

# Perspectives

## Call for Helmet Standards

**C**SA is grateful to Richard Kinar, helmet safety standards advocate, who worked tirelessly to raise awareness of helmet use to prevent severe head trauma and deaths.

Mr. Kinar has been a major catalyst of significant contribution from the B.C. government to support the development of standards for sport helmets such as those



**John Walter, Vice President, Standards Development, CSA speaks to the media in West Vancouver following a B.C. government announcement of initial funding for a new family of sporting helmets.**

used for snowboarding, inline skating and skiing. There are currently no minimum Canadian standards for such helmets and while there are some international standards, there is no assurance in Canada that sport helmets sold here meet these standards or any criteria for safety.

Making the announcement on March 21st, B.C.'s Minister of Small Business and Economic Development John Les said, "We know that helmets reduce the risk of injury... and we hope the federal government and other provincial governments will follow our lead to not only fund the safety standards development but a national helmet use campaign." That would require an estimated \$500,000 and CSA is working closely with key injury prevention organizations, industry, government and other stakeholders to raise the remaining funds and make the standards come to life soon.

Costing about \$30 to \$50, helmets are a low-cost solution to help prevent lifelong injury or even death. The average acute care cost (direct hospital costs) of acquired brain injury is almost \$3,000, according to the Ontario Brain Injury Association.

"These new standards will play a role in the health and well-being of all Canadian citizens," says John Walter, Vice President, Standards Development, CSA. "We hope that more people will be encouraged to purchase a helmet if it can be used for more than one sport."

By developing a multi-use sport helmet standard, as well as sport-specific helmet standards, CSA will be providing Canadians with a cost effective solution to help prevent serious head injuries.

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## Calling on collaboration in climate change

**C**SA's calls for collaboration on climate change issues have captured some high-profile media attention recently.

In an op-ed article published in The Globe and Mail, February 21st, Pat Keindel, President, Standards, CSA, urged Canadian citizens to call on all sides of the issue to start working together to find solutions that will be in everyone's best interest. "Industry, governments and environmentalists must set aside their differences and collaborate on a solution," she wrote.

She acknowledged that made-in-Canada solutions to the climate change challenge are underway in areas such as energy efficiency, renewable energy, electro-technical standards, the built environment, infrastructure and the measurement and reporting of greenhouse gas emissions. "But for a truly practical and effective response, there must be consensus and standardization in the approach," she added.

On March 15th, John Walter, Vice President, Standards Development, CSA, picked up the theme in a commentary delivered on CBC Radio. Citing CSA's 80-year history in building consensus among groups, he said, "To be broadly accepted, climate change solutions must be based on common standards, and all stakeholders need to be involved in developing them."

Noting that more than 50 per cent of Canada's gross domestic product is subject to climate change and extreme weather events, he said, "Canada has a chance to develop new technologies and teach advanced techniques to the rest of the world. Companies that start now will have a distinct advantage as more Canadian consumers and investors become aware of the climate change dilemma and look for products that help to solve it."

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## Conference speaker honoured

**O**ne of the speakers at CSA's Annual Conference has recently won two prestigious international awards.



**Sheila Watt-Cloutier**

Sheila Watt-Cloutier, Chair of the Inuit Circumpolar Conference, who will speak at Monday morning's plenary session on June 20, received a Champions of the Earth award from the United Nations Environment Programme (UNEP). She was cited for speaking out on the devastating effects of climate change on the Inuit's traditional way of life and global efforts to eliminate persistent organic pollutants, which pose a particular threat to Arctic peoples and ecosystems.

She also won The Sophia Prize 2005, an award intended to foster work aimed at improving the environment and sustainable development. In a statement, the Oslo-based awards committee praised the Inuit leader for drawing world attention to the impact of the environment on her people's human rights and for "giving a human face to the effects of climate change."

