



# ISO Strategy on Gender

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# How it started – UNECE Declaration

- In May 2019, ISO signed the [UNECE Declaration for GRS and Standards Development](#)

**And therefore, we hereby pledge to make standards and the standards development process gender responsive by:**

1. Affirming this Gender Responsive Standards and Standards Development Declaration
2. Creating and proactively implementing a gender action plan for our organization
3. Tracking progress; collecting and sharing data, success stories and good practices.

- ITU, IEC, 60+ ISO members

# First ISO GAP

Initial period 2019-2021

## Focused on

- **What do we have?** (establishing baselines & repositories)
- **Where do we want to go?** (long-term)
- **What do we need?** (setting the scene)

*\*Awareness, change in ways of thinking*

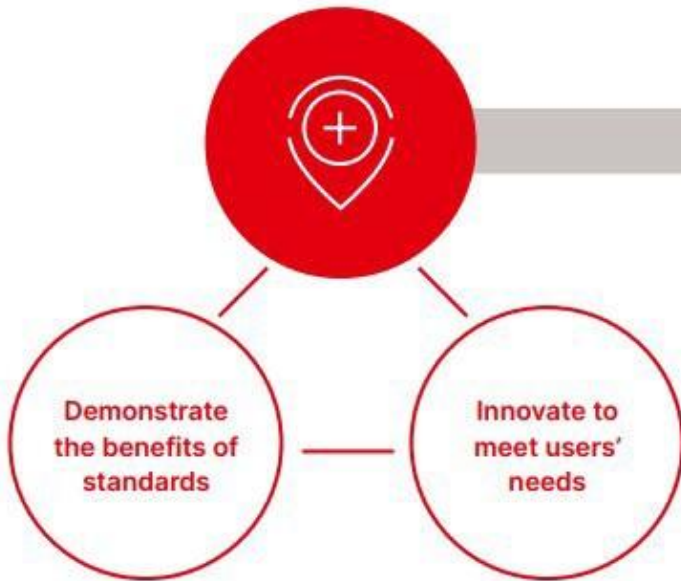
**ISO GENDER**  
Action Plan  
2019-2021

**ISO GENDER**  
Action Plan  
2022-

**ISO GENDER**  
Action Plan  
2024-2025

# ISO Strategy 2030

ISO standards used everywhere



Meeting global needs



All voices heard



# ISO GENDER Action Plan

2024 - 2025



## Outcome 1: Data collection and analysis

- Collect, analyse, monitor, and communicate on data of gender representation for governance positions and technical experts (as part of the ISO Strategy measurement framework), and at ISO/CS



## Outcome 4: Contribution of ISO/CS towards supporting gender within the ISO system

- Support ISO/CS activities towards diversity and inclusion, including within the workplace
- Promote ISO's gender activities through events and strategic partnerships



## Outcome 2: Balanced representation and participation

- Barriers to women's participation in technical work are alleviated



## Outcome 5: Support to ISO members on gender equality

- Assess members needs on gender equality
- Implement capacity building support
- Ideas and best practices between ISO members are exchanged



## Outcome 3: ISO deliberables are gender responsive

- Gender mainstreaming in standards development is improved



# Gender data of ISO technical experts





All voices heard

# Data collection

All anecdotal  $\approx$  30% standardizers are women,  
but no evidence!

## Goal:

To understand the current gender balance in ISO's technical work, and to use this as the baseline for the effective monitoring of progress towards long-term objectives.

