnaire (assessment) and certification requirements.
- Development of blue print materials to be used for implementing a CSR system.



Development of a standard or guideline

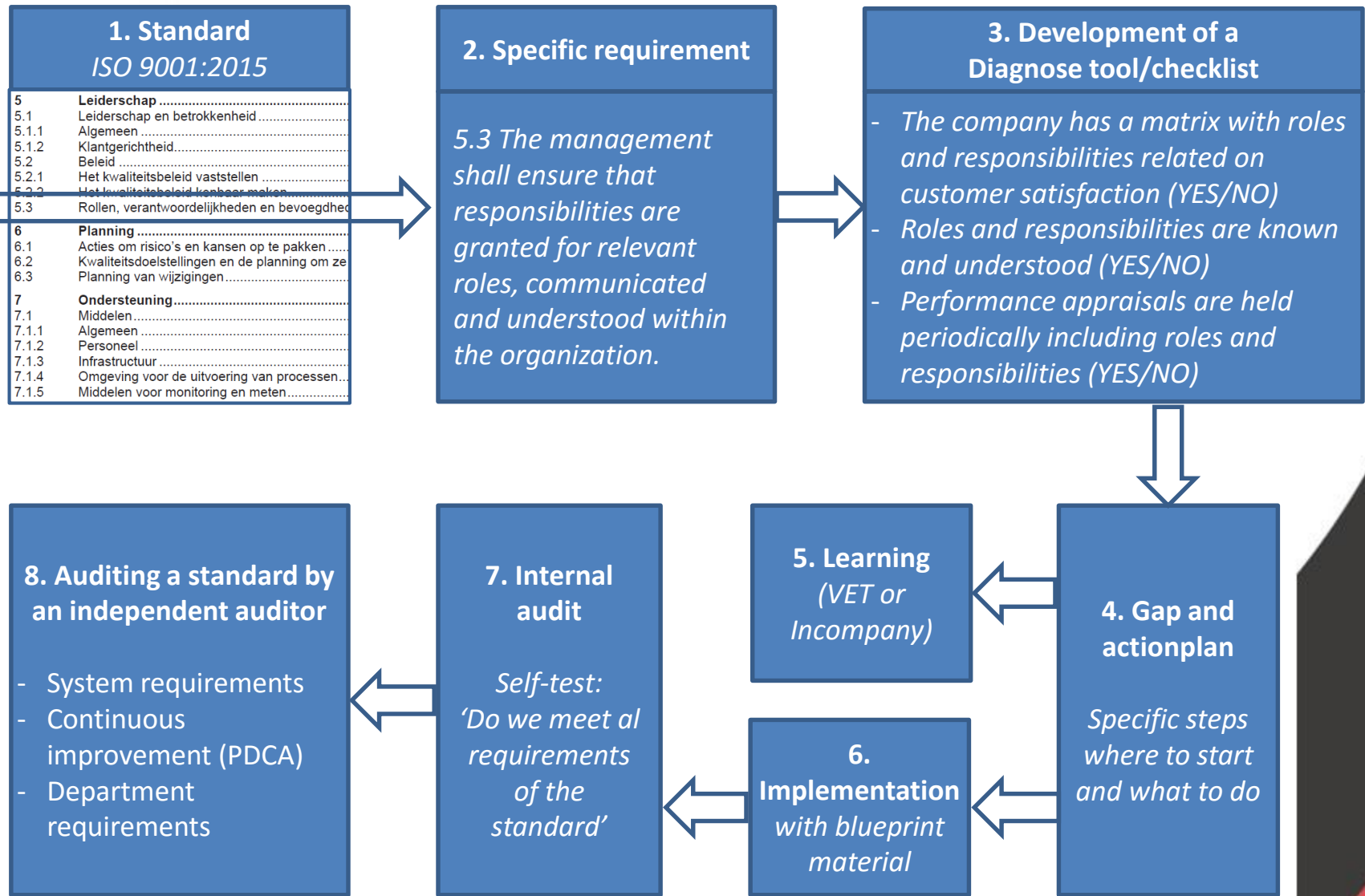
Important issues by developing and maintaining a standard:

- Independency of the certification institute
- Independency of the auditor(s)
- Level of general knowledge of the topic
- Knowledge and development of legislation on the topic
- Calibration between auditors





Implementing a standard





Single site or Multisite certification

Single site certification

Company X

Individual action plan

Individual implementation

Individual internal audit

Individual audit by a independent certification institute

Result:

Result:

Supported by a consultant?

