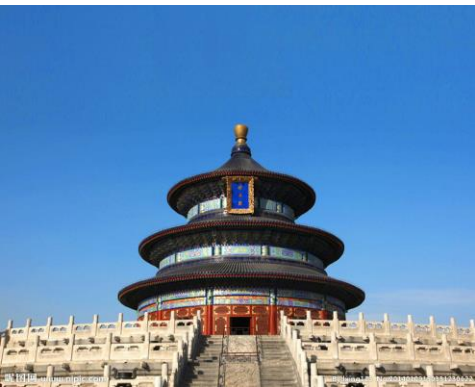


Roadmap of development of standard on
*"Guidelines for humane
entrepreneurship - principles and
framework"*

-from Northeast Asia to International
-from Dream to Action



奉為公以



HUMANE

entrepreneurship

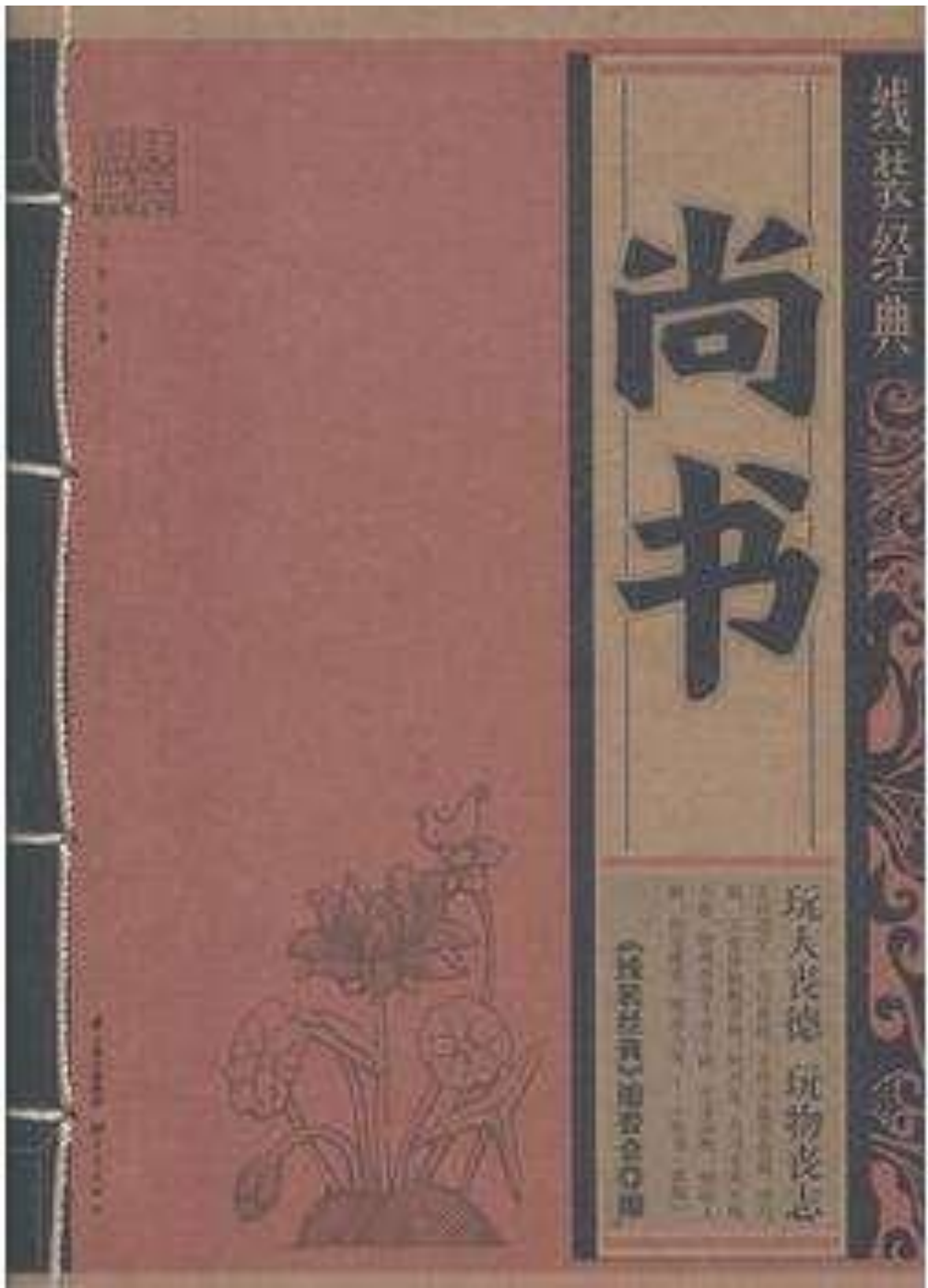
Old but New

Old phrase

New concept

New practice

New standard



**Around
500 BC**

*People is the
foundation of
the country,
the country
will be safe if
the foundation
is firmed.*

