

# Perspectives

## Opening doors to China

**W**ith one of the world's fastest growing economies, valued at more than US\$2 trillion in 2005 and climbing at a pace five times faster than Europe, China is a formidable force.

Given its booming exports and surging investment, China is attracting keen interest from CSA. "Standards should not present barriers to trade anywhere in the world, and with China representing such a large world economy, it's essential that we build bridges and develop relationships that can be mutually beneficial," says Pat Keindel, President, Standards, CSA. "Without a doubt, China is the most important emerging economy right now, and we intend to share best practices and capitalize on emerging business opportunities that benefit our organization and its members."

On a recent trip to China, Ms. Keindel and other senior CSA staff found that the interest is definitely mutual. Meetings were arranged with delegates from various organizations, including the Standardization Administration of China (SAC), Shanghai Institute of Standardization, China National Institute of Standardization, China Association of Standards, the State Administration of Work Safety, Standards Press of China and China Petroleum Standardization Committee.

"We have been in constant dialogue with the Chinese standards community ever since our visit," Ms. Keindel notes. "Chinese authorities are very interested in building a relationship with us, particularly in those areas where we have established a leadership role."



Pat Keindel, President, Standards, CSA and Mr. Shi Baoquan, Vice Administrator of Standardization Administration of the People's Republic of China, at the signing ceremony of MOU in Beijing, China.

For example, in standards and resources relating to sustainable energy and energy efficiency, emergency preparedness, food safety, workplace safety (including fall protection), and health care (especially blood management), China has expressed interest in working with CSA. "Our climate change initiatives offer promising opportunities to share best practices, provide training and development, and trade technologies that will demonstrably benefit everyone as the environment knows no bounds," says Ms. Keindel.

CSA's business strategy for the coming year includes plans to cooperate and exchange information with China, promote information products and services

such as CSA training and Smart Standards™, and develop markets in selected product areas.

According to Ms. Keindel, Chinese authorities are looking to develop or adopt cutting edge standards that can keep up with its booming economy. And they are especially interested in best practices for applying standards, such as some of CSA's innovative Information Products. In fact, discussions are underway for potential licensing agreements in this area.

"Our visit was a fascinating journey and a real learning opportunity – and our Chinese hosts were tremendous," she adds. "As a result, we are now better acquainted with China's standards community and ways in which we can collaborate."

Mark Your Calendar  
**2006 Annual Conference & Committee Week**

**International Collaboration Global Solutions**

**CANADIAN STANDARDS ASSOCIATION**

June 18 – June 23, 2006  
 Deerhurst Resort, Huntsville, Ontario  
<http://annualconference.csa.ca>

## An Invitation to all CSA members...

**Y**our experience and expertise is crucial to CSA as we develop and advance solutions that serve the needs of people and business. That's why I hope you will join me for our 2006 Annual Conference & Committee Week, *International Collaboration, Global Solutions* at the award-winning Deerhurst Resort in Huntsville, Ontario from June 18-23, 2006.

Policy experts, government representatives, business leaders and others will debate the issues and create momentum for practical solutions. The business program will feature an impressive roster of leaders in international collaboration, supply chain management, corporate social responsibility and regional harmonization of standards.

Dr. Lloyd Axworthy, globalization expert and Nobel Peace Prize nominee, will kick off the program on Monday, June 19, 2006. Dr. Axworthy has been involved in the development of research, policies and partnerships aimed at solving many of the most pressing global issues including governance, environmental change, sustainability and human security.

His latest book, *Navigating a New World: Canada's Global Future*, examines how we can become active citizens in the 21<sup>st</sup> century and how Canada can lead the way to making the world a safer, more sustainable and humane place.

Our conference is a valuable opportunity to connect with colleagues in interactive workshops and to network with people who share your conviction about the difference standards can make to the world around us. You'll be inspired, refreshed and entertained in this spectacular Muskoka setting.

Valued CSA members are entitled to complimentary conference registration. To find out more about the program and agenda – including supporter opportunities that create visibility for your organization in the standards community, visit CSA's website at [www.csa.ca](http://www.csa.ca).

I hope to see you at Deerhurst in June.

Yours truly,  
 Pat Keindel  
 President, Standards  
 Canadian Standards Association

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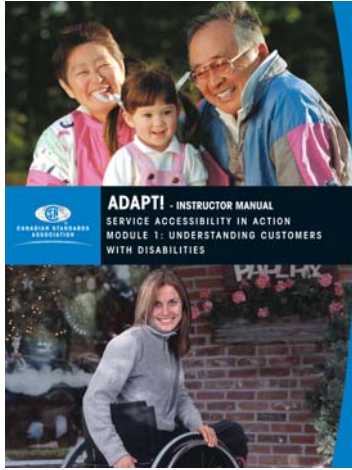
# Resources for improving service to people with disabilities

In co-operation with the Government of Ontario, CSA has created a suite of products to help organizations develop and communicate an effective customer service program.

