

Brazilian Standardization Strategy 2009-2014

Brazilian Standard
Committee
February, 2009



Foreword

Brazilian Standardization Strategy 2009-2014

Competition is a critical factor for a better insertion of Brazilian products and services in more and more globalized internal and external markets.

In such context, standardization has a decisive importance in modern economies as a tool supporting the supply of products and services that are competitive, safe, efficient, effective and reflecting the needs and expectations of the society, performing a critical role in a globalized market. It is, therefore, a key instrument to access markets.

Under the optics of technological innovations, the use of technical standards in sectors where standardization is not part of the technological culture, aware of the inclusion of new demands and perspectives for the standardization – environmental themes, social responsibility, sustainable development, food safety, risk management, evaluation of life cycle products, citizen safety, etc. – has decisively contributed for the improvement and competition of supplied goods and services.

It must be noticed that technical standardization has evolving so as to fit society demands, progressively going from defining product characteristics and components to the development of these product characteristics and components in their functions, then to management systems and today meeting a wide range of needs, such as information security, accessibility, social responsibility, and others. The corollary of this process is that the technical rule is no longer an exclusively technical issue, regarding engineers and experts, but becomes also an issue for administrators, economists, attorneys, researchers and mostly, for public managers.

From a political point of view, there is a world trend for the crescent use of standardization as support to State regulation



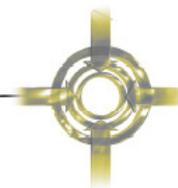
activities. In particular, the use of technical standards supporting technical regulations tends to make market adaptation easier to new requirements present in economical and social relations. In some cases, standardization contributes for the deregulation of sectors and even non-regulation.

Based on the aspects above reported, it is primordial that public and private sectors in Brazil share an strategic view about the issue Standardization, coherently aligned with industrial, technological and foreign commerce issues, and with the needs of the several sectors, so as to provide a continuous and effective interaction with the activities of the National Standardization Forum –the Brazilian Association for Standardization (ABNT).

The Brazilian Standard Committee (CBN), assessing organ of the National Council for Metrology, Standardization and Industrial Quality (Conmetro) has as functions to propose, orientate and systemization of directives and policies regarding Brazilian standardization through an institutionalized and participative process, involving several public and private segments of Brazilian society.

In consonance with its functions, CBN, in association with the Brazilian society, has elaborated, with approval from Conmetro, the Brazilian Standardization Policy, materialized in a Brazilian Standardization Strategy, with the objective of effectively contributing to promote economical competition and well-being for the Brazilian society, in an articulate fashion with the elaboration and execution of appropriate public policies, comprising the needs of several interested and affected parts of the issue.

The implementation of Brazilian Standardization Strategy, with duration of five years, must involve all interested parts, as the segments of the society interested in standardization or affected



by it . Necessary actions must be defined, demanding communication, planning, and tracking mechanisms.

Periodically, the progresses in implementing the Strategy must be analyzed and, in long term, its content must be reviewed and reevaluated compatibly with applicable national and international scenarios, considering economical, social, and environmental aspects.

Miguel Jorge

President of Conmetro
Minister of State of the Ministry for Development, Industry
and Foreign Commerce

