



Can you gain more out of your ISO9001: 2000 creditation?	1
Website Management	1
ISO Information.....	2
Help to Catch the Hackers	2
Sustainable Development	2
Energy Rating for Homes.....	2
Eco-Friendly Initiatives.....	3

Can you gain more out of your ISO9001: 2000 creditation?

Many organisations undertake ISO9001:2000 simply because their major clients demand it and so the ‘plaque on the wall’ attitude exists – rather than actually using the standard to improve their products. The other often quoted benefits such as ‘right first time’, cost savings, improved efficiency are there as well, if the organisation really uses the system.

But does the ‘man on the street’ actually know or care about ISO9001:2000. A recent survey was carried out in the UK by Ipsos to identify whether ‘Consumers really care about ISO9001:2000 certification’. The results are presented in an article in the ISO Magazine and this is authored by the instigators of the Survey, James Tannock, a Reader in Quality and Operations Management at the Nottingham University Business School and Henry Brown, also of Nottingham University.

The survey revealed that 26% of the adult population were aware of ISO9000, with the awareness greatest in men, in the higher income groups and in the higher status social grades. This probably reflects the higher likelihood that they will have been exposed to it at work.

The results also suggested a positive attitudes exists towards ISO9000, with people tending to perceive products and services associated with ISO9000 as being of a higher quality. The results also suggest that businesses could benefit by increasing general awareness levels in their consumer marketing. The authors say “Consumers who were already aware of ISO9000 were more likely to choose this factor as the most important issue in purchasing decisions. Overall the survey results suggest that ISO 9001:2000 certification presents potential business and marketing advantages

for a company when dealing directly with the consumer.”

As well as influencing the consumer and improving market share, ISO9001:2000 can be used to achieve other financial and economic benefits. A new ISO Standard has been released that looks at how these benefits can be achieved. **ISO 10014:2006, Quality management – Guidelines for realising financial and economic benefits**, is based on a ‘bottom line’ that shows how profits should increase with investment in quality management. Paul C. Palmes, the ISO 10014 project secretary, said “ISO 10014 was designed to identify growth opportunities and then suggests tools to plan their implementation and measurement in financial terms. Quite simply, effective quality management is also profitable, and with the release of ISO 10014, user-friendly guidance to demonstrate this connection is now available to both the quality practitioner and top management”

For further information on the survey and the new standard, visit www.iso.ch

Website Management

The growth of e-commerce has been dramatic, with more and more business being carried out over the web. This means that a company website is a vital tool in communicating with current and future customers. To help organisations in the management of their websites a new ISO Standard has been released - **ISO/IEC 23026:2006, Software Engineering – Recommended Practice for the Internet – Web Site Engineering, Web Site Management, and the Web Site Life Cycle.**

According to Francois Coallier, Chair of the ISO/IEC committee said, “ISO/IEC 23026 will improve the effectiveness of Web pages for developers, users as well as the value of Web-based operations. By delivering the right



information and services to the right persons with the least amount of effort, loss of productivity, user frustration or potential legal liabilities can be avoided.”

The aim of the standard is to improve Web operations in terms of:

- Locating relevant information
- Facilitating ease of use
- Reducing legal liabilities, and
- Providing for efficient development and maintenance practices.

For further information on this standard, visit www.iso.ch

ISO Information

If you are interested in reviewing the worldwide status of the main ISO Standards, then the ISO Management Systems Magazine is now available on a CD-ROM. This CD-ROM has the complete back collection of articles from September/October 2001 to March/April 2006. According to Alan Bryden, the ISO Secretary General, “ISO not only develops standards to help businesses meet challenges of global markets, but also facilitates their implementation of these standards through communication tools like *ISO Management Systems*. The magazine provides feedback that is useful both for other users and for the experts who develop the standards, and also alerts managers to new developments in standardisation. Having this information available in easily portable and rapidly accessible on a CD-ROM is sure to increase both its dissemination and value”