Multi site / Group certification

Consultancy company
(Groupmanager)

Company X, Y, Z

Action plan and blue print material
from groupmanager

Implementation supported by
groupmanager (helpdesk)

Internal audit by groupmanager

Result:

Result:

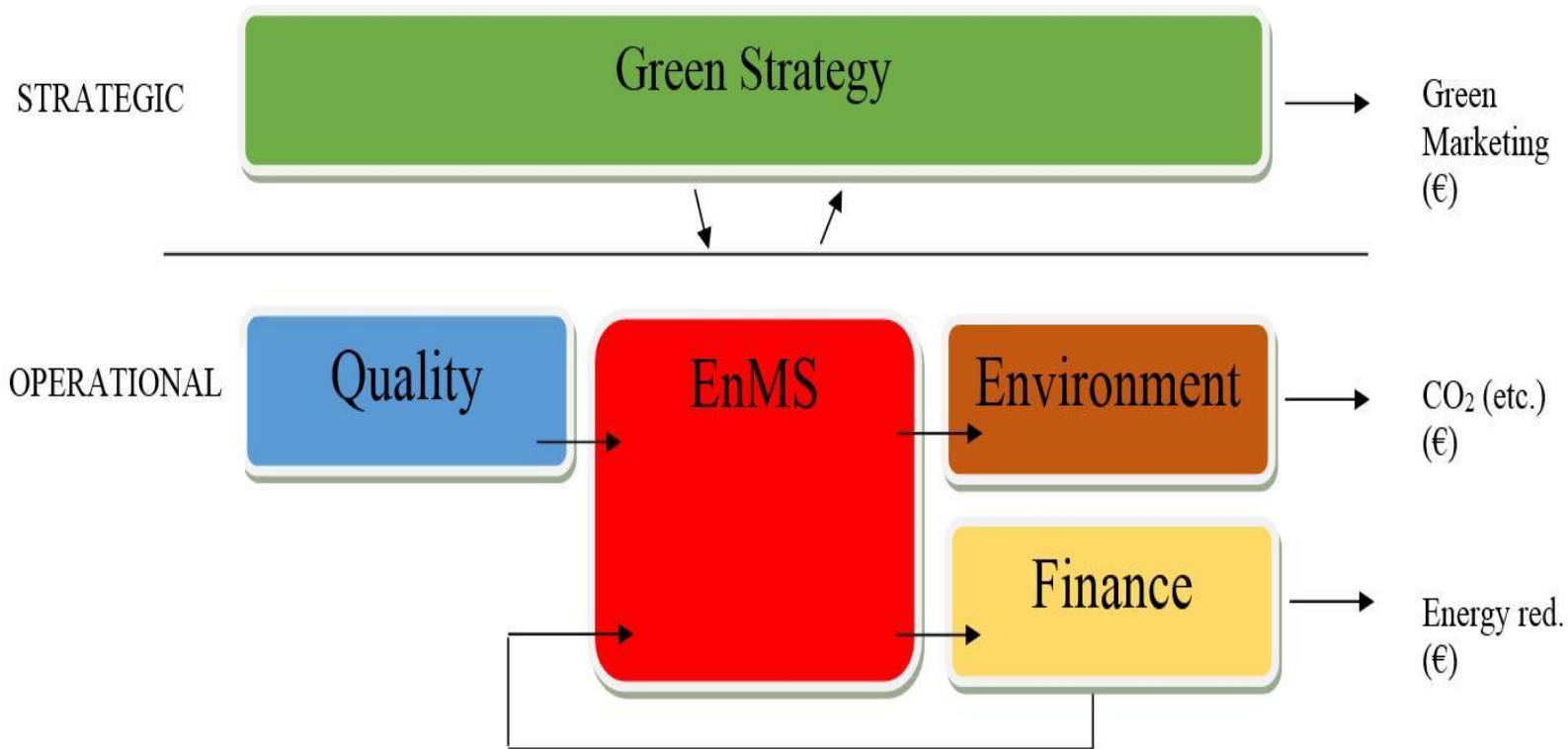
Office audit at the
groupmanager and a sample
audit at company Y, by a
independent certification
institute



An example of sector specific translation of a international ISO standard: EMSPI ISO 50001 (Energy Management System)



The SME Energy Efficiency Toolbox



**ISO 50001 (EnMS) takes the central place,
but actively surrounded by other relevant
management topics**





Standards and guidelines

What is your viewpoint NOW about the necessity about standards or guidelines?

1. Do we need a guideline or standard?
2. And if YES, about which topics?
3. Do these topics need to be certified?



