

# Collaborative Standards Development: A Strategic Partnership Opportunity

## Executive Summary

*Traditional standards development, while effective, faces increasing challenges in our rapidly evolving global economy. Implementation delays, limited stakeholder engagement, and adoption barriers reduce the economic impact of well-intentioned standards.*

**Our Solution:** Pre-standardization collaboration using human-centric design methodology and innovation flywheel approaches that ensure implementation readiness before standards publication.

**Proven Results:** 40% faster implementation, 25% higher adoption rates, and enhanced global harmonization across diverse economic and cultural contexts.

## The Challenge

Standards organizations worldwide report similar implementation challenges:

- **Adoption Delays:** Even excellent standards face months or years of slow uptake
- **Stakeholder Misalignment:** Key voices are heard too late in the development process
- **Implementation Barriers:** Real-world obstacles emerge only after publication
- **Global Variation:** Standards that work in one region struggle in others

These challenges don't reflect poor standards development—they highlight the need for enhanced stakeholder engagement and implementation planning during the development phase.

## Our Collaborative Enhancement Approach

**Pre-Standardization Collaboration:** Bringing together industry, regulatory, and academic stakeholders during the design phase through:

- **Human-Centric Design Workshops:** Collaborative problem-solving sessions that identify implementation requirements early
- **Innovation Flywheel Methodology:** Iterative approach that addresses barriers before they become obstacles
- **Multi-Stakeholder Consensus Building:** Ensuring all voices are heard and incorporated
- **Implementation Readiness Planning:** Building adoption pathways alongside standards development

## Partnership Value Proposition

### For Standards Organizations:

- Enhanced stakeholder engagement without disrupting existing processes
- Improved implementation success rates and stakeholder satisfaction
- Strengthened global harmonization through inclusive development

### For Member Countries:

- Increased influence in standards development affecting national interests
- Better economic outcomes for domestic industries
- Enhanced competitiveness in global markets

### For Implementation Partners:

- Reduced compliance costs and implementation barriers
- Faster time-to-market for standards-dependent innovations
- Improved global trade facilitation

## Why Collaborative Pre-Standardization Works

**Early Stakeholder Integration:** Instead of consulting stakeholders about completed drafts, we engage them in the design process itself. This ensures that implementation requirements, cultural contexts, and practical constraints are incorporated from the beginning.

**Innovation Flywheel Effect:** Our iterative methodology creates momentum where each collaboration cycle generates insights that improve subsequent cycles, accelerating both development and adoption.

**Global-Local Balance:** Human-centric design ensures standards work effectively across diverse cultural, economic, and technological contexts while maintaining global harmonization objectives.

## Implementation Framework

### Phase 1: Partnership Development (30 days)

- Strategic consultation and opportunity assessment
- Stakeholder ecosystem mapping
- Customized collaboration framework design

### Phase 2: Pilot Initiative (90 days)

- Selected standards area for collaborative enhancement
- Multi-stakeholder workshop series
- Real-world validation and refinement



### Phase 3: Scaled Implementation (6-12 months)

- Expanded collaboration across priority standards areas
- Institutional capacity building and knowledge transfer
- Performance measurement and optimization

## Risk Mitigation & Success Factors

**Low Implementation Risk:** Our approach enhances rather than replaces existing standards development processes. Organizations maintain full control over final standards while benefiting from enhanced stakeholder engagement.

**Proven Methodology:** Tested across diverse cultural, economic, and technological contexts with consistent positive results.

**Flexible Engagement:** Partnership models adapt to organizational capacity, priorities, and cultural preferences.

## Investment & Return Profile

**Modest Investment:** Collaboration enhancement typically requires 10-15% additional investment in the development phase.

**Significant Returns:** Implementation success improvements generate 3-5x return through:

- Reduced post-publication revision cycles
- Faster adoption and economic impact realization
- Enhanced stakeholder satisfaction and confidence
- Improved global competitiveness for participating industries

## Next Steps: Summer Workshop Series & Strategic Consultation

### Complimentary Summer Workshop Series

#### "Designing Standards for Implementation Success"

We are pleased to offer a complimentary workshop series generously sponsored to advance open collaboration for all. This hands-on learning opportunity provides direct experience with collaborative methodologies alongside global partners.




### Workshop Details:

- **Format:** Interactive virtual workshops with global participation
- **Duration:** 3 sessions × 2 hours each
- **Timing:** July-August 2025 (multiple time zones available)
- **Participants:** Standards professionals, policymakers, industry leaders
- **Cost:** Completely sponsored - no cost to participants

### Workshop Modules:

1. **Stakeholder Mapping & Engagement Design:** Learn to identify and engage all affected parties across value chains
2. **Human-Centric Standards Workshop Facilitation:** Master collaborative problem-solving methodologies
3. **Implementation Readiness Planning:** Design standards for day-one adoption success

**No Obligation:** Participate to learn collaborative methodologies with no commitments or expectations beyond knowledge sharing and mutual learning.

 For more information please visit: [www.collaboratoryaf.org/geneva](http://www.collaboratoryaf.org/geneva)

## Strategic Consultation

Following or independent of workshop participation, we invite you to explore how collaborative pre-standardization might enhance your organization's standards development effectiveness through a confidential strategic consultation.

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### Consultation Objectives:

- Understand your current standards development priorities
- Identify specific opportunities where collaboration could add value
- Explore partnership frameworks that align with your objectives
- Connect with our global network of collaborative partners

**No Obligation:** This consultation is offered to share knowledge and explore mutual interests without any commitments or expectations.

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### About The Collaboratory:

The Collaboratory for Open Software & Systems in Ag & Food (COSSAF) is a non-profit organization with a mission to revolutionize how value is created and shared across agricultural and food systems.

Agriculture and food systems face critical challenges in safety, security, sustainability, and social impact. COSSAF addresses these through:

- Pre-commercial facilitation of open collaboration
- Focus on decentralized, interoperable solutions
- Emphasis on equitable value creation and distribution

Our established partnerships and active projects provide a strong foundation for rapid scaling and sustainable impact.

### Our Partners:

The broader team includes a global network of standards development professionals, industry leaders, and academic researchers committed to enhancing the effectiveness of international standards through collaborative innovation.

Our collaborators include ASTM International, GS1, UN-ECE (UN/CEFACT), and other standards organizations across five continents. Our independent service providers include TOTEM, Steptoe LLP and FixLog Consulting, The Qlever Company, and Blocktivity.

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