民惟邦本

本固邦寧

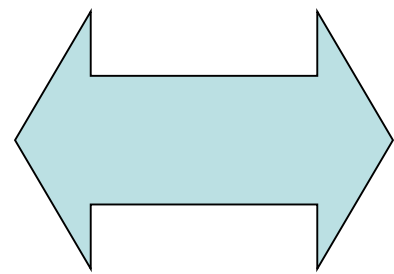
尚書
商書
立子
初夏
吳人
書

People is the foundation of the enterprise, the enterprise will be sustainable if the foundation is firmed.

民
惟
邦
本

本
固
邦
寧

尚書
商書
周書
卷之五
初夏
吳人
筆



企



Ministry of Trade



MINISTRY OF COMMERCE
PEOPLE'S REPUBLIC OF CHINA



Ministry of Trade,
Industry and Energy



経済産業省
Ministry of Economy, Trade and Industry

**National
Standard Body**



국가기술표준원
Korean Agency for Technology and Standards



**Trade
Promotion
Organization**



kotra

Korea Trade-Investment
Promotion Agency

JETRO

日本貿易振興機構(ジェトロ)

**Chamber of
Commerce**



中国国际商会
CCOIC



K C C I



日本商工会議所

The Japan Chamber of Commerce and Industry

Choice 1:

Merge the concept of humane entrepreneurship into ISO 37000.

Choice 2:

Develop a new standard of “*Guidelines for humane entrepreneurship - principles and framework*” under NEAS Forum, then put into setting up a new PC or TC under ISO.

Choice 3:

Develop a new standard of “*Guidelines for humane entrepreneurship - principles and framework*” under NEAS Forum, then put into develop **IWA(International Workshop Agreement)** under ISO.



Why IWA?

ISO deliverables

The different types of ISO publications

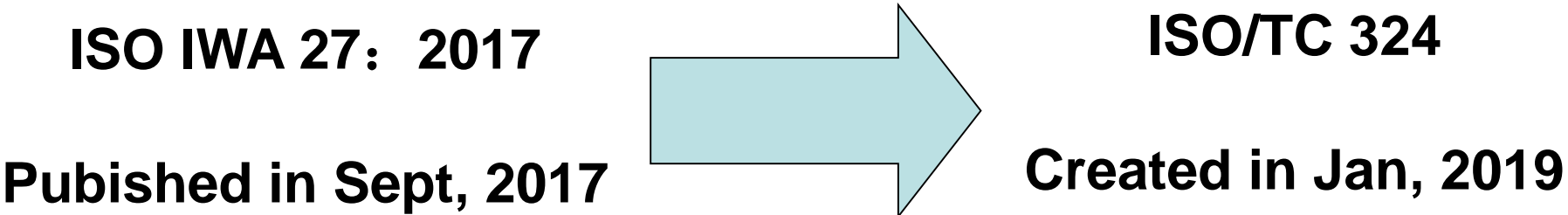
While ISO is best known for its International Standards, it has other deliverables. Below are the types of deliverables developed by ISO.

- ISO Standards
- ISO/TS Technical Specifications
- ISO/TR Technical Reports
- ISO/PAS Publicly Available Specifications
- IWA International Workshop Agreements
- ISO Guides