João Alziro Herz da Jornada

Executive Secretary of Conmetro
Inmetro President

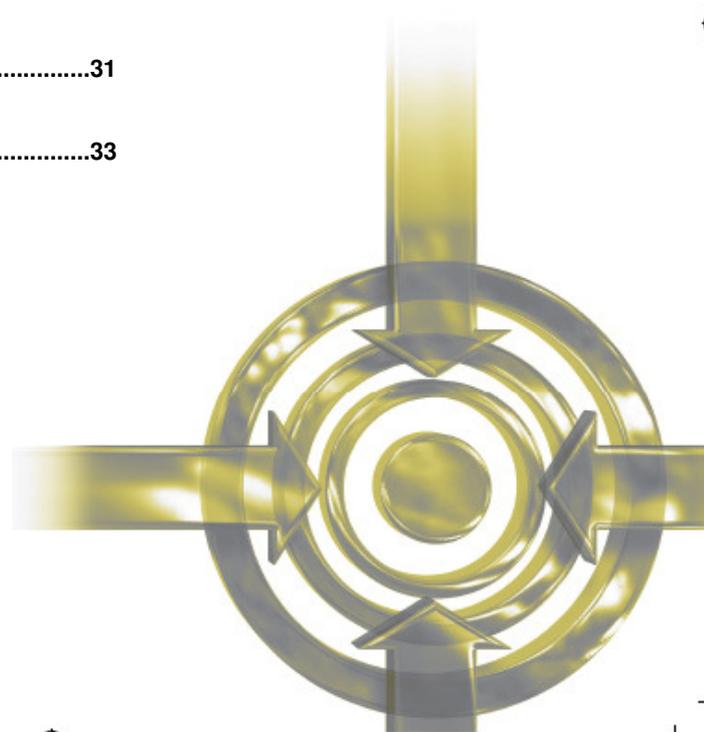
Mario William Esper

President of Brazilian Standard Committee



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Introduction

Why is it necessary to have a Brazilian Standardization Strategy?

Standardization has a more and more important role in economy and people's life. Recent studies show that the impact of standardization on economy is highly significant.

On the other hand, standardization activities are more and more complex and omnibus and the context where they are developed are under constant change and evolution. It involves a number of agents and forums on diverse contexts. It encompasses a wider and wider range of issues and subjects that are often interrelated, too. It is an activity of both international and national nature that requires coordination and articulation. The agents are basically national and need a common shared view.

The Brazilian Standardization System must be sustained and cared so as to be able to keep the quality of the services it offers to society. To promote the quality of the products, the defense of customers and citizens' interests, the access to markets, safety, health and environment protection are results expected from standardization that may be hindered by an ineffective standardization.

In order to respond to these challenges, some countries have defined their national standardization¹ strategies adherent to their policies for economical and social development.

The formulation of a Brazilian Strategy is a way of coordinating efforts and potentiating the involvement and commitment of the diverse interested parts with the efficacy of Brazilian standardization

¹ Germany, Canada, China, France, United States of America, Japan, and United Kingdom.



Brazilian Standardization Strategy is therefore oriented to all parts interested and affected by standardization:

- to companies along supply chains (of all admeasurements , from small companies to big corporations)
- to governmental authorities and everyone acting by delegation from State, in regional and international levels;
- to local authorities and diverse local development agents;
- to consumers' associations, non-governmental organizations, business entities, unions and other society organizations;
- to research institutes, laboratories, universities;
- other parts interested or affected by standardization.

It is expected that the several agents implement Brazilian Strategy.

How was Developed the Brazilian Standardization Strategy?

The Brazilian Standardization Strategy was developed in accordance with CBN – Brazilian Standard Committee. It was construed in a participative fashion, with the realization of multi-sector workshops, open to interested parties, in several regions of the country, from North to South.

It can be said that, the construction process was as valuable as its result since it includes in interest parties' agenda the importance and use of standardization.

The results of each workshop were consolidated and analyzed by CBN members. From these results, CBN formulated a Strategy proposal that was analyzed and approved by Conmetro.



Eventually, Conmetro applied the Brazilian Standardization Policy. The activity of standardization in Brazil obeys an Established Strategy and continuously updated, compatible with applicable national and international scenarios, considering economic, social and environmental aspects.

How will it be implemented?

Brazilian Standardization Strategy must be implemented by several agents involved in standardization activities in Brazil. It is expected that each of the agents, when deciding about standardization actions or initiatives, considers Brazilian Standardization Strategy.

CBN will monitor Strategy implementation and promote its diffusion and dissemination. CBN will also perform a critical analysis and review of the Strategy, when appropriate.

Brazilian Standardization Strategy has duration of five years.





Strategic Guidelines

1. The Standardization to promote the access to the markets

For the recent years, commerce conditions in global market undergo fast modifications. The companies are now required to accomplish with the most diverse and demanding requirements to serve their customers. Regarding countries, political and economical discussions are concentrated in commercial non-taxed barriers, especially technical barriers.²

In such context, standardization (and consequent use of technical standards) is used as an instrument that makes market globalization and the establishment of new bases for company competition possible.

Even though, standardization has been more and more supporting and complementing State regulation activities (in particular, the use of technical standards supporting technical regulation³), on the other hand technical ruling is also a tool used as reference for consumers' markets.

In such a scenario, international (and regional) standardization, is the best mechanism to eliminate technical obstacles to trading, since it generates technical standards of international (and regional) consensus and, therefore, are generally accepted.

However, this fact implies in an intense process of standardization internationalization, which arises new addressing and efforts.

Therefore, participating in a structured and active fashion of international and regional standardization means to have influence on the content of international and regional standards, which more and more affects markets, be it international, be it national.