Aimed at small and large providers of retail, hospitality, entertainment and financial services, the products draw on input from the disability community in Ontario, and are designed to verify service performance and improve the quality of service for all members of the public including those with disabilities.

Based on CSA B480-02 *Customer Service Standard for People with Disabilities*, the products include:

- **Trainer's Manual:** A complete instructional design with learning objectives, preparation checklists, lesson plans organized in easy to implement, step-by-step sequence.
- **Implementation Handbook:** Guidance, checklists and quizzes, this handbook addresses key elements of accommodation and methods for determining your level of conformance with the CSA B480-02 standard.
- **Welcoming Customers with Disabilities Video:** Provides general awareness of key principles along with vignettes showcasing effective ways of ensuring the needs of customers with disabilities are met without intrusion and with dignity.



- **Brochures:** Designed to help you and your staff create an accessible customer service environment, these include *Your Guide to Welcoming Customers with Disabilities* (a 16-page guide for front line staff, with practical tips) and *An Employer's Guide to Implementing the Customer Service Standard for*

*People with Disabilities* (an 8-page brochure that helps organizations find the best ways to improve service levels to people with disabilities).

Products are available in French and English and some are also offered in large fonts and Braille. Visit our online store at [www.ShopCSA.ca](http://www.ShopCSA.ca) to purchase these products.

CSA Learning Centre is also offering a one-day seminar for trainers. *Adapt: Customer Service for People with Disabilities* enables you to deliver training to customer service representatives and associates in three, easy to schedule, one-hour segments.

Modules cover *Understanding Customers with Disabilities*, *Communication Strategies for Customers with Disabilities*, and *Accommodation Strategies for Customers with Disabilities*. A fourth module, *Building a Culture of Sensitivity*, is a three-hour session designed to be completed by a company's decision makers following their participation in the introductory workshops.

Designed as a familiarization exercise, this training event includes a complete package of the CSA products described above.

To be held at the CSA Conference Centre in Mississauga, session dates are: March 6<sup>th</sup>, May 8<sup>th</sup> and June 1<sup>st</sup>, 2006. To register, visit [www.learningcentre.csa.ca](http://www.learningcentre.csa.ca)

# CSA spreads influence with international agreements

In just a few short weeks, CSA signed three separate Memorandums of Understanding (MOUs) with prominent internationally focused organizations. "These historic alliances reflect our shared vision of the importance of standards and the societal good they create regionally and in the global marketplace," says Pat Keindel, President, Standards, CSA. "They also demonstrate our commitment to work together to build an effective model of international cooperation."

## Landmark agreement with China

During a visit to the People's Republic of China last November, CSA delegates signed an MOU with the Standardization Administration of China (SAC). Under the agreement, the parties will work together to support the advancement of standards and to collaborate in areas of mutual interest. Several areas were identified: health care (especially blood management), emergency preparedness and sustainable energy (nuclear, gas and alternate energy) and energy efficiency. (For more, see article on page one.)

## Partnering in public safety

Fire safety. Carbon monoxide poisoning. Children's injuries. Hazards in the home. The National Fire Protection Association (NFPA) and CSA have much in common – which is why both organizations signed an MOU to explore and pursue opportunities relating to joint emergency preparedness, planning and emergency management, public health and safety, and public security initiatives. The goal is to promote awareness, knowledge and the application of standards and industry best practices in the community and workplace in the United States and Canada.

"It is within the interest and the greater good of our two nations that we work together cooperatively to build an effective model of international cooperation on public safety issues," said Pat Keindel.

"We are pleased to have established a more formal relationship with CSA," said NFPA President James M. Shannon. "We look forward to expanding our activities with CSA."

With more than 75,000 members, NFPA has been a worldwide leader in providing fire, electrical, building, and life safety to the public since 1896.

## North American collaboration

With a shared vision of how standards can positively impact North America and the world, CSA and ASTM International signed an MOU during the international standardization workshop they co-sponsored on October 26th in Toronto.

"The signing of this MOU was an historic event for CSA and highlights the interests and competencies we share with ASTM," says Pat Keindel. The agreement seeks to promote awareness, education and training, conference co-sponsorship, and standardization initiatives.

"This MOU establishes a strategic alliance, leverages the expertise of both organizations, creates value for the public and stakeholders, and builds a model of regional cooperation," said ASTM President James Thomas.