International Workshop Agreements

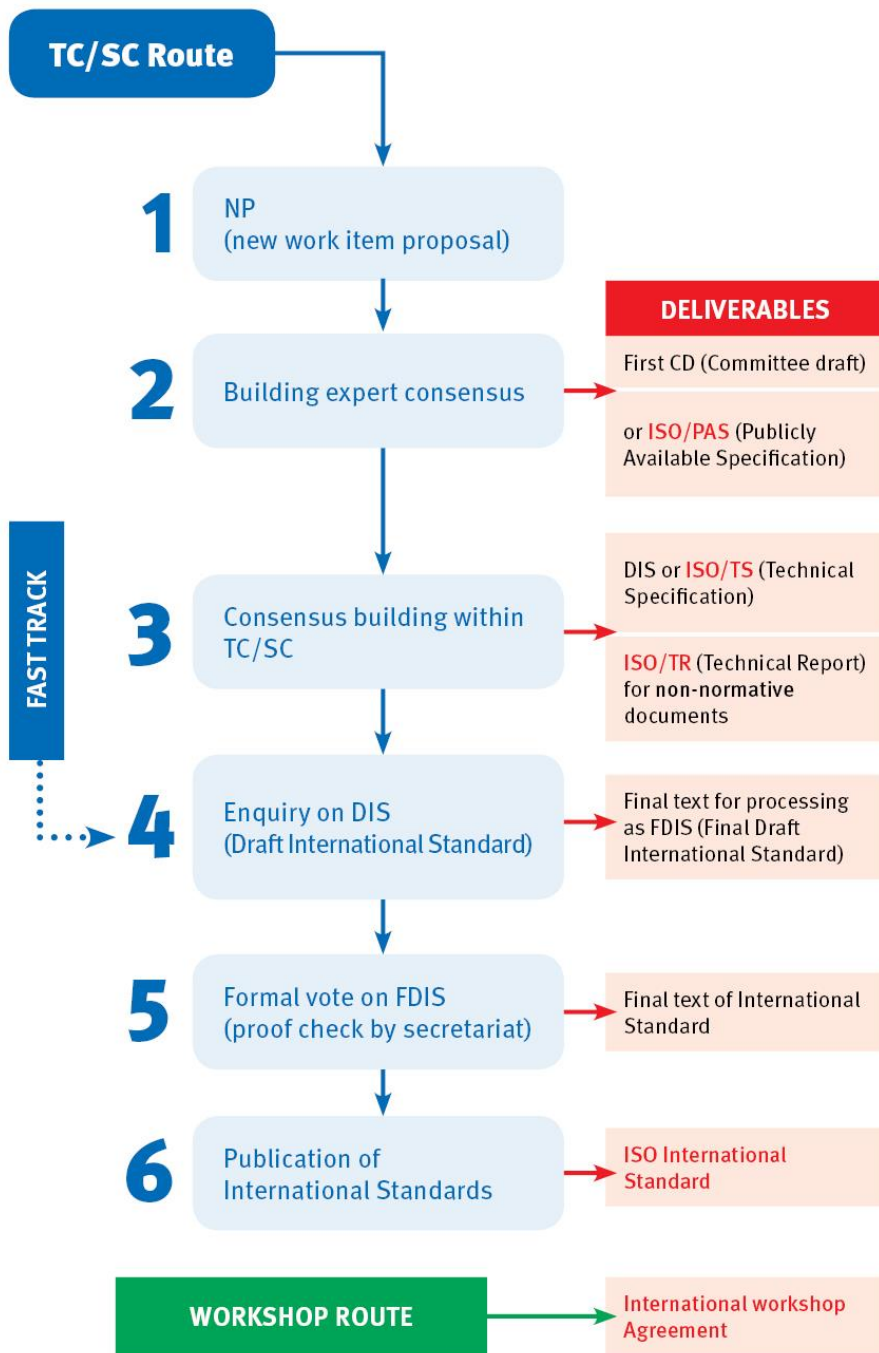
An International Workshop Agreement is a document developed outside the normal ISO committee system to enable market players to negotiate in an “ open workshop ” environment. International Workshop Agreements are typically administratively supported by a member body. The published agreement includes an indication of the participating organizations involved in its development. An International Workshop Agreement has a maximum lifespan of six years, after which it can be either transformed into another ISO deliverable or is automatically withdrawn.



14 months

Advantages of IWA

- ✓ More easy to be approved as a NP(New Projcet)
- ✓ More quickly to finish standard development (around 1 year)
- ✓ More flexible to transfer into a new TC(Technical Committee)



Other ISO deliverables will spent more than 3 years to develop. And two rounds ballots are needed before NP approval.