¹ The General Agreement on Technical Barriers to the Commerce of the World Trade Organization – OMC recommends that while elaborating technical regulations are used as base, international technical standards aiming at preventing unnecessary barriers to commerce.

¹ Standards documents of compulsory nature, therefore mandatory, approved by a State authority, that establish requirements for products, processes, services, etc.

In another focus, the innovation allied to research and development activities (set often designed as R, D & I) are also strategic elements for a sustained economic growth, with increased productivity and competition, and access to new markets.

R, D & I activities are facilitated by the existence of technical standards orienting and helping executing these activities through supplying consolidated inputs and technical parameters (i. e., essay methods, sampling parameters, safety requirements, etc.).

In this same direction, the innovation caused by R&D process, once adopted by the society, is consolidated and settled by standardization, thus becoming a technological reference, essential support for technology transference actions.

In summary, standardization is an “entrance” for research and development activities and it is an “exit” of this activity when it materializes and consolidates the innovation caused by technical standard.

Actions

- influence, politically and technically, regional and international standardization organisms
- Mobilize resources, develop competences for an effective participation in regional and international standardization, articulate the diverse interested parties, anticipate initiatives and timely mobilization are key aspects to put this action in practice. It is important to



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take the leadership of political and technical organs of interest for the country (including presiding or coordinating them), as well as specific standardization initiatives, future-supporting.

- adopt international standard such as Brazilian Standards, taking in account national interests

The adoption of international standards such as Brazilian Standards promotes and facilitates the access of Brazilian products and services to international market, thus assuring appropriate development and safety levels for the customers. In some cases, adoption implies adjustments made in production process.

- broaden the cooperation in standardization with other countries, emphasizing Latin American and Portuguese-speaking countries

The cooperation in standardization area with other countries may contribute for the solution of specific problems through the access technological files and the competence of Brazilian companies. It is an instrument of international cooperation and technological transference, besides promoting the access of our products and services to markets. Ever-growing cooperation with other countries constitutes an opportunity for more regional and international insertion of the country.

- include, when relevant, sustainability requirements in Brazilian Standards

Sustainable development is one of the big challenges of our time. Standardization can give an effective and relevant contribution to reach it.

- identify and give priority the development of standards with potential impact on export of Brazilian products

Standardization is one of the instruments to promote and facilitate the access to external markets for Brazilian products and services.



- integrate standardization and research, development, and innovation activities

Considering standardization since planning phase of R, D & I activities. Standardization is a platform for the technological development, consolidation, and dissemination of the innovation.

2. Standardization to promote well-being of the society and sustainable development

The needs and expectations of the societies have evolved and became wider and more complex, reflecting on the incorporation of new dimensions and demands related to products and services they consume and use, such as environmental aspects, social aspects, safety, sustainable development, social responsibility, etc.

Regarding this, Standardization has a critical role in modern economies as a tool supporting the offer of products and services that are competitive, safe, efficient, effective and reflecting the needs and expectations of the society. It can be said, therefore, that the standardization contributes for the well-being of the society, as well as the growth of the economy.

Also, standardization also positively affects the processes of innovation and knowledge dissemination. Recent studies confirm that the economical and social impact of the standardization is expressive and must be considered when establishing public policies and initiatives of the private sector.

Also, the standardization as vehicle for the realization of economical activities must be receptive to the need of considering sustainable development in a wider aspect, even though it must be noticed that the standards do not have an impact on sustainability aspects, but



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the products, processes and services encompassed by these standards.

Thus, standardization may have a critical role on the search for sustainable development. In particular, the development of standards as methods to evaluate impacts, their treatment or mitigation, specific system managements, the promotion of more harmonic

relationships with suppliers and clients and other specific tools may be included in the contribution standardization can give to sustainable development.

On the other hand, for the advantages of the standardization to be realized, it is necessary that the importance and benefits of the standardization, as an instrument of the whole society, are widely spread and published, making the subject more attractive, accessible and with a positive connotation for the general public. That's how the information for the community about a standard project and its progresses, published in several communication channels, is an essential contribution for the process of standardization and to the society itself, once it enables the interested parties to effectively exert influence and contribute.

Actions

- promote diffusion, information and sensitization for the importance of the standardization

The dissemination of a standardization culture into the society is a development factor. The education has a critical paper here, to be realized with the use of means that enable the diffusion in the widest and most friendly way possible.