**Needed to establish a baseline!**

# Data collection – technical experts

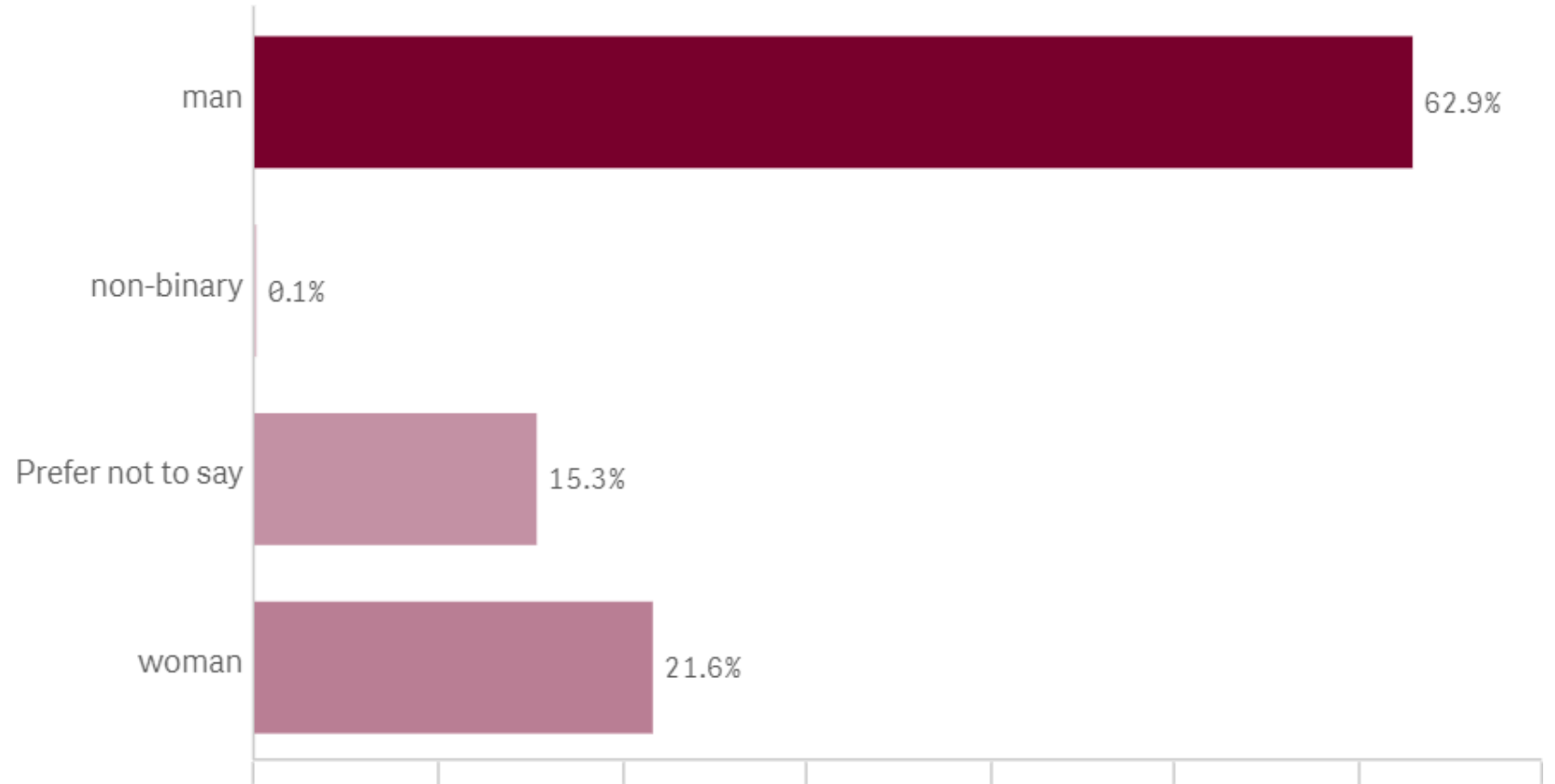
## What will change

- Pop-up appear, asking the user to answer gender / YO B
- Data is **anonymized** and analysed by **ISO/CS only**