1st round ballot: ISO member bodies(164 countries)

2nd round ballot: ISO TMB(Technincal Management Board) – 15 members

ISO governance structure



**IWA only needs
one round ballot
from ISO/TMB.**



TECHNICAL COMMITTEES

ISO/TMBG

Technical Management Board - groups

ABOUT

Committee Manager: [Mr Antoine Morin](#)

Chairperson (until end 2020): Ms Sauw Kook Choy

ISO Technical Programme Manager [TPM]: [Mr Antoine Morin](#)

ISO Editorial Programme Manager [EPM]: [Mr Brian Stanton](#)

Creation date: 1994



■ PARTICIPATING MEMBERS (15)

Australia (SA)

Brazil (ABNT)

China (SAC)

Finland (SFS)

France (AFNOR)

Germany (DIN)

Japan (JISC)

Korea, Republic of (KATS)

Malaysia (DSM)

Russian Federation (GOST R)

South Africa (SABS)

Sweden (SIS)

Switzerland (SNV)

United Kingdom (BSI)

United States (ANSI)

**15 members
of ISO/TMB**

**We need at
least 10
members say
“YES”.**



YAO Xin (Jack YAO)

***Secretay General
CCPIT Commercial Sub-council
CAS Trade in services branch***

- ◆ 2nd VP, Asia Marketing Federation(AMF)
- ◆ Co-convenor, ISO/TC 324/AHG 1
- ◆ Member of ISO/TC 154, ISO/PC 280, ISO/TC 286, ISO/TC 309, ISO/TC 324
- ◆ Liason representative to ISO/TC 286 from ISO/TC 324
- ◆ Liason representative to ISO/TC 309 from ISO/TC 324
- ◆ Contributor of ISO IWA 30-1, ISO IWA 30-2



YAO Xin (Jack YAO)

Secretay General
CCPIT Commercial Sub-council
CAS Trade in services branch

Type	Name	Created	Role
	ISO/TC 359/AVG 02 "Digital business"	2016-12-22 16:36	Committee Member
	ISO/TC 228 "Tourism and related services"	2005-03-31 15:24	Liaison
	ISO/TC 258/AVG 09 "Project management"	2017-09-25 15:13	Committee Member
	ISO/TC 260 "Human resource management"	2011 03 02 16:18	Liaison
	ISO/TC 285 "Collaborative business relationship management"	2013 03 02 16:53	Liaison
	ISO/TC 285/AVG 01 "CBRM In the Service Sector"	2019 10 17 09:37	Convener
	ISO/TC 285/AVG 02 "Guidelines"	2017-03-03 15:39	Committee Member
	ISO/TC 285/AVG 03 "Micro, Small and Medium-sized Enterprises"	2018-11-02 12:04	Committee Member
	ISO/TC 309 "Governance of organizations"	2016-09-12 10:29	Liaison
	ISO/TC 309/AVG 01 "Guidance for the governance of organizations"	2017-09-21 10:52	Committee Member
	ISO/TC 309/AVG 02 "Anti-bribery management systems"	2018-03-26 15:21	Committee Member
	ISO/TC 364 "Sharing economy"	2019-01-10 12:01	Committee Member
	ISO/TC 364/AVG 01 "Options for operationalization"	2019-07-21 10:09	Convener/Secretary Support Team
	ISO/TC 364/IG 01 "Strategic Business Plan"	2019-07-21 10:14	Committee Member
	ISO/TC 321/AVG 01 "Terminology and principles"	2019 10 03 14:11	Committee Member

History of "Guidelines for humane enterprenurship"

12/05/2017, Jakarta, Humane Enterprenurship Symposium

March, 2018, "Humane Entrepreneurship: How Focusing on People Can Drive a New Era of Wealth and Quality Job Creation in a Sustainable World" was published by JSBM

06/27/2018, Hangzhou, 17th NEAS Forum, China submitted new proposed item for cooperation-"Guidance for humane enterprenurship"

August, 2018, National Standard Bodies of China, Japan and Korea agreed on setting up an new working group under NEASF to develop the standard of "Guidance for humane entrepreneurship". The number of this working group is: WG 27.

11/26/2018, Seoul, International Conference on Human-centered Innovation-driven Growth – Human-centered Enterprise and ISO 37000

12/26/2018, Seoul, National Economic Adivosry Council was held at the Blue House, Prof. KIM Ki-chan advised "Human-centered enterprise and innovation-driven growth " to President MOON

05/23/2019, Seoul, Breakfast meeting (Mr. YAO Xin, Prof. KIM Ki-chan, Pak Hermawan Kartajaya)

07/17/2019, Takamatsu, 18th NEAS Forum/WG 27 meeting

07/18/2019, Tokyo, Visited METI to seek support for "Guidance for humane enterprenurship"

08/05/2019, Beijing, Seminar of International Standard on "Guidance for humane enterprenurship"