In particular, educational system has a critical role in disseminating standardization culture. The consciousness and comprehension of the role of standardization decisively



contribute for the well being of the society and enable that concrete problems are addressed and solved.

- publish the benefits of the standardization for the different segments of the society

The publishing of the benefits of the standardization makes it more tangible and promotes its used and participation. The publishing must be based on facts and data, which must be compiled and queried. Among these facts and data there are successful cases, specific studies, comparing with other countries and markets. Interested parties must be involved in publishing as well as in the process of identification and compilation of the benefits.

- identify and prioritize the development of standards with potential impact on the well being of the society

Several standards are important and critical since they address problems and subjects of the interest of the society to beyond its economic relevance. It is necessary to set mechanisms to assure these standardization demands will be identified and implemented. In particular, sensitive subjects for the society are object of standard, such as social issues, people's safety, goods, flora and fauna, environmental issues, special needs in children, young people and elderly people, just to mention some examples.

- give priority to the development of standards that will contribute for sustainable development

The standardization may effectively contribute for sustainable development, since the development of specific standards, such as tools and methods with this objective, including standard with positive repercussions for sustainability, such as those related with the



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management of energy or water. It is important that the processes of prioritizing the standardization efforts consider the initiatives oriented to sustainable development.

- evaluate, when pertinent, the social, economic and environmental impact in elaborating the rule

Knowing the impact of a standard is relevant information so that its results are within the expected and eventual non-intended outcomes or undesirable asymmetries in impacts can be anticipated. It is convenient that the evaluation of the impact on standards addresses the three dimensions of sustainability.

Methods can be developed so as to efficiently evaluate the impact of the development of a standard.

Particular attention must be given to the impact on micro and small companies.

3. Standardization integrated to technical regulation

Regulatory activity, including technical regulation, has intensely developed and becoming more and more sophisticated in the last years. New approaches have been adopted to assure its transparency, evaluate its impacts and potentiate its effective implementation.

International, multilateral and bilateral agreements have been settled, affecting the form to establish technical regulations. Brazil is signatory of several agreements like these.

The dissemination of good regulation practices have increased in the last years. One of the most known good practices is technical regulation use the support of technical standards. This approach, when using international standards as reference, has as outcome the elimination of unnecessary obstacles to commerce and technology development.



Thus, in many situations, technical regulations are closely related to technical standards. One of the ways is the technical regulation establishes the obligation of the accomplishing requirements (all or in part) of a technical standard.

Technical regulations often set requirements and are supported by technical standard to check and show the service of these requirements by using normalized essay methods, for instance.

On the other hand, considering the standardization as an auto-regulation process of the society, the existence of technical standards itself in a certain sector may contribute for the non-regulation or deregulation from people in charge.

In summary, the use of technical standards in technical regulation is a technically intelligent alternative, since regulating authorities are concentrating on what is essential for State interests, having support from technical standards, outcome of society consensus, to provide relevant technical and necessary aspects.

Actions

- stimulate regulation authorities to use standardization as an input and support from technical regulation

The use of Standardization by regulation shares the costs of this activity by the society and contributes for the regulation to be technologically updated. Regulating authorities have the competence of deciding when and in which conditions you use technical standards in support to regulation. Therefore, it is important to know and participate in Standardization activities and that technical standards serve their needs.



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It is important to develop initiatives to contribute so that authorities use technical standards to support to technical regulation so as to develop confidence and efficacy in the use of standards.

The use of technical standards in support to technical regulation is a practice encouraged in several multilateral and bilateral forums; it is even foreseen in some treaties signed by Brazil.

- establish mechanisms facilitating the access to standards that are referenced in technical regulations

The content of technical regulations must be accessible to interested parties without hindering. This principle, inscribed in Constitution, implies the development of mechanisms enabling technical standards referred in technical regulations to be also accessible to interested parties. It is important that the access is made as simple and wide as possible, without hindering any of the interested parties.

- identify needs and prioritize the development of necessary standards to support technical regulation

For the technical regulation use and support technical standards, it is important that the applicable standards are made available. To do so, it is necessary that such a need is identified in time to developed standards. It is critical that, while planning and developing Standardization works in the Country, priority is given to necessary standards to support technical regulation. This implies the development of processes and mechanisms to prioritize Standardization demands in close connection and articulation with regulatory authorities. It should be also considered that the records of existing standards to check the need to develop specific standards. Within this perspective, it must be considered the possibility of existing or to be defined standards being sufficient to reach intended regulation objectives.