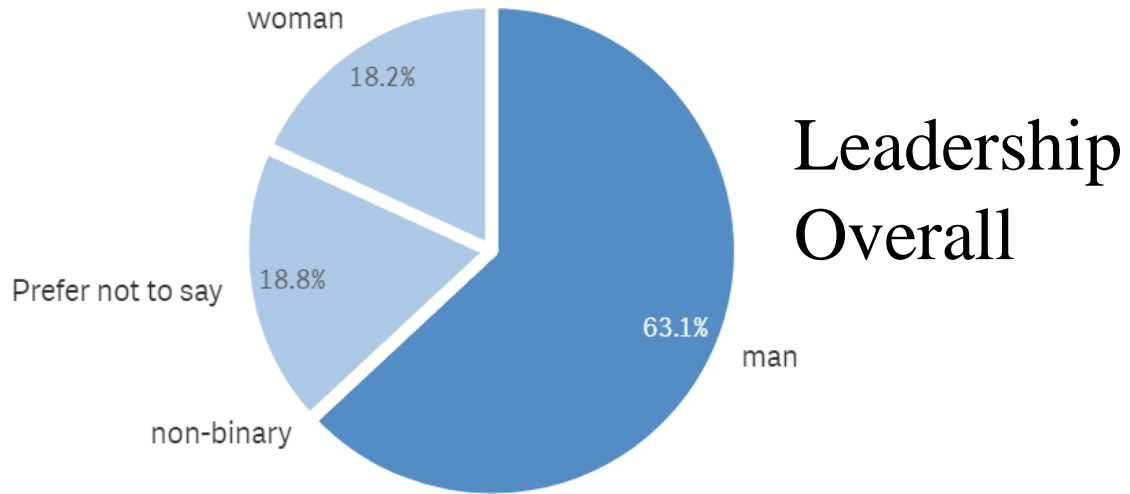
Gender	Year of birth
Woman	Year
Man	
Non-binary	
Prefer not to say	Prefer not to say



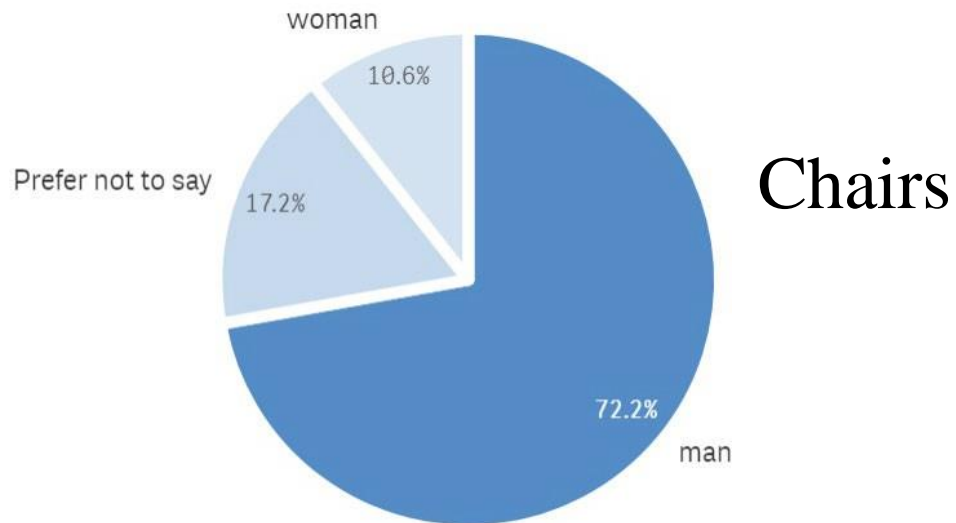
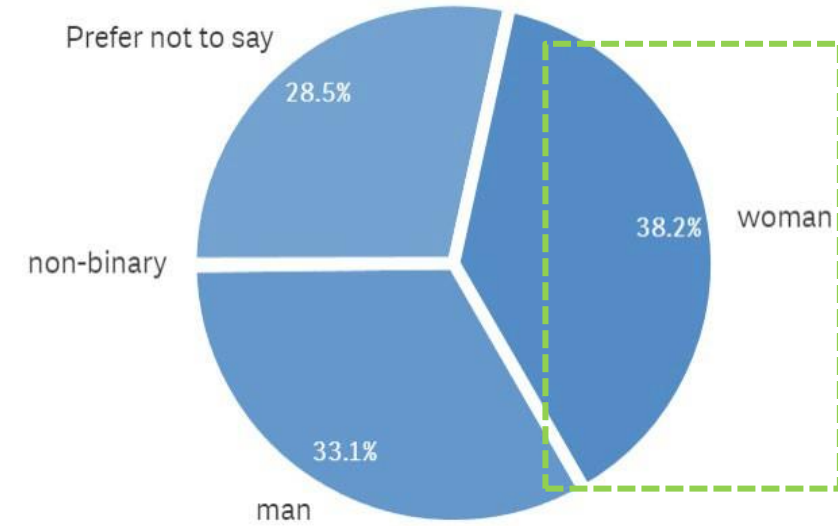
# Data collection - *Overall*