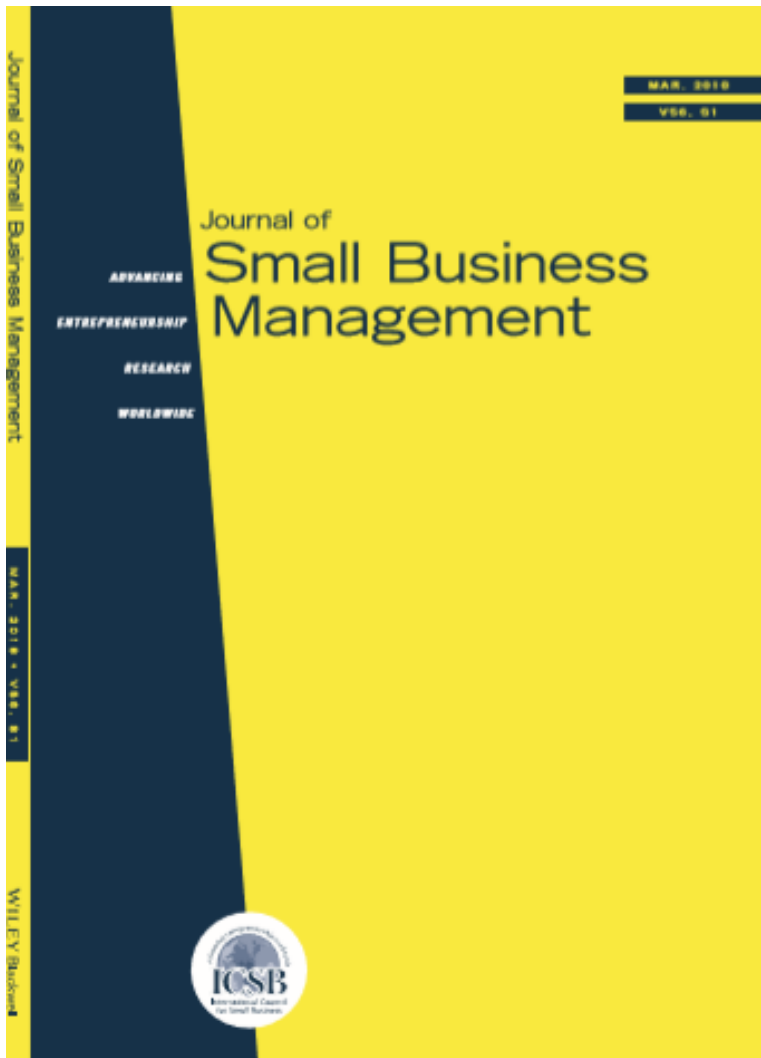
10/09/2019, Guangzhou, 2019 Asia SME coference and China brand globalization forum on People-oriented, innovation-driven, win-win cooperation

11/22/2019, Gwangju, 2019 The 7th Asian SME Conference Digital Transformation, Future Direction of SME and Venture Policy, and Entrepreneurship

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Journal of Small Business Management 2018 56(S1), pp. 10–29

<https://doi.org/10.1111/jsbm.12431>

Humane Entrepreneurship: How Focusing on People Can Drive a New Era of Wealth and Quality Job Creation in a Sustainable World

by Ki-Chan Kim, Ayman ElTarabisby, and Zong-Tae Bae

During the next 15 years, 40 million jobs need to be created each year in order to keep pace with population growth and foster greater participation of small and medium-sized enterprises (SMEs) in a globally integrated economy. Our paper proposes a new theory that integrates the sustainable use of natural resources, better use of produced capital, and further investment in human capital. Our new theory, Humane Entrepreneurship (HumEnt), encompasses three key research domains: Entrepreneurship, Leadership, and Human Resource Management. The HumEnt theory presents a new perspective on how to create 40 million quality jobs each year and helps address global challenges.

Introduction

Where—exactly—is the wealth of nations? A decade ago, when the World Bank published a book asking that important question, they introduced the concept of wealth as a complementary indicator to gross domestic product (GDP) for monitoring sustainable development in a country. For the first time, the World Bank demonstrated that development is about managing a broad portfolio of assets—produced, human, and natural capital.

Nobel Laureate Joseph Stiglitz observed that a business is always evaluated by both its income statement and its balance sheet (assets and liabilities, or wealth). However, as it pertains to the economic performance of countries, measurement is based only on national income, with national wealth being largely ignored. The World Bank report proposed a new and holistic view of a country's comprehensive national wealth, which can determine whether GDP

growth is sustainable in the long run (Lange, Wodon, and Carey 2018).

