

Award for Dutch business school

The Rotterdam School of Management of Erasmus University, The Netherlands, was announced 2009 winner of the ISO Award for Higher Education in Standardization.



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Dr. Ir. H.J. de Vries (left) receives the ISO Award for Higher Education in Standardization award on behalf of his school from Dr. George Arnold, ISO Vice-President (policy).

Dr. Ir. Henk de Vries, Associate Professor, received the award on behalf of the international business school for its standardization programmes covering both graduate and undergraduate degrees. Dr. Arnold, as Chair of the selection committee which had unanimously designated the Rotterdam School of Management as the winner, said that the committee was particularly impressed by:

- The integrated approach of the programme, combining self-learning and lectures, and encompassing Bachelor to Master levels
- The link between research on the impact of standardization and application of that research into the marketplace. This included the strategic benefit of standardization to business

- The diversity of the pedagogical tools developed and used for the programme, with a particular emphasis on research and business relevance
- The thrust placed on practical experience.

Renewing confidence

Standards as a solution

The Director of the British Standards Institution (BSI), Mr. Mike Low, made a presentation on standards as a solution in the wider sense in the context of the economic crisis facing the world, underlining that standards can be a key enabler for recovery and a catalyst for growth.

He emphasized that as businesses looked for solutions, ISO would have to make clear to the market place that it was the supplier of choice with the right standards for changed economic conditions.

Facilitating participation

The programme included an item on mechanisms to facilitate experts' participation in standards work. SABS's Senior Manager, Standards Operation,



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The ISO Deputy Secretary-General, Mr. Kevin McKinley.

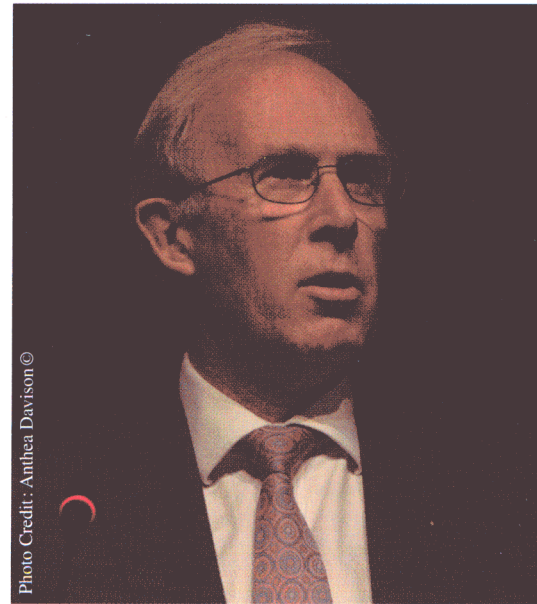


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The Director British Standards Institution (BSI), Mr. Mike Low.



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SABS's Senior Manager, Standards Operation, Ms. Suraiya Adam.

Ms. Suraiya Adam, described her organization's best practices in this regard.

ISO Deputy Secretary-General, Mr. Kevin McKinley, then presented ISO's three-pronged approach to facilitating participation in ISO:

- Coordinating and sharing best practices with partners
- Making ISO e-services easier to use
- Providing new Web-conferencing tools and giving guidance.