



世界认可日

World Accreditation Day

# 认可：赋能中小企业 (SMEs) 发展

Accreditation Empowering Small and Medium Enterprises (SMEs)



国际实验室认可合作组织 (ILAC) 与国际认可论坛 (IAF) 联合发布

中国合格评定国家认可委员会 (CNAS) 译

2025年6月



# 目录

- 03 认可：赋能中小企业（SMEs）发展
- 05 建立信任
- 07 案例研究：提升伊朗中小型医学实验室质量和工作技能
- 09 提升质量、创新与成本节约
- 11 案例研究：美国医疗器械生产商的跨境增长助推器
- 13 创造就业与促进经济增长
- 15 案例研究：认可促进中国内陆地区中小企业发展 ★
- 17 案例研究：认可助力西班牙创新型中小企业享受税收激励
- 19 构建有韧性与可持续的供应链
- 21 案例研究：推动约旦中小企业发展
- 23 案例研究：推动肯尼亚创新与创业生态系统发展
- 25 保护消费者数据与隐私
- 25 塑造优质企业文化
- 27 案例研究：英国建筑行业中小企业的成长

# Table of Contents

- 04 Accreditation: empowering small and medium enterprises (SMEs)
- 06 Building trust
- 08 Case study: Driving quality and workplace skills of SME medical laboratories in Iran
- 10 Driving quality, innovation and cost savings
- 12 Case study: An enabler of cross-border growth for a medical device producer – USA
- 14 Fostering job creation and economic growth
- 16 Accreditation promotes the development of SMEs in Chinese inland areas ★
- 18 Case study: Accreditation facilitates tax incentives for innovative SMEs in Spain
- 20 Creating resilient and sustainable supply chains
- 22 Case study: Delivering SME growth in Jordan
- 24 Driving the innovation and entrepreneurship ecosystem in Kenya
- 26 Protecting consumer data and privacy
- 26 Improving company culture
- 28 SME growth in the UK construction sector

## 认可：赋能中小企业（SMEs）发展

据世界贸易组织统计，全球95%的企业为员工人数不足250人的中小企业。在发达经济体中，中小企业贡献了60-70%的就业岗位和55%的国内生产总值（GDP）；而在新兴经济体，中小企业对国民总收入（GNI）的贡献率高达40%。仅新兴市场就拥有约3.65至4.45亿家中小企业。

因此，中小企业是全球经济的关键组成部分，在更广泛的商业生态系统中发挥着重要作用。初创企业和年轻公司是许多经济体新增就业的主要来源。新兴市场每10个就业岗位中就有7个由中小企业创造。它们往往是私营部门创新与可持续发展的推动力量，并在实现联合国可持续发展目标（SDGs）方面发挥着基础性作用，例如“促进包容和可持续的经济增长、就业和体面工作”（目标8）以及“建设有复原力的基础设施，促进可持续产业化，推动创新”（目标9）。

尽管贡献了全球就业的重要份额，中小企业在与大型企业竞争、获得融资、应对成本上升、合规成本控制以及新市场准入壁垒等方面，仍面临重大挑战。

今年世界认可日的主题聚焦于认可以及更广泛的质量基础设施体系如何赋能中小企业发展。我们将探讨认可如何为中小企业提供成长平台。它为展示质量保证、推动产品与过程创新，并打造高效且可持续的供应链提供了指引。承认和接受获认可的合格评定结果使中小企业能够获得竞争优势，并在市场中与更成熟的大型企业公平竞争。同时，全球认可协议通过跨境结果互认，为出口创造了机会。



# Accreditation: Empowering Small and Medium Enterprises (SMEs)

According to the World Trade Organization, 95% of businesses around the world are small and medium-sized enterprises (SMEs), with less than 250 employees. They account for 60–70% of employment and 55% of gross domestic product (GDP) in developed economies, while SMