



Helping a trade association to update members with bespoke standards insight

Detailed research and monitoring services provided updates and reports on existing, upcoming and developing standards relevant to the client



The story at a glance

- The Confederation of Paper Industries (CPI) needed to keep its members updated on relevant standards across 12 key areas. Without the time and resources to do it internally, the CPI approached BSI for help with monitoring and reporting on standardization work.
- BSI's Research and Intelligence team carried out an initial landscaping project to pinpoint standards relevant to the paper sector, then delivered monthly updates on standardization activities.
- The CPI can now easily keep its members up to speed on standards, enabling them to keep pace with change, remain compliant, and have their say in the development of new standards.

The starting point

The Confederation of Paper Industries (CPI) is the trade association for the UK's paper-based industries. It represents the interests of a broad membership, including paper and board manufacturers and converters, corrugated packaging producers, makers of soft tissue papers, and collectors of paper for recycling.

Hundreds of standards are relevant to these organizations, in areas from the safety of machinery and food packaging to sustainable manufacturing and environmental management. Historically, paper manufacturers used to have one employee whose job it was to monitor standards development and get involved where necessary, but this role has since disappeared.

“The Standards Watch report allows us to highlight areas of change to our members, identifying areas where we may need to gather further information or get more directly involved with a specific developing standard. It enables us to see developments in a diverse selection of relevant standards that we might otherwise miss, so we don't lose the opportunity for further involvement in standards development.”

Debbie Stringer, Director of Environment,
Confederation of Paper Industries



The challenge

The CPI had relied on a few industry contacts to inform it of any standards developments, passing on the details to its members in the form of a quarterly update. But this was not sustainable long-term.

Director of Environment Debbie Stringer had been co-ordinating this reporting. “We had a problem on our hands,” she says. “How could we go on keeping track of the standards that are relevant to the paper-based industries we represent, and flag any changes and developments to our members?”

Debbie and her team set up a project internally to discover what sources of information were out there. They realised that whilst they could find standards information surrounding the many areas relevant to their members, it would be impossible for them to trawl through this, collect it and condense it themselves. “I couldn't do it manually,” explains Debbie, “Partly because I don't have anywhere near enough time to do it myself, but also because I don't have the necessary expertise to know what's changed.”

The solution

Debbie got in touch with BSI. She explained that the CPI was looking at the possibility of a mechanism for identifying and tracking the development of relevant BSI, CEN and ISO standards.

BSI's Research and Intelligence (R&I) team – the UK's only dedicated professional research team with expertise in standards – proposed its Standards Watch service as a solution.

"When they mentioned Standards Watch, I realized it was exactly the kind of thing we'd had in mind," says Debbie.

Standards Watch is a BSI service that keeps clients fully up to date with the latest standardization activities in a particular subject area. They receive monthly, bi-monthly, quarterly or annual reports, with status updates on a series of standards, proposals and new standards in progress. They also receive a review of the latest thinking in the related area of standardization.

On further discussion, **it became clear that the CPI would also benefit from an initial Standards Landscape research project.** A Standards Landscape provides a bespoke, factual analysis of the landscape for a specific market, technology, service, product, material or activity. Depending on the client's needs, it can deliver a map of current, draft and proposed standards.

Carrying out this work before the Standards Watch **would provide a clear understanding of the**

standards that are relevant to the paper sector, to ensure that the CPI had a view of the entire landscape. So, working closely with Debbie and her team, the R&I team of information specialists and data analysts used their in-depth knowledge of global standards work to provide a detailed standards landscape and a map of all relevant published and developing standards in 12 key areas of paper-related industries.

A dedicated member of the R&I team then worked with Debbie's team to design their bespoke Standards Watch.

"The first thing we had to do was work out what to track," says Debbie. "There are so many relevant standards across a pretty diverse area: food contact, machinery safety, paper testing, packaging and so on. A big issue is trying to keep tabs on seemingly unrelated things that may have unintended consequences for our members. A standard or consultation may not be directly applicable, but if it goes through it could impact something else we're doing."

They came up with an initial set of 46 committees to track, from Environmental Labelling to Test Methods for Soft Tissue Papers. Then they refined their choices over time. "We needed to change some keywords, but more importantly we hadn't realized we should also cover sub-committees and working groups," explains Debbie. "Now we've zeroed in on the committees and sub-committees we really want."

The CPI's bespoke Standards Watch comes as a monthly report identifying changes to standards in revision or under development, covering the selected BSI, CEN and ISO Committees.



The result

“Standards Watch has been crucial,” says Debbie. “We couldn’t have carried on doing a watching brief on standards ourselves – partly because we don’t have the time to trawl through every month to see what’s changed, but also because we no longer had anyone with knowledge of our industry and knowledge of standards. The Standards Watch service, whilst still work in progress, is going some way to fill the gap.”

One example of how it helps is that CPI members purchasing machinery want to be confident that the machinery is made to standards that meet the requirements of the Health and Safety Executive (HSE). Standards Watch keeps them in the loop so they can check that any potential changes to a standard are appropriate, and if necessary get involved.

“Our monthly report allows us to highlight areas of change to our members, identifying areas where we may need to gather further information or get more directly involved with a specific developing standard,” summarizes Debbie.

“It enables us to see developments in a diverse selection of relevant standards that we might otherwise miss, so we don’t lose the opportunity for further involvement in standards development.”

About CPI

The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's paper-based industries. It aims to enhance the industry's competitiveness by advocating an appropriate legislative and regulatory regime in the UK, the EU and globally, and by sharing best practice within the CPI membership.

Why BSI?

For over 100 years, our services and solutions have been helping organizations around the world to improve performance, build competence and support sustainable growth. Our mission is to share knowledge, innovation and best practice to help people and organizations make excellence a habit.

About BSI's Research and Intelligence

BSI's dedicated Research and Intelligence team combines the expertise of professional Information Specialists, Data Analysts and quantitative and qualitative Market and Social Research staff to conduct high-quality standards intelligence, market insights, and industry research. The team works closely with sector colleagues, both internal and external, to ensure we deliver useful strategic and tactical research and intelligence.

Find out how our Research and Intelligence team can help you:

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