### In this issue

A Standards Champion	2	The trust factor	3	Read up on results	3	New Vice Chair	4
Winners of CSA's Award of Merit	2	Manufacturers hear anti-counterfeiting message	3	Stay in the know	4	Upcoming Events	4

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CANADIAN STANDARDS ASSOCIATION

# A Standards Champion

**D**r. Roland Hosein, an outstanding contributor to the world of standards, has been named this year's winner of the prestigious John Jenkins Award of Excellence. His lifelong commitment to and passion for environmental issues, combined with extraordinary leadership in bringing together voices of both developing and developed countries at forums, made a lasting impact on the development and implementation of national and international standards. He has been a strong proponent of harmonization of occupational and environmental standards between provinces, among NAFTA countries and internationally.

As Chair of the Canadian Advisory Committee to ISO Technical Committee (TC) 207 on Environmental Management, Dr. Hosein has motivated committee members, and encouraged the involvement of developing countries and non-government organizations. As a result of his efforts, many positions advocated by Canada were adopted by delegates. He also extended the reach and credibility of ISO TC207 to include broader public interests, small enterprises, developing country needs and corporate social responsibility.

His most recent contribution has been as a member of the Chair's Advisory Group (CAG) and Strategic Planning Group (SPG), both of which have made valuable contributions to modernizing TC207; once



**Dr. Roland Hosein**

again, he involved developing countries and an increasingly diverse range of stakeholder groups.

Dr. Hosein is highly regarded for his vision and leadership in Canada's contribution to the ISO 14000 series of environmental management standards. His presence, commitment, patience and attentive listening have strengthened the voice of Canadian stakeholders at the ISO forum, and his research skills will help take ISO 14000 to the next level.

He has also been a member of the CSA Strategic Steering Committee on Business Management and Sustainability.

Serving on the boards of the Canadian Manufacturers & Exporters, the Industrial Accident Prevention Association, and the Institute for Work and Health, Dr. Hosein is also a member of the Research Advisory Council of Ontario's Workplace Safety and Insurance Board. A prolific writer and public speaker, Dr. Hosein has edited or co-edited several major studies identified with occupational/environmental health hazards.

Dr. Hosein's commitment to learning and mentoring extends to his personal life. He has chaired the board of an ethnic theatre group, is on the board of Prime Mentors Canada, and has funded construction of a technology wing at the primary school he attended in his native Trinidad.

Currently, Dr. Hosein is Vice-President, Environment, Health and Safety for General Electric Canada. He holds Bachelor's and Master's degrees from the University of London and a Ph.D. in Epidemiology from the University of Western Ontario. He started the graduate program in Occupational and Environmental Health with the Faculty of Medicine, University of Toronto (1978) and today maintains a part-time appointment as Associate Professor.

He currently lives in Unionville, Ontario.

**The John Jenkins Award is the most prestigious honour bestowed by CSA to a person who is judged to have rendered distinguished service in the development and application of voluntary standards.**



# Winners of CSA's Award of Merit

*The Award of Merit is an honour bestowed by CSA to an individual who is judged to have demonstrated leadership in developing Canadian voluntary standards and who, through technical, administrative, or special standards activities, has advanced the purpose of CSA. This years recipients are:*



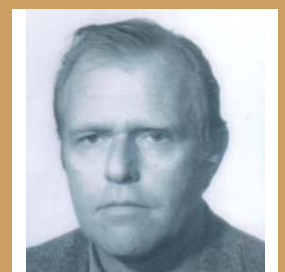
**Mike Chell, P.Eng.**



**Stephen Duffy**



**Dennis A. Durrant**



**Rodney Karen  
(Posthumously)**



**Alain LaBonté**



**Colleen Landers**



**Julie Roy**



**Rudy Rybansky, P.Eng.**



**Jacques H. Schingh,  
P.Eng., CIH, CRSP**



**Alice Sturgeon**



**Nick Surtees, P.Eng.**



**Nick van den Brekel**

# The trust factor

## CSA Group CEO speaks out on corporate social responsibility

An absence of trust is giving momentum to the corporate social responsibility (CSR) movement in North America, according to CSA Group President and CEO Rob M. Griffin. Speaking to business leaders at the Conference Board of Canada's CSR conference, May 11<sup>th</sup> in Toronto, Mr. Griffin said, "Earning and keeping trust depends on good governance, effective management systems, and the accountability that comes from measurement, verification and reporting."

