



NEXTgen

July-August, 2014

An aerial, high-angle photograph of a busy pedestrian crossing. The crossing is marked with wide, white, parallel stripes on a dark asphalt surface. Numerous people of various ages and ethnicities are walking across the crossing in different directions. The image has a slight motion blur, suggesting a fast-paced environment. The overall scene is one of a busy, active urban space.

Road safety



What are the key challenges to road safety? How can ISO standards help?

What is **ISO NEXTgen - Road safety**?

Road accidents are the #1 killer of young people worldwide. ISO NextGen - Road safety is looking for the next generation of experts to discuss the major challenges in this field and how International Standards might help. It has a sister project, ISO NextGen – Climate change, with similar aims. These are brand new projects for ISO and they are all about reaching out to a wider community of young professionals to discuss today's hot topics.

What do I have to **do** as part of the project?

- Be an active member of an online community using a platform to share ideas (via blogs, discussion forums, polls, etc.) and collaborate on a document outlining how International Standards can help to address the most pressing challenges in road safety. The platform will be open for 6 weeks starting from August 4.
- Attend online events to open and close the 6 week period where guest speakers will discuss their ideas.
- Explore how international solutions, such as International Standards, should be developed in the future.

Can **anyone** get involved?

We'd like to hear from young professionals who represent the future generation and are not already involved in standardization work.

The ideal profile for our participants is:

- 25 - 35 years old
- Qualifications – a formal qualification from a higher educational institution related to the subject area
- Experience – 5 years of professional experience in the subject area
- Little to no involvement in national or international standardization activities
- Demonstrated passion and vision for the subject area – takes initiative, thinks innovatively and influences others

However, if you are interested in getting involved and you don't exactly fit these criteria, do let us know!

What will I get **out** of it?

Participation in ISO NextGen – Road Safety will help you:

- Make contacts and interact with other passionate experts in your field of expertise
- Make contacts with established international experts (from ISO committees and working groups)
- Learn from guest speakers who will participate in the online events
- Bring your ideas to a wider, international community
- Influence the future of standardization in the sector and make a contribution to solving the most important global challenges in your field of expertise
- Contribute to raising the visibility of the issue of road safety at the international level

If you are interested in participating in the ISO NextGen - Road safety online community, please send an email with a few words about your motivation and a copy of your CV to Katie Bird (bird@iso.org).

What will happen to the **ideas** we **generate** on the platform?

We have a committee within ISO focusing on road safety so any ideas on the needs for International Standards will be shared with them. The committee is [ISO/TC 241](#) which is 'Road traffic safety management systems'. You can find out more about the work they have already done by visiting our website, http://www.iso.org/iso/list_of_iso_technical_committees.



What is **ISO**?

ISO is the International Organization for Standardization. We bring together experts to share knowledge and agree on solutions to global challenges. These are published as International Standards and today we have around 20 000.

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**International Organization
for Standardization**

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