If you are interested in the CD-ROM, visit www.iso.ch

Help to Catch the Hackers

Hacking is an on-going issue with computer security programmes trying to keep ahead of the Hackers. Now a new ISO/IEC Standard has been developed to help detect IT intruders. *ISO/IEC 18043:2006, Information technology – Security techniques – Selection, deployment and operations of intrusion detection system*, shows how organisations can establish a framework to enable a comprehensive intrusion detection system. Ted Humphreys, convenor of the ISO/IEC working group that developed the standard, says “One of the problems that businesses have is being able to detect when their systems are being

intruded upon in order that effective action can be taken to prevent harm or loss to their assets. The development of ISO/IEC 18043:2006 is an important step forward in dealing with the growing problem of intrusions and provides a good basis for progressing solutions and implementations. It is estimated that intentional attacks on information systems are costing businesses worldwide around \$15 billion each year and the cost is rising. In addition, there is the cost of the loss or damage to the corporate reputation, brand names, intellectual property and digital rights of multimedia content of the corporation, customer trust and loyalty, and of course the price of stocks and shares”.

If you would like to know more about this standard, visit www.iso.ch

Sustainable Development

Environmental issues continue to hit the headlines and Sustainable Development is one of the ‘buzz’ words. Sustainable Development means - meeting the needs of today’s population without harming the ability of future generations to meet their own needs.

New ISO Standards have now been released for life cycle assessment to promote sustainable development.

ISO 14040:2006, Environment management – Life Cycle assessment – principles and framework

ISO 14044:2006, Environment management – Life Cycle assessment – Requirements and guidelines

They replace the previous standards – ISO 14040:1997, ISO 14041:1999, ISO 14042:2000 and ISO 14043:2000; the new editions aim to improve readability and remove any inconsistencies and errors.

For further information, visit www.iso.ch

Energy Rating for Homes

Recently the government announced that all homes sold in England would receive their own energy rating from June this year. Under the new government scheme, packs will be put together to rate houses in terms of energy usage from A to G. Factors such as insulation and efficiency of heating will be taken into



account. The more energy efficient the house, the higher its rating will be. Speaking on BBC One's Breakfast programme, Mr Curtis from Energy Saving Trust (EST) pointed out that home energy usage is a "significant issue". Many people believe that, compared to industry, the greenhouse gas emissions produced by homes are insignificant. However, as Mr Curtis noted, "about a quarter of our energy use in the UK is used in our homes, so it is a really significant issue". We can save energy and money in our homes by taking simple steps such as switching to energy saving light bulbs, turning the thermostat down by 1°C, not leaving electricals on standby and purchasing "A-rated" domestic appliances when replacements are needed. EST through their programmes provide expert and impartial advice and information as well as grants to encourage the more efficient use of energy in homes and vehicles across the UK. For further information and to find out your home energy use and how to save 20% please visit www.est.org.uk

Eco-Friendly Initiatives

The Low Carbon Vehicle Partnership (LowCVP) competition awards was held at a conference centre in London and the winners were announced in June. The competition aimed to produce schemes and ideas that would encourage greener transport and was open to academics and numerous non-government groups. Among the successful ideas generated by this competition was the suggestion by Dr Jillian Anable, from the UK Energy Research Centre, to reduce the national speed limit to 60 mph, indicating that fuel usage would be reduced and road safety improved. A carbon trading scheme between car manufacturers was another winning idea. To save energy and reduce emissions it is worth while looking at how you use transport. Could you use alternative means of traveling like walking, cycling or bus? Maintaining the correct tyre pressures will help reduce emissions by using less fuel. When you need to replace your car, look out for the new environmental label which are now used in most showrooms. It follows the same approach as the EU labels on appliances which the rating is based on the amount of carbon dioxide the car produces. This label will also tell you how much your annual road tax will cost plus expected fuel costs. For further information please visit www.est.org.uk

BP and DuPont Reducing CO₂ Emissions
From next year the two firms, BP and DuPont will begin marketing biofuels for the transportation sector. They plan to use butanol made from sugar beets in Britain, as a gas-blending component to help sustain renewable transport fuels. The collaboration involves British Sugar, a subsidiary of Associated British Foods, with plans to convert the UK's first ethanol fermentation facility to produce biobutanol. DuPont chairman and chief executive officer Charles Holliday Jr said "the time is right for this science". He said DuPont "firmly" believed biology would help reduce the global reliance on fossil fuels and help reduce transport emissions. Biobutanol has environmental benefits over other products as it has lower greenhouse gases emissions as the plants absorb carbon dioxide as they grow, offsetting the amount released when the fuel is used. For further information please visit www.est.org.uk