The United Nations' Sustainable Development Goals (SDGs), created at the beginning of 2016, were built upon the United Nations' previous Millennium Development Goals and set a new global agenda to eradicate extreme poverty and shift the world onto a sustainable path by 2030. The SDGs are comprehensive and include goals on extreme poverty reduction, education and health, the environment, and peaceful and inclusive societies. The 17 SDGs and their 169 targets are interrelated, as progress toward one goal can enable advancement in others. At present, there is no agreed-upon macroeconomic indicator of sustainability; however, the measurement and monitoring of a country's change in wealth per capita over time—including natural and human capital—can help fill this void.

Wealth is considered the assets base which enables countries to generate income (GDP)

Ki-Chan Kim is Professor of Entrepreneurship and Innovation at The Catholic University of South Korea. Ayman ElTarabisby is Professor of Management at the School of Business, the George Washington University. Zong-Tae Bae is Professor of Management at the Korea Advanced Institute of Science & Technology (KAIST), South Korea.

Research Overview of Humane Entrepreneurship in China

Literature statistics

key words	Innovation	Start up	Strategy	Economic Growth	Corporate Culture	SMEs
Entrepreneurship	2774	950	481	432	381	185
key words	Leadership	Team work	Governance	Employment	HRM	Hum
Entrepreneurship	142	125	119	105	75	8

Research Overview of Entrepreneurship in China

Literature statistics

key words	Innovation	Strategy	HRM	Hum	Teamwork
Corporate Culture	17885	13349	9326	2523	2374
key words	SMEs	Governance	Startup	Employment	Economic Growth
Corporate Culture	1858	1120	898	494	477

Research Overview of Entrepreneurship in China

Literature statistics

key words	Innovation	Start-up	Strategy	Economic Growth	Corporate Culture	SMEs
Entrepreneurship	2774	950	481	432	381	185
key words	Innovation	Strategy	HRM	Hum	Teamwork	SMEs
Corporate Culture	17885	13349	9326	2523	2374	1858



金 圆 桌 奖
GOLDEN ROUND TABLE

第十三届中国上市公司董事会“金圆桌奖”



企业家精神奖

中国中铁 李长进

中国铁建 孟凤朝

东软集团 刘积仁

诚志股份 龙大伟

瀚蓝环境 金铎

企业家 葛培健

山东黄金 李国红

中原高速 金雷

国元证券 蔡咏

A Individual entrepreneurship

B Team entrepreneurship

C Employee Entrepreneurship

D Social entrepreneurship

It is applicable to various organizations, regardless of type, size, location, structure or purpose.

06/27/2018, Hangzhou, 17th NEAS Forum, China submitted new proposed item for cooperation-"Guidance for humane enterprenurship"



August 2018, National Standard Bodies of China, Japan and Korea agreed on setting up a new working group under NEASF to develop the standard of "***Guidance for humane entrepreneurship***". The number of this working group is: **WG 27**.



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07/17/2019, Takamatsu, 18th NEAS Forum/WG 27 meeting



起業家

企业家精神

企业家

起業家 かいしん

Businessman Entrepreneur 企业家 起业家

기업가
Ki Up Ga

정신
Jung Shin

entre·pre·neur /,ɒntɹəprə'nɜ:(r); NAmE ,ɑ:n-/ noun
 a person who makes money by starting or running businesses, especially when this involves taking financial risks 创业者, 企业家 (尤指涉及财务风险的) → WORD-FINDER NOTE AT BUSINESSMAN ▶ **en·tre·pre·neur·ial** /-'nɜ:riəl/ adj. : entrepreneurial skills 办企业的能力
entre·pre·neur·ship noun [U]

OXFORD Advanced Learner's Dictionary

07/18/2019, Tokyo, Visited METI to seek support for “Guidelines for humane entrepreneurship - principles and framework”