# Moving forward in Electrotechnical Area

A significant number of CSA standards relate to the installation, distribution, transmission and use of electrical energy, and about 45% of them are cited in legislation at various levels of government. Given its stakeholder reach and market influence, the Electrotechnical area is a highly prized asset for CSA, a model of standards development regarded by many to be among the best in the world. Yet it also faces new challenges, which its newly appointed head is eager to take on.

Stephen Brown, Director, Electrotechnical, says: "CSA has a rich and distinguished heritage on the electrical front, and members and staff should be very proud of the credibility their work has earned among stakeholders. Sustaining such an enviable position requires continuous flexibility."

Mr. Brown joins the program after spending three years as CSA's Director of External Affairs where he gained a good grounding in the issues facing the standards community and CSA's capacity to respond. He was also responsible for developing relations with other associations, non governmental organizations (NGOs) and regulatory bodies to offer guidance to the Standards division and deliver on programs and business management processes. Together with his 20 years in the IT industry, Mr. Brown's experience aligns well with the demands of the Electrotechnical area.

Going forward, product standards and prescriptive specifications will still be required, he says, but they must be augmented to meet new needs such as reducing energy consumption, improving the reliability of electrical sources and incorporating new technologies safely. Then too, objective based and



**Stephen Brown, Director, Electrotechnical, CSA**

hazards based standards are emerging to address systems and product performance based on desired outcomes regarding health, safety and the environment.

"Creating interoperability between products, systems and processes is also essential," he says, "as is responding to new technologies and product designs, such as wind turbines and photovoltaic installations, for which there may be no standards or the current ones are inadequate."

Mr. Brown considers it important to continue to search for standards that meet the needs of Canada through the adoption or adaptation of standards in the international community. "In many cases, we are able to adopt standards directly with no deviations or to

harmonize standards through regional working groups from the United States and Mexico," he says. "These are preferred methods as they enhance efficiency and reduce barriers to trade, while still delivering on Canadians' expectations with respect to safety, health and the environment."

Meeting the challenges of the Electrotechnical area requires strong and enthusiastic support from CSA's membership. One of Mr. Brown's personal objectives is to spend as much time as possible among members. "I consider it a privilege to work with such highly qualified and experienced members from the electrical community."

He has become an active member of the Canadian National Committee to the International Electrotechnical Commission (CNC/IEC), the strategic steering committees for power engineering (SCOPE), electrical safety (SCORES), and energy efficiency (SCOPEER) as well as the executive committee for North American harmonization (CANENA).

"To remain competitive and serve our members, we will need to develop our skills and acquire new competencies, enhance our relations with stakeholders and expand our reach to new stakeholders such as NanoQuebec, the 'powerWISE' consortium of utilities, Advanced Engineering Research Centres, Science advisory organizations and universities," says Mr. Brown. "The Electrotechnical area will also support CSA's focus on a strong business-like culture by growing our revenues and containing our costs so that we are in a good position to address new opportunities."

## On the map at Globe 2006

CSA is making an impression on the globe – literally. At Globe 2006, a biennial trade fair and conference on business and the environment being held March 29th to 31st in Vancouver, CSA is well represented as a provider of solutions that help Canadian businesses – and the world – meet the challenges of a changing climate.

The Globe 2006 conference is expected to attract 2,000 senior business executives, government officials and leaders in environmental innovation from 75 countries, who will share the most recent developments in corporate sustainability, sustainable finance, energy policy, climate change and the business of building sustainable cities. Some 10,000 people will visit, including international media and visitors to the GLOBE 2006 Trade Fair, where CSA will have a

booth among more than 400 environmental and clean energy technology firms from North America, Europe and Asia. In addition, Michel Girard, Director, CSA Climate Change, is leading a panel discussion entitled "GHG Management: Netting Profit from Sources and Sinks." More information is available at [www.globe2006.com](http://www.globe2006.com).

This opportunity follows on the heels of the United Nations Climate Change Conference, COP11, held in Montreal late last fall, where CSA was represented in panel sessions, at a reception and in the exhibit area.

"Canadians expect coordinated action from government, corporations, non-governmental organizations and other stakeholders in addressing current and projected climate change challenges," says John Walter, Vice President, Standards Development, CSA.

"CSA is committed to its own greenhouse gas responsibilities and its responsibilities as Canada's leading standards developer with the unique ability to find common ground between national and international opinions and best practices."

The GLOBE conference coincides with the release of new ISO 14064 standards for greenhouse gas (GHG) quantification, reporting and verification. CSA facilitated the development of these standards. On behalf of Standards Council of Canada, CSA managed the ISO WG5 comprised of 200 international experts from over 50 countries and non-governmental organizations. Canadian versions of the standards – as well as training and support tools, will be available through CSA later this year.

## A milestone in environmental management

CSA has successfully accomplished registration to ISO 14001:2004 environmental management standard. CSA is one of a few standards development organizations in the world to have achieved such a distinction. CSA set up its environmental management system to demonstrate social responsibility and drive improvements in business practices.