He spoke about CSA's experience in coalescing stakeholders, how the association uses key performance indicators to measure the social impact of its work, and how it can help business in undertaking corporate social responsibility programs.

"While CSA continues to create standards for a wide variety of technology and products, we have branched out in recent years into areas that support corporate social responsibility," he said, referring to A Guide to Public Involvement (Z764), stakeholder engagement services and CSA's guideline document for corporate social responsibility (Plus 9018).

He discussed CSA's progress in the areas of climate change, occupational health and safety, and meeting the needs of people with disabilities. He closed his remarks with three high-level recommendations for the audience. "First, in managing your reputation, remember that powerful forces of information technology and the media make you more transparent than ever – and give you opportunities to show off your best features," he said. "Second, corporate social responsibility includes a broad range of potential initiatives... prioritize by accessing the aspects of CSR that will lead to your firm's long-term success. And, lastly, proactively measure. Your stakeholders expect more than lip service. They will insist on results."



**Mr. Rob M. Griffin,  
President and CEO,  
CSA Group**

## Read up on results

CSA Group's 2004/05 Annual Report has hit the streets – or rather, cyberspace. Just go to [www.csagroup-ar.org](http://www.csagroup-ar.org) to read up on CSA's annual performance and future outlook. With a theme of Service and Trust, the report documents how CSA enhances public health and safety, facilitates trade, enhances quality of life, and works to sustain the environment.

The report also includes the year's financial results, key performance indicators and the annual message from the Chair of the Board, and President and CEO.

# Manufacturers hear anti-counterfeiting message

"Counterfeit products can kill," was the simple, stark warning at an anti-counterfeiting conference jointly presented by the Canadian Standards Association and Canadian Manufacturers and Exporters (CME), April 7th in Mississauga, ON. More than 100 people attended the conference, entitled "Caveat Emptor" (buyer beware), including representatives from many of Canada's largest names in manufacturing: 3M Company (Canada), Alcan Cable, General Motors of Canada Limited, IBM Canada Limited, Kodak Canada, Kohler Canada Co. and Moen Incorporated.

"Many attendees had no idea that counterfeit products can kill people, if they fail to meet required standards," says RJ Falconi, Vice-President, General Counsel and Corporate Secretary, CSA Group, who spoke at the conference. "This conference enabled CSA to educate CME members, many of whom are our own customers, about the issue. Besides the threat to public safety, counterfeiting compromises brand integrity and consumer confidence in the products of legitimate manufacturers."

Mr. Falconi was joined by top experts from the RCMP federal Enforcement Branch, Baker & McKenzie LLP, Kestenberg Siegal Lipkus LLP and the International Anti-Counterfeiting Coalition. They discussed Canada's growing reputation as a haven for counterfeiters and ways to collaborate and expand the efforts of regulators, law enforcement, customs officials and manufacturers to counter the problem.



**Doug Geralde, Director, Corporate Audits and Investigation, and R.J. Falconi, Vice-President, General Counsel and Corporate Secretary, CSA Group look on as Perrin Beatty, President and CEO, Canadian Manufacturers & Exporters Canada addresses the CSA/CME Caveat Emptor Anti-counterfeiting conference.**

In March 2005, the RCMP announced it had seized thousands of electrical items bearing forged certification markings. When tested, counterfeit extension cords melted and caught fire within minutes.

Enforcement breakthroughs such as these only scratch the surface of what is "a very alarming piracy issue in Canada," according to Christopher Aide, Partner, IP, Baker & McKenzie LLP.