Industrial Science and Technology Policy and Environment Bureau

Director-General, Industrial Science and Technology Policy and Environment

Policy Planning and Coordination Division

Innovation and Industry-University Collaboration Division

Research and Development Division

Technical Regulations, Standards and Conformity Assessment Policy Division

International Standardization Division

International Electrotechnology Standardization Division

Environmental Policy Division

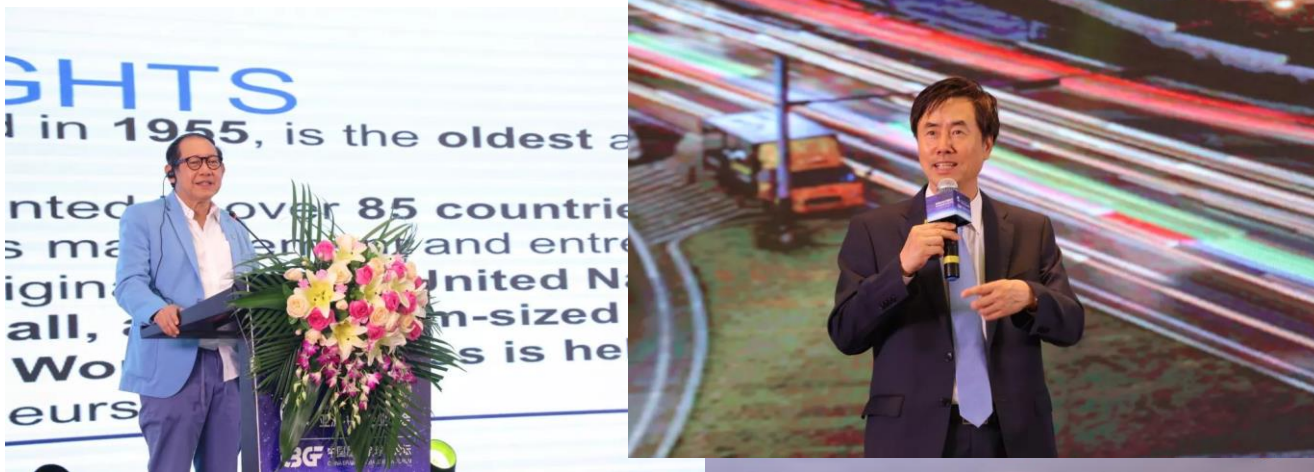
Resource Efficiency and Circular Economy Division



08/05/2019, Beijing, Seminar of International Standard on
“Guidelines for humane entrepreneurship - principles and framework”



10/09/2019, Guangzhou, 2019 Asia SME coference and China brand globalization forum on People-oriented, innovation-driven, win-win cooperation



11/22/2019, Gwangju, 2019 The 7th Asian SME Conference Digital Transformation, Future Direction of SME and Venture Policy, and Entrepreneurship



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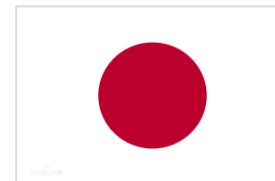


International Organization for Standardization
Organisation internationale de normalisation
Международная организация по стандартизации

PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS (tmb@iso.org). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot). ←

**SAC(China) 、 KATS (Korea) &
JISC(JAPAN)will submit a proposal for
an IWA on “Guidelines for humane
entrepreneurship - principles and
framework” to ISO/TMB**



INTERNATIONAL
STANDARD

ISO
27500

First edition
2016-03-01

**The human-centred organization —
Rationale and general principles**

Organisme centré sur l'humain — Justification et principes généraux



Reference number
ISO 27500:2016(E)

© ISO 2016

1

ISO 27500:2016(E)

INTERNATIONAL
STANDARD

ISO
27501

First edition
2019-02

**The human-centred organization —
Guidance for managers**

*Organisme centré sur l'humain — Lignes directrices pour les
dirigeants*



Reference number
ISO 27501:2019(E)

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ISO 27501:2019(E)

ISO 27500 /
ISO 27501

HumEnt

principles

Ergonomisc

Entrepreneurship

objects

Managers

Employees+Employers
Collaborative Business

ways

Management

Sharing

goals

Human-centred
organization

Ecosystem



INTERNATIONAL WORKSHOP AGREEMENT

IWA XX

First edition
2019-12

Guidelines for humane entrepreneurship - principles and framework



Reference number
IWA XX:2019(E)

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Международная организация по стандартизации

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Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/ invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

Proposer

A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in its country of its intent to submit such a proposal.

SAC (CHINA) , KATS (Korea) & JISC(JAPAN)

Contact details of proposer

Name: Click here to enter text.

Email: Click here to enter text.

