Snapshot

Drivers of change

Economy: trade and uncertainty

Technology: the impact of digital

Society: changing expectations and behaviour

Environment: the urgency for sustainability

ISO's vision
Why we do what we do

Making lives **easier**, **safer** and **better**

ISO's mission
What we do and how we do it

Through our members and their stakeholders, we bring people together to agree on International Standards that respond to global challenges. ISO standards support global trade, drive inclusive and equitable economic growth, advance innovation and promote health and safety to achieve a sustainable future.

Goals
What we need to achieve to realize our mission and vision

ISO standards used everywhere	Meeting global needs	All voices heard

Priorities
Where we need to focus our resources to achieve our goals

Demonstrate the benefits of standards	Deliver ISO standards when the market needs them	Strengthen ISO members through capacity building
Innovate to meet users' needs	Capture future opportunities for international standardization	Advance inclusivity and diversity in the ISO system

Implementation plan
Includes specific programmes, projects and measures of success to monitor progress