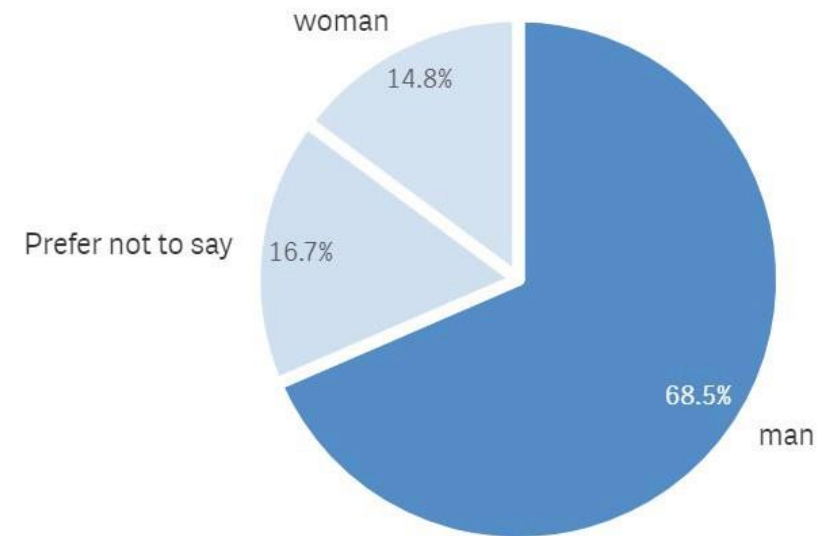
# Data collection - *Leadership*



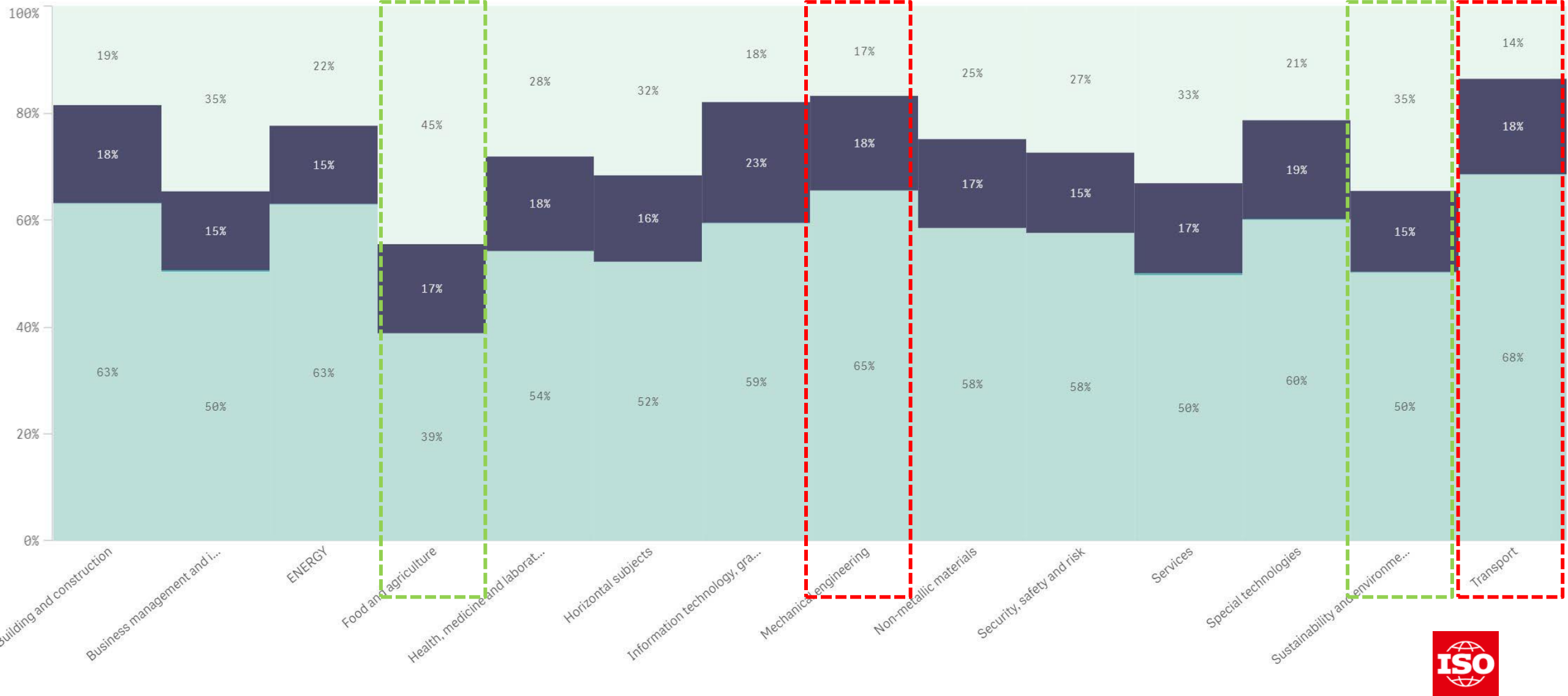
### Committee Managers



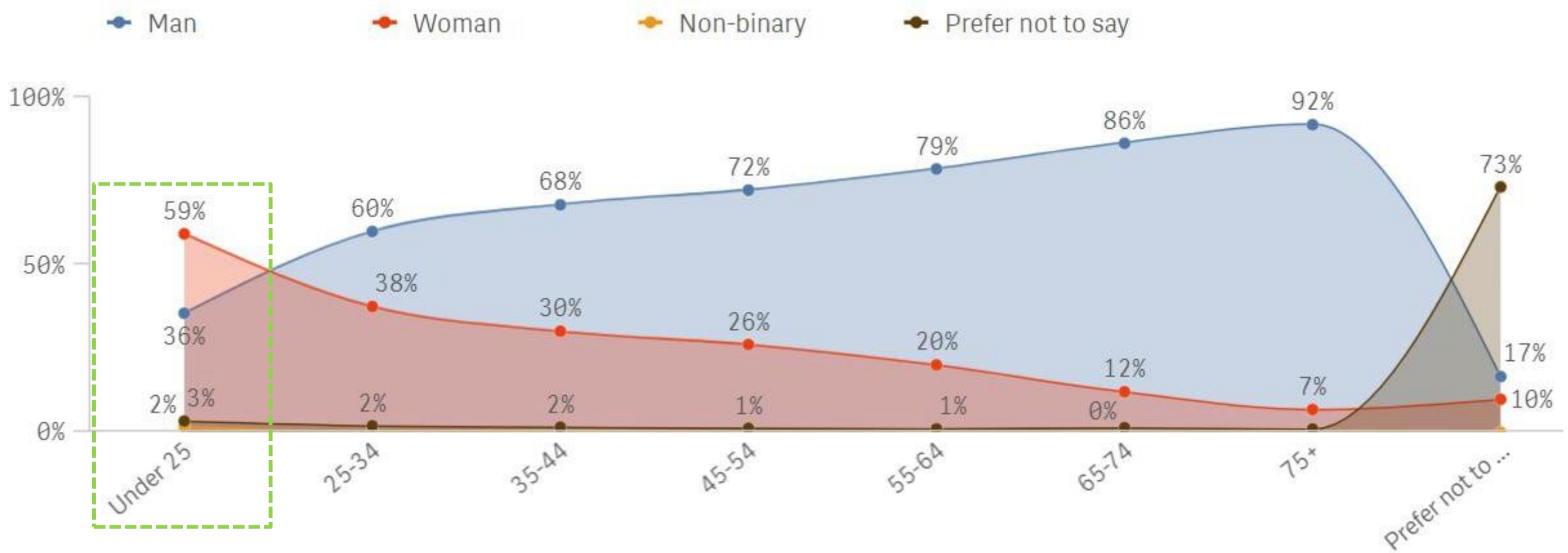
### Convenors



# Data collection - *Sector*



# Data collection – Age





# Data collection

Data on gender, age, leadership, region, technical sector, developed/developing,

*e.g. women convenors, <45, developing countries in east Africa, transport sector*

## What's next?

Set a target or monitor?

Create dashboard for members

Continue messaging

# Gender Responsive Standards



# ISO/IEC JSAG on GRS

*Joint Strategic Advisory Group on Gender Responsive Standards*

## **Mandate**

Increase the ISO and IEC technical communities' appreciation of and competence in developing gender responsive standards.



# ISO/IEC JSAG on GRS

## What is a gender responsive standard?

Choice 1	Choice 2	Choice 3
A standard that has men and women equally represented in its technical committee work	A standard that addresses womens' issues and needs	A standard that accounts for the physical differences and gender roles between men and women



# Enabling factors that contribute to GRS

- **Commitment** of the ISO member to gender equality
- Initial **screening for and identification** of gender and diversity issues at the standard proposal stage
- Build **design elements** in that can ensure the standard when applied will be gender responsive
- Consider **gender-disaggregated data** when available
- *If need arises*: Inclusion of **gender expertise** in the design and development of the standard



# Feedback from technical community

- 25% consider gender
- 75% don't consider gender
- 79% of those who don't consider gender said it has no relevance in their area of standardization
- 38% say they want guidance on gender responsive standards

**Understanding why gender matters is key to the success of our work!**

“Safety issues do not distinguish between men and women, hence when writing our requirements we do not need to distinguish whether a man or a woman shall be protected.”

“We are working on technical products/issues. Our products are neither male nor female nor diverse.”



How does ISO fix this?



# ISO/IEC Gender Responsive Standards Guidance

## Guidance

[Guidance on GRS for technical work](#) to ensure that international standards provide equal benefit to all different genders, and for technical committees to determine the extent of potential gender implications.

## Assessment Form

Complete using the learned information from the Guidance

## E-module

Supplement to the Guidance & Form to help further understand its use and application

