



**ISO/TC 176 "Quality management and quality assurance"**  
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## World Standards Day October 14 2021

Document type	Related content	Document date	Expected action
General document / Other		2021-10-12	<b>INFO</b>

### Description

A letter giving a description of some of the items for World Standards Day from ISO

And don't forget about our webinar series that day as well!



## **World Standards Day, 14 October 2021**

2021 marks the start of a multi-year campaign to increase understanding of how international standards contribute to achieving the Sustainable Development Goals (SDGs).

The focus of the campaign is standards for SDGs - while the theme is "Shared vision for a better world", as this is what we aim to achieve and reinforce throughout the campaign.

Our objective is that by 2030, international standards are recognized as an integral part of the success of the SDGs. Every year, IEC, ISO and ITU will offer new elements to keep the campaign fresh and engaging.

Let's prepare, share and participate!

We are pleased to announce a dedicated website [WorldStandardsDay.org](http://WorldStandardsDay.org) where you will find an exciting [package of resources](#) to support you in your preparation and help you to join us on the campaign and to celebrate World Standards Day.

### **Prepare**

A set of resources you can use and adapt will help you spread your messages about World Standards Day:

- The toolkit explaining the World Standards Day campaign
- The WSD visual identity guide to know how to use the visual identity
- Visual resources (Zoom background, email signature, and more) to use on your website, conferences, etc.
- Social media templates to engage your community and spread your key messages

### **Share**

A social feed to bring the community together will display the most interesting and relevant posts about WSD. This includes Twitter, Facebook, Instagram, LinkedIn, TikTok.

### **Participate**

Show your activities

This is the place where you can give visibility to your activities

We encourage you to share your activities in this [form](#) so that you can feature on the website.

### **Join the discussion**

A [panel discussion](#) you can join on 14th October.

World Standards Day is a fantastic opportunity to raise awareness about standards and their benefits for all.

If you have any request about World Standards Day, please contact: [press@iso.org](mailto:press@iso.org)

We look forward to reading you on social media and seeing your activities!