"Baker & McKenzie, with its CSA International alliance, understands the importance of protecting a company's innovation and creativity, and providing consumers with products that are safe and reliable. It's vital that we protect the integrity of CSA marks, and this conference was a good way to get the word out about the seriousness of this issue, and how makers of legitimate products can help combat the problem," adds Mr. Falconi.

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# Upcoming EVENTS 2005 FALL



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:

- Accident Investigation
- Safeguarding of Machinery (in collaboration with IAPA)
- Managing an Effective Lift Truck Program (in collaboration with IAPA)
- CSA/IAPA Electrical Workplace Safety Forum
- Respiratory Protection Series\*
- Fall Protection Series
- CE Code Essentials\*
- Bonding and Grounding of Electrical Equipment
- CEC/NEC — A Comparison of Requirements\*
- Code for Power Press Operation
- Design, Installation and Maintenance of Electrical Equipment in Hazardous Locations
- EMI — Electrical Disturbances
- Emergency Preparedness and Response
- Oil and Gas Pipelines – based on CSA Z662
- 2005 Biennial Pipeline Forum
- Quality Breathing Air - SCBA Administrators in the Fire Service
- Infection Control During Construction & Renovation in Healthcare Facilities
- Auditing Infection Control
- Control of Hazardous Energy - Lockout and Other Methods
- QMI – The ISO 9001:2000 Training Series\*
- QMI – The OHSAS 18001 Training Series\*
- QMI – Key Changes to ISO 14001 - 2004
- QMI – An Overview of ISO 14001 - 2004
- QMI – Medical Devices - ISO 13485:2003 - Essentials Course
- QMI – ISO 9001:2000 - Process Auditing Course\*
- 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 Web site at <http://learningcentre.csa.ca>

## Perspectives

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## Stay in the Know

A new service launched on the CSA web site puts valuable industry news right at your finger-tips.

As a service to our members, customers and other Web site users, CSA is providing its exclusive Industry News at no charge.

Thousands of content sources, such as newspapers, journals and magazines, are organized daily into hierarchical, standardized categories by Thomson/Dialog, the world's leading provider of online-based information, and published on the CSA Web site. Categorized news is published every morning around 5:00 am ET, so you can get fresh news to start your day. Convenient links related to the content take you to CSA's online store.

If you don't want to browse daily, you can take advantage of a complimentary weekly e-mail subscription service. Every Thursday morning, you'll receive news of your choice, in the categories you state as your preferences. Change your preferences at any time.

Due to the complexity of the news feed project – which posts over 400 news items per week in 15 different categories – it underwent a period of internal testing before the official launch in March. Since then, the subscriber base has been growing steadily.

"Some companies such as GE, Dupont and AIG Insurance have realized the benefits of this kind of service for their customers," says Bruno Samuel, Web Specialist, Marketing

and Communications. "However, this is really quite new to the standards community and we're pleased to be able to offer it to our members and customers."

To access the service, go to the following site:  
[www.csa.ca/news/industry](http://www.csa.ca/news/industry)

Contact: Bruno Samuel, 416 747 4151  
[bruno.samuel@csagroup.org](mailto:bruno.samuel@csagroup.org)

## New Vice Chair

Due to events external to CSA, Brian McQueen has resigned from the CSA Group Board of Directors. Dan Gagnier has been appointed by the Board to assume Brian's former positions of Vice-Chair, and Chair of the Standards Policy Board. Brian will continue to be a member of the Standards Policy Board. In making the announcement, Douglas Hatch, Chair, CSA Group Board of Directors, said, "I would like to personally thank Brian for being a valued member of the Board for the past four years."

## Address Change FaxBack

CSA members: Send your changes to Canadian Standards Association, Member Services, 5060 Spectrum Way, Mississauga, ON Canada L4W 5N6, E-mail [member@csa.ca](mailto:member@csa.ca), Fax (416) 747-2473.

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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