"ISO 14001 registration shows we are a socially conscious organization with a resolute commitment to evolve our business model in a positive direction that will result in net benefits for our environment," says Pat Keindel, President, Standards, CSA. "We expect a good return on our investment through reduced costs, increased employee engagement with environmental management practices, and an enhanced reputation in the community."

It's also a matter of walking the talk, she adds. CSA administers on behalf of Standards Council of Canada, ISO Technical Committee 207, the technical committee responsible for developing the ISO 14001 standard.

CSA's certificate of registration was issued for the Spectrum Way site on January 26, 2006. The audit, conducted by National Standards Authority of Ireland which previously registered CSA Group's Corporate Finance Division to the ISO 9001 quality management standard, was the culmination of a great deal of work involving senior management, all employees throughout the division, the Spectrum Way Environment Committee and CSA Group's Corporate Occupational Health & Safety team. Along the route to registration were several training and awareness

sessions, an internal audit and gap analysis, management review of how the division manages its environmental aspects, and other initiatives. Two campaigns, Lights Off and Print Less, have helped the site reduce its energy and paper use respectively, while participation in the City of Mississauga's Litter Not campaign helped keep an adopted road in the community clean of litter.

"While we can be justifiably proud of this achievement, we won't rest on our laurels," says Ms. Keindel. "After all, attainment of the registration certificate is only the beginning of the journey towards demonstrating our commitment to excellence in environmental management."

# Upcoming EVENTS

# 2006 SPRING

## Get Up to Code Quickly!

### WATCH FOR 2006 TRAINING EVENTS ON THE NEW EDITION OF THE CE CODE!

- 2006 CE Code Essentials \*
  - Bonding & Grounding
  - Communication Systems and EMI
  - CEC/NEC - A Comparison of Requirements \*
  - Design, Installation and Maintenance of Electrical Equipment in Hazardous Locations
- ...and other Electrical Code related seminars

### The CSA Learning Centre offers convenient access to the combined training resources of the entire CSA Group.

The CSA Learning Centre offers seminars on the following topics:



CSA LEARNING  
CENTRE

- Lockout - Control of Hazardous Energy
- Electrical Safety for Professionals - Arc Flash (in collaboration with Schneider Electric) **NEW!**
- ESA Regulation 22/04 Electrical Distribution Safety training
- Seismic Reduction of OFCs - based on CSA S832
- Health Care Facilities Training Series
- Principles of Risk Assessment - based on ISO 14121
- ADAPTI - Trainer's program: Customer Service for People with Disabilities **NEW!**
- Static Grounding **NEW!**
- Fall Protection Series
- CSA Z1000 Management System for Occupational Health and Safety - a series of breakfast workshops **NEW!**
- Safeguarding of Machinery (in collaboration with IAPA)
- Managing an Effective Lift Truck Program (in collaboration with IAPA)
- QMI - ISO 22000 Food Safety Management System Series\*
- QMI - The ISO 9001:2000 Training Series \*
- QMI - The OHSAS 18001 Training Series\*
- QMI - The ISO 14001 Training Series\*
- QMI - ISO 9001:2000 - Process Auditing \*
- QMI - ISO 9001:2000 - Customer Satisfaction\*

\* available in French and English

For more information, or to register please call 416 747 4017 or 1 800 463 6727, email [seminars@csa.ca](mailto:seminars@csa.ca) or visit our website at <http://learningcentre.csa.ca>

## Conferences and Events:

### March

22-24/06

2006 North American Robot Safety Conference - in collaboration with Robotic Industries Association - Toronto, ON

### June

18-23/06

Annual Conference & Committee Week, International Collaboration, Global Solutions, Deerhurst Resort, Huntsville, ON

21-22/06

2006 Machine Safety Conference - in collaboration with IAPA - Toronto, ON

## CSA Reports Online

For the fourth consecutive year, CSA Group is delivering its annual report in an online format. Building on the success of last year's award winning report, the CSA Group Annual Report 2005/06 will allow the visitor a unique and enjoyable experience while providing all pertinent information in a clear and concise manner.

CSA Group invites you to review the 2005/06 annual report, available June 5, 2006 at [www.csagroup-ar.org](http://www.csagroup-ar.org).

## Perspectives

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ANSI members: Send your changes to CSA International, Jennifer Cale, 8501 E. Pleasant Valley Road, Cleveland, OH U.S.A. 44131-5575, E-mail [jennifer.cale@csa-america.org](mailto:jennifer.cale@csa-america.org), Fax 216 520-8979.

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I would like to receive an electronic PDF version of the newsletter rather than a printed copy.

### IMPORTANT!

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