Title of the proposed IWA

Guidlines for humane entrepreneurship - principles and framework

Purpose and justification

To transition the proposal for *Guidance for humane entrepreneurship* into the IWA of International Standard. Although ISO already has standards on the human-centred, such as ISO 27500 and ISO 27501, the new proposal is still different from them. The new item is based on integrated model of entrepreneurship for sustainable growth in an organization, aiming at profits (business development) and people (human resource / talent development) simultaneously. It emphasizes humane entrepreneurship (thereafter, HumEnt) including business-side (entrepreneurial orientation: EO) and human-side (humane orientation: HO) entrepreneurship rather than business entrepreneurship. The new item highlights intersection between employers and employees through envisioning (sharing values) and empathy (sharing emotions).

Justification 1: Establishing standards in the field of humane entrepreneurship will help common understanding of both human resource management and enterprise Innovation, and provide better practices on human-based entrepreneurial management and global solutions to

China, Korea, Japan, Indonesia, Egypt, Singapore, UNCTAD, ICSB, AMF, ACSB, APSC, USA, Italy

After approval from ISO/TMB, two workshops of IWA will be organized.

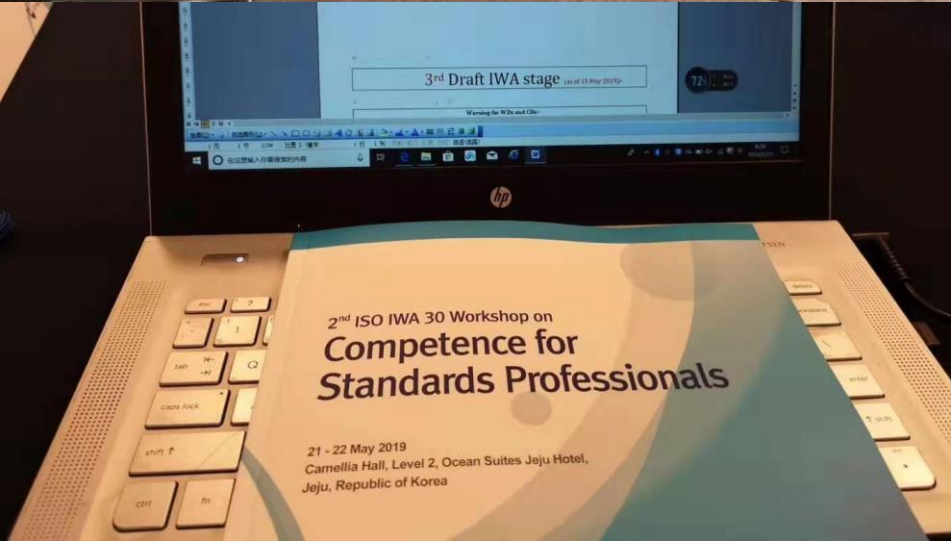
1st Workshop, China, March or April, 2020

2nd Workshop, Korea, Sept or Oct, 2020



2nd ISO IWA 30 Workshop on Competence for Standards Professionals

21-22 May 2019 | CAMELLIA Hall, Ocean Suites Jeju Hotel, Jeju, Republic of Korea





EN ▾

ICS > 27 > 27.140

IWA 33-1

**Technical guidelines
for the development
of small hydropower
plants — Part 1:
Vocabulary**

GENERAL INFORMATION

Status : © Under development

Publication date : 2019-12

Edition : 1

ISO IWA 33-1

Approved in Feb., 2019



ISO IWA 33-1: 2019

Published in Dec., 2019

INTERNATIONAL
WORKSHOP
AGREEMENT

**IWA
XX**

First edition
2019-12

**Guidelines for humane entrepreneurship
- principles and framework**

ISO IWA on “**Guidelines for humane entrepreneurship - principles and framework**” will be published by ISO within 6 months after 2nd workshop.

- around March 2021
- *by the end of 2020*

The **names and organizations** of all the experts participated in the workshops will be printed in the annex "**Workshop contributors**" in ISO IWA.

IWA 27:2017(E)

Annex H (informative)

Workshop contributors

Australia

- Bill Dee - Standards Australia (SA)

Canada

- Grant Bridgen - Rover Parking
- Tim Wootton - Rover Parking
- Irina Chalaguina - 4477413 Canada Inc.
- Anne Bird - Ontario Ministry of Finance
- Les Tanaka - Ontario Ministry of Economic Development and Growth

” If you want to go fast, go alone.
If you want to go far, go together.

African proverb

Go together for ISO IWA on
“***Guidelines for humane
entrepreneurship -
principles and framework***”!



**THANK
YOU!**