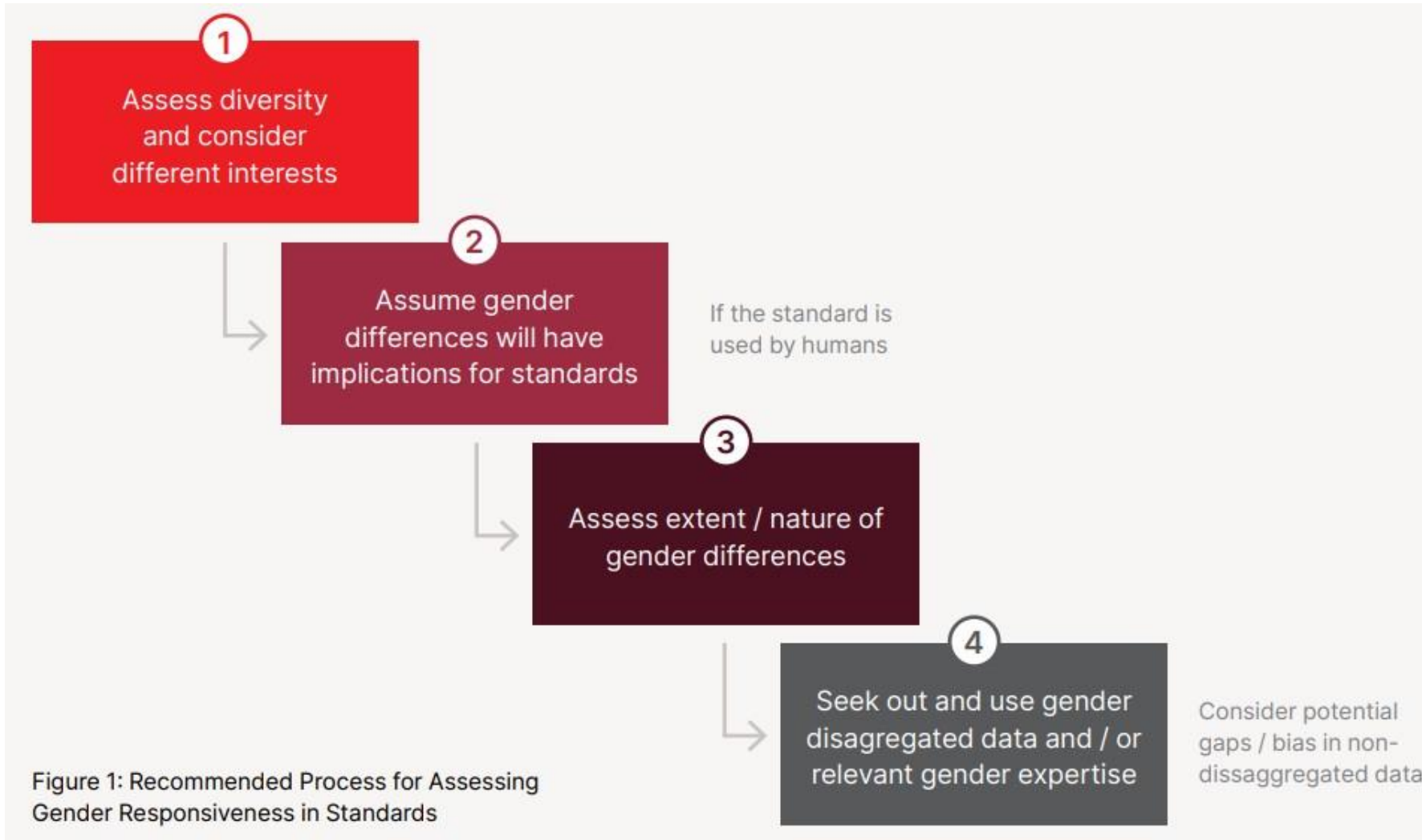
Gender  
Responsive  
Standards

Guidance for ISO and IEC  
technical committees

iec.ch  
iso.org



# Differences to consider



- Body size & strength
- Hormones
- Voice recognition
- Body Fat %
- Gender differences in ageing
- Power / authority dynamics in the home and public domains
- Behavioral / cultural differences
- Social responsibilities





# Inclusive Terminology

A change in the ISO/IEC Directives required the use of inclusive terminology in ISO and IEC documents wherever possible.

**Joint working group (JWG)** for inclusive terminology  
*(gender, accessibility, race, economic status, etc.)*

handicapped	salesman	fireman
chairwoman/man	craftsmanship	handicapped
master/slave	foreman	businessman
mankind	man-made	blacklist
mother tongue	blind / deaf	Policeman/woman



# Targeted Standards

- [IWA 34:2021](#)

Women's entrepreneurship — Key definitions and general criteria

- [ISO 53800](#)

Guidelines for promotion and implementation of gender equality and women's empowerment

- [ISO 30415](#)

HR management, diversity and inclusion in the workplace

**And 200+ more!**



# Capacity Building & Support to members



# Gender Focal Point Network (GFPN)

- Launched in February 2021
- 75 focal points from 58 NSBs and int'l orgs
- Virtual meetings quarterly
  - Members share new standards or activities
  - Provide ISO GAP updates & upcoming activities
  - Linked to thematic topic (World Toilet Day, IWD, etc.)



# Capacity Building: Gender and the APDC

6 Intermediate Outcomes (GSP, Digitalization, participation, etc.)

## IO 5 – Gender

**Why? >>> Cross-cutting issue!**

APDC addresses two main issues: environment and gender.

These issues are important drivers of change and crucial to sustainable and inclusive development, integrate throughout activities

50/230 gender-related indicators, including related to goals such as SDG 1, “End poverty” or SDG 8, “Decent work and economic growth”





# Capacity Building: Gender and the APDC

## **APDC support**

- GAPeer Mentoring Programme
- GAP development workshops (Philippines, Uzbekistan, Peru, Africa 2025)
- Gender support to LDC Programme (Mali, Lesotho, Ethiopia)
- E-learning modules



# Capacity Building: Gender and the APDC

**ISO deliverables - opportunities under capacity building**

TC 338 - Menstrual products

Support developing country participation in JSAG

ISO 53800 - Guidelines for the promotion and implementation of gender equality

Support to CASCO

UNECE project for gender and quality infrastructure



# Incremental revolution

Change is inevitable. Growth is optional.







# Thank you.

Working together to make lives  
*easier, safer, better.*

Rachel Miller Prada