



STRATEGIC GUIDELINES 2021-2024

VISION

MISSION

OBJECTIVES AND PRIORITIES

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Vision

Helping to build “a world well made”

To be the place of normative reference, to identify, disseminate and support the application of the best consensual solutions in domains of cultural, social, economic and technological interest, for the benefit of the individual and the community.

This is done through an open system of knowledge transfer and promotion of the values of social responsibility and protection of fundamental human rights, in order to constitute over time a recognised centre of expertise and a dialoguing, inclusive and multifaceted social body.



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OBJECTIVES AND PRIORITIES



Mission

Enhancing the centrality of standardisation

Studying, drafting, approving, publishing and disseminating technical documents of voluntary application, based on a democratic, transparent and consensual deliberative process, involving all stakeholders in each area of competence and promoting cooperation with the Federated Bodies.

This is done in order to improve and standardise the characteristics of products, services, organisations and professions, to support economic growth, social progress, environmental protection, the improvement of quality, health and safety, and the enhancement of innovation, while respecting the objectives of sustainable development and implementing practices consistent with the correct ethical-normative interpretation.



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OBJECTIVES AND PRIORITIES



Objectives and Priorities

Listening to and involving all stakeholders for shared solutions

Intercepting new market and societal needs and opportunities for standardisation

Strengthen the capacity to gather and understand new market and societal needs and offer useful solutions in terms of standardisation products and services, also through the analysis of trends at national, European and international level, with the support of sectoral Control Cabinets and taking into account the NRRP topics.

Growing the membership and participation base

Develop a stakeholder engagement plan for the UNI System, with a focus on SMEs, for a general involvement of all stakeholders represented by the new stakeholder mapping of the Sustainability Report, differentiating the categories of members/experts/customers, in order to be even more of a dialogue 'system' between multi-sectoral and different-sized organisations, with a view to inclusiveness and diversity.



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Objectives and Priorities

Listening to and involving all stakeholders for shared solutions

Strengthening the integration between the components of the Infrastructure for Quality Italy

Establish multi-stakeholder relations at strategic and operational levels with institutional (public administration), economic (enterprises and professions) and social (consumers, trade unions, civil society) actors, involved to varying degrees in the activities of the Infrastructure for Quality Italy.

Innovating standardisation processes to serve users

Continue the path of digital transformation of the business model, in line with the initiatives under way in ISO and CEN, to facilitate participation in standardisation and to produce standards and services suitable for the digital economy, through more flexible processes, with qualitatively better rational procedures that enable ethical design of normative documents, user-friendly IT platforms and tools, a new mixed physical-virtual work organisation and, in general, innovative solutions that meet the expectations of users.



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Objectives and Priorities

Integrating legislation and consensual regulation

Being recognised by institutions

Programming initiatives to present the values and activities of standardisation, with a view to developing synergies with the Government's objectives, codifying the relationship models between mandatory and voluntary, and offering institutional training to public actors (Ministries, Contracting Authorities) to promote the usefulness of UNI standards in Italian public policies.

Fostering a partnership with the Public Administration

Inspired by the New Legislative Framework model between the European Commission and CEN, find a balance with the public administration to support, supplement and possibly anticipate mandatory standardisation with consensus-based standardisation in a public-private partnership to simplify legislation.



Objectives and Priorities

Integrating legislation and consensual regulation

Mapping consensual standards to support legislation

Relate technical standards to existing and developing legislation, avoiding overlaps and conflicts, paying particular attention to the pre-normative phase, especially with regard to proposals for technical standards and reference practices. Strengthen the Single Digital Gateway for the transposition of harmonised European standards. Examine draft laws in Parliament, working with Parliamentary Committees and the technical and legislative offices of Ministries, collaborating with the Regions, supporting the NRRP Missions and Government initiatives on the UN 2030 targets.

Stimulating PA participation in standardisation activities

Strengthen the presence in the UNI System of experts and technicians from State administrations (central and local) and control and supervisory authorities in standardisation activities, at governance level and in technical bodies, through structured mapping and coordination action.



Objectives and Priorities

Supporting Italian leadership in European and international markets

Strengthening participation in CEN and ISO governance

Continue the process of increasing the participation of UNI representatives in the governance bodies of CEN and ISO, supporting the 2022-2024 CEN Chairmanship and acquiring strategic positions at international level.

Increasing the participation of Italian expertise in CEN/ISO

Develop a stakeholder engagement plan for the UNI System through the mapping of CEN and ISO technical bodies that are strategic for Italian industry and awareness-raising campaigns on the role of standardisation in the internationalisation of Italian

companies, helping to address and strengthen the role of ISO standards as a lever for global sustainable development, so as to foster a change in corporate culture towards sustainability and globalisation.

Increasing Italian leadership in CEN/ISO

To promote and transfer good practices and national excellence to supranational contexts, both by influencing CEN and ISO activities with solutions developed with Italian skills and experience and by acquiring the leadership (Secretariats and Chairs) of European and international standardisation technical bodies.



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UNITRAIN

Conoscere e applicare gli standard



Objectives and Priorities

Spreading knowledge of the UNI System and the culture of standardisation everywhere

Increase communication, information and publicity actions

To develop a plan for the dissemination of standards culture in the various media and social media as well as for the advertising of products and services, illustrating the benefits of standards to all components of civil society, with a special focus on citizens/ citizens (also in collaboration with CNCU and its member associations), schools of all levels, especially ITS and universities (teachers and students/students), conveying the message that UNI standards are the priority choice for standardisation in the Italian market and presenting the contents of standards in simple words.

Becoming a technical reference point for economic operators

To promote the UNI and UNITRAIN brands as a system of assistance/support in all phases of the standardisation process (innovation, drafting, training, application), for members and all economic operators, with particular attention to young people and women, consolidating collaboration with the world of research and innovation to recognise standardisation as an effective technology transfer tool. Agreements will be strengthened with CNR (research) and UNIONCAMERE (enterprises), participation in national and European funded projects, demonstrating the benefits of standardisation and raising awareness of its strategic values, also by setting a good example.



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UNITRAIN

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Objectives and Priorities

Spreading knowledge of the UNI System and the culture of standardisation everywhere

Activate systematic collaborations with Representative Members

Strengthen and modernise operational, commercial and sector agreements with the business and professional worlds, in order to grow the audience of those who use UNI standards today and those who participate in the development of tomorrow's standards.



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