- spread the use of technical standards as a form of regulation

The use of technical standards is a form of regulation, as well as the use of other tools or instruments such as sectorial agreements, incentive policies, etc. In such a perspective, it is important to spread such a concept to interested parties, in particular the regulatory authorities and diverse economy sectors.

4. Standardization and the strengthening of Brazilian Standardization System

The relevance, pertinence and consistence of the Standardization activities are values that must be noticed by the society. An effective Standardization system must produce standards with quality (considered as strategic tools for socio-economic development), focusing on performance and not on descriptive characteristics in an acceptable deadline, agreed by interested parties and that may be really used.

A well organized system to query needs and demands regarding Standardization and the construction of a planning generally supporting the society are also critical factors for the efficacy of Standardization process.

In such a context, the cost of the Standardization process (critical factor of the activity) is more frequently associated to time and contribution effort of the process participants, followed of the costs of visible infrastructure, such as websites and the organization of meetings. But the quality of the Standardization process also incurs in “hidden” costs that make the process pricey. These costs come, e. g., from filiations (of the national Standardization organ) to regional and international organs, or yet from the need to follow



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and observe works developed in the most diverse forums or yet in the capacity of the several agents involved in the Standardization process.

Thanks to the internationalization of Standardization and to the greater relevance the activity has for the market, the costs constantly increase. It is more and more necessary to attend meetings in other countries and even in several parts of the Country. Also, follow works developing in several forums and organizations, many times in foreign languages. On the other hand, there is a growing demand of information and actions and initiatives related to Standardization. Therefore, financial support for the Standardization activity is a permanent challenge that must be accomplished. It is important to stress that this challenge is shared by all interested parties.

Some countries regularly forward public budget to Standardization activities as part of its policies to stimulate development; in Brazil, the budget forwarding for development has occurred in different degrees of intensity, as a form of support to specific projects; there is the need, therefore, to evaluate this model, objecting its improvement.

On the other hand, the involvement of the interested parties (participation of growers, consumers, universities, laboratories, research institutes, government, non-governmental organizations, micro, small, medium and big companies, etc.) is also a critical factor for Standardization activity. Therefore, it is important that the Standardization process is open and accessible and that people involved in its elaboration represent, in a balanced way, the diverse interests. To do that, for actions of sensitization and capacitation, it is convenient to develop methods and systems that potentiate the participation of the diverse interested parties in the process.



Finally, it is worth to mention a trend internationally observed, the proliferation of standards made by groups of interest, frequently in a closed form, restricted to members, which is imposed by economical power or the pressure of these groups, therefore apart from international Standardization system. The response to this challenge, that can hinder companies and sectors in the competition for markets, is the ability of the Brazilian Standardization System to quickly respond and even anticipate demands. This is a challenge of particular importance for the Brazilian Standardization Strategy.

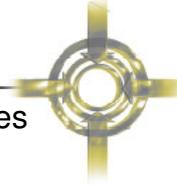
Actions

- strengthen National Standardization Forum

National Standardization Forum is a principal organ of the Brazilian Standardization System. Thus, its strengthening is critical for the efficacy of the System, especially in an international context of forums and Standardization initiatives, many of them alternative or not incorporated to institutionalized Standardization systems (national, regional and international), such as consortia. In the same way, it is important this strengthening in national context to increase the perception of value in Standardization activities in the Country and the importance of participating in the process.

- promote the balanced participation of interested parties in Standardization process

The new subjects – such as environmental, social subjects connected to the interests of the customer and the citizen, for instance – and the increase of the importance regarding Standardization make critical that the diverse interested parties take part in it. In particular, the participation of new agents in the Standardization process must be



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intensified, such as customers, non-governmental organizations with interest in social or environmental subject, new sectors of the economy, such as the sector of services or agriculture and livestock, or yet the workers.

This increase in participation, although extremely necessary, is challenging and requires innovative processes and mechanisms, aware of the commitment of the diverse interested parties. It is also important that the processes and mechanisms take care of the participation balance.

- incorporate the strategic view of Society needs in identification, categorization, and elaboration of standards

The growing demand for technical standards and the need to plan and allocate resources for its development imply in a strategic view to identify interest needs in society. This includes those originating from public policies, as well as those deriving from sectional strategies or the worries and interests of the several agents and interested parties. Therefore, there is the need to give an alignment between the diverse demands and systematize the process of identifying and giving priority them, taking in account the Brazilian Standardization Strategy.

