



...making excellence a habit.™

BSI is the business standards company that helps 65,000 clients worldwide adopt standards of best practice and turn them into habits of excellence. With more than 2,500 employees, BSI's people understand the challenges organisations face and have the skills to recognise where and how continual excellence can be achieved. Since 1901 BSI has worked to help clients drive organisational performance, manage risk effectively and grow sustainably.



BSI's team of independent assessors ensures clients get the most out of their investment in the standard. BSI matches its assessors' industry knowledge to its clients' needs. This, combined with BSI's unique Excellerator Report, provides clients with independent in-depth insight into their own business and benchmarks them alongside their industry peers.

Once a client or its products has been certified, they are given a valuable marketing tool, the BSI Assurance Mark or BSI Kitemark™ to promote their adherence to a particular standard. These globally recognised Marks of Excellence help clients win new business and reassure consumers alike. To experience long-term benefits, organisations should ensure the standard is truly embedded. BSI makes this easier for its clients through its proprietary risk and compliance software tools.

Market

Formed in 1901, BSI was incorporated under Royal Charter as the world's first National Standards Body to develop standards for the United Kingdom. Over a century later, it is globally recognised as a champion of best practice. BSI is responsible for originating many of the world's most commonly used standards (such as ISO 9001) and publishes over 2,500 product specification and business process standards annually. These standards address the most pressing issues of the day – from clear billing to energy management, and disability access to nano-technology – spanning sectors including aerospace, construction, energy, engineering, finance, healthcare, IT and retail.

BSI's influence is global, playing a key role within the International Organisation for Standardisation (ISO). As one of the founding members, it ensures that international standards address today's and tomorrow's business and societal needs.

Product

BSI is one of only a few organisations that can support its clients throughout their journey to adopting a standard; from the initial shaping of the standard to its embedding within an organisation. Subjects covered are as varied as Business Continuity Management, Sustainable Events Planning and how to manage strategic partnerships through Collaborative Business Relationships.

BSI works with business experts, government bodies, trade associations and consumer groups to capture best practice and structure the knowledge all organisations need to succeed. BSI also offers a range of publishing products and services to help make standards easy to access and use. Its experienced tutors transfer the knowledge clients require to understand the standard, and to prepare their organisation to implement and train their own people to assess themselves to the standard.

Did You Know?

**53 per cent of
BSI's workforce is
based outside
the UK.**

Achievements

As an organisation, BSI is committed to supporting its valued employees. In 2012, BSI was officially recognised as an 'Investor in People' (IiP).

To ensure its own high standards for competence, consistency and impartiality, BSI is audited by global accreditation body, ANAB, and was one of the first certification bodies in the world to successfully upgrade its global accreditation certificate to the newly revised ISO/IEC 17021:2011 standard which demanded greater focus on the competency of its people.

Recent developments

2012 was a pivotal year for BSI as it undertook a major brand repositioning, focused on better articulating the benefits it brings to clients through its full suite of products and services.

'Making Excellence a Habit' recognises all organisations' desire to strive for excellence, but also their need to ensure this happens on a daily basis.

Grounded in the company's most significant research insight into its brand – covering over 10,000 clients, prospects and employees from six of its most important global markets – the new BSI identity is simpler, more approachable, and positions BSI as the market leader.

2012 was also a big year for new standards. Developed and launched in conjunction with LOCOG in May in support of the Olympic Games, the International Standard for Sustainable Event Management (ISO 20121) sets out a framework for reducing costs, carbon emissions and waste, managing the biodiversity of venues and achieving a diverse and inclusive workforce.

With input from experts in over 30 countries it provides a common international language for sustainability in the events industry and a useable business-benchmarking tool. The benefits of the standard were quickly recognised by early adopters including LOCOG themselves and official Games venues such as Weymouth and Portland National Sailing Academy, and Earls Court. To date, BSI has certified 15 sites and it is expected the standard will raise the bar in terms of sustainability best practice when the games go to Rio in 2016.

BSI introduced key management systems standards globally to help organisations better



manage their risks in 2012. BSI's standard for business continuity management, ISO 22301, provides a framework to mitigate risk in the event of unexpected economic and environmental disruptions. ISO 39001, an agreed industry standard for road traffic safety, aims to reduce the volume of deaths and serious injury in road traffic incidents.

Working with industry experts, BSI continues to help organisations take greater responsibility for sustainability. One such customer, the WWF UK Global Forest & Trade Network approached BSI to address

risks within the forestry supply chain. BSI answered the call of the timber industry by developing a new guidance standard for the responsible sourcing of forest goods ahead of the impending EU timber regulations. With the UK Government's announcement of its Green Deal Scheme, BSI responded with the launch of its Kitemark for Energy Efficient Buildings.

In 2013 BSI will continue to focus on addressing topical boardroom themes, such as governance and asset management, as well as supporting the development of enterprising projects with robust business frameworks such as Smart Cities.



Brand History

► **1901:** BSI is founded as the Engineering Standards Committee (ESC).

► **1903:** The Kitemark™ is first registered as a trademark.

► **1929:** The ESC is awarded a Royal Charter and in 1931, the name British Standards Institution (BSI) is adopted.

► **1953:** In the post-war era, more demand for consumer standardisation work leads to the introduction of the Kitemark™ for domestic products.

► **1979:** BS 5750 (later known as ISO 9001) is introduced to help companies build quality and safety into the way they work. The Registered Firm mark is also introduced.

► **1992:** BSI publishes the world's first Environmental Management Standard, BS 7750 (later renamed ISO 14001).

► **2007:** BSI publishes BS 25999-2 for Business Continuity Management; BS 8901 for Sustainable Event Management; PAS 125, a Crash Repair Standard; and Kitemark™ certification for Vehicle Body Repair.

► **2012:** BSI's original standards on Business Continuity Management and Sustainable Events are transitioned into International Standards (ISOs). BSI continues to grow internationally with the opening of new offices in Germany, Indonesia & Malaysia.

Promotion

Core to the brand repositioning was the total redesign of the BSI website. In a well-structured and highly user-friendly way it enables clients and others to access the rich portfolio of BSI's offering and the benefits it can bring.

To better connect BSI to the boardrooms of British businesses, BSI partnered with Management Today to sponsor their Britain's Most Admired Companies Awards. This year's awards, the 22nd, included a new award, the BSI Award for Continual Excellence, which was given to Rolls-Royce, the most consistent performer in Britain's Most Admired Companies top 10 over the last five years.

Brand values

BSI's values guide the company in the way it works and helps it to deliver on its vision of helping its clients 'Make Excellence a Habit'. Its values of Integrity, Continual Improvement and Inclusivity were determined by employees in workshops that were undertaken during the internal roll out of the new brand positioning.

► www.bsigroup.com