- promote financial support of the Standardization activity

The financial support of the activity, that goes beyond support of the National Standardization Forum itself, including, e.g., costs related to international participation – filiation quotes, participation in meetings, preparation of Brazilian positions, etc. – is a permanent challenge, specially because the activity is historically not profitable from an international perspective. On the other hand, the challenge of increasing the accessibility to the activity and also making it more easily reach the diverse interested parties contribute to the increase of costs. Therefore, it is critical to set mechanisms and actions that will contribute for the financial support and its efficacy and efficiency.



- promote actions of education and capacitation for the Standardization process

There is a gap of competent personnel to actuate with maximum yield in Standardization processes in the Country. Since the process is participative, there is the involvement of professionals of the most diverse knowledge areas, but there is also the need of professionals dedicated to the activity. In both cases it is necessary the appropriate education and capacitation. It is important that the initiatives of formation and capacitating are developed in a wider and articulated way, so as to provide the Country with an appropriate base of human resources for the upcoming challenges.

Strategic directives





Resolution
no. 4 of
April 30th
2009

Brazilian Standardization Strategy 2009-2014

Federal Public Service

MINISTRY OF THE DEVELOPMENT, INDUSTRY, AND FOREIGN TRADE
NATIONAL COUNCIL OF METROLOGY, STANDARDIZATION, AND INDUSTRIAL
QUALITY

Resolution n° 04 of April, 30th, 2009.

About Approval of the Brazilian Standardization Strategy.

The NATIONAL COUNCIL OF METROLOGY, STANDARDIZATION, AND INDUSTRIAL QUALITY – Conmetro, by making use of its attributions according to article 2nd, 1st and 2nd paragraphs of the Law no. 9.933 of December 20th, 1999, c/c with Law no. 5.966, of December 11th, 1973;

Whereas the importance of Standardization in promoting well-being for the society, sustainable development, and access to markets;

Whereas the initiatives of several countries in international scenario with the objective of establishing strategic marks for developing the Standardization activity;

Whereas the need of Brazilian public and private sectors to share a strategic view about the subject Standardization coherently aligned with industrial, technological, and foreign trade policies;

Whereas a Standardization strategy establishes the bases for developing the Standardization activity and promotes the interaction and articulation of several process agents, serving as reference for future actions and breakdowns; and

Whereas the participative job conducted and approved by CBN through the performance of 07 workshops and meetings with regulatory authorities, non-governmental organizations, general production sector, and agribusiness sector resulting in the proposal of Brazilian Standardization Strategy.

DECIDES TO:

Article no. 1 – Approve the annexed Brazilian Standardization Strategy.

Article no. 2 – Define that the Brazilian Standard Committee – CBN will submit the Plan for Assisted Implantation of Brazilian Standardization Strategy to Conmetro, in its next ordinary meeting.

Article no. 3 – This Resolution will be in force on the date of publishing.

MIGUEL JORGE
Minister of the Development, Industry, And Foreign Trade
President of Conmetro



List of Entities/Members

CBN – Brazilian Standard
Committee

Brazilian Standardization Strategy 2009-2014



ABCP – Brazilian Association of Portland Cement
SEBRAE - Brazilian Service of Support to Micro and Small Companies
INMETRO – National Institute of Metrology, Standardization and Industrial Quality
ABNT – Brazilian Association for Standardization
CNI – National Confederation of Industry
MCT – Ministry of Science and Technology
CNC – National Confederation of Trade
ANEEL – Brazilian Electricity Regulatory Agency
CBM – Brazilian Committee of Metrology
CBAC – Brazilian Committee of Conformity Evaluation
ABINEE – Brazilian Electrical and Electronic Industry Association
MRE – Ministry of Foreign Affairs
MDIC – Ministry of Development, Industry and Foreign Trade
ANVISA – National Agency of Sanitary Surveillance
UBQ-RJ – Brazilian Union for Quality
MD – Ministry of Defense
ABIMAQ – Brazilian Machinery and Equipment Industry Association
ANTAQ – National Agency of Water Transportation
CNA – National Farmer's Confederation
ABDI – Brazilian Agency of Industrial Development
PRO TESTE – Brazilian Association of Customer Defense
ANTT – National Agency of Ground Transportation
ANA – National Water Agency
ANATEL – National Telecommunication Agency



Ministério do
Desenvolvimento, Indústria
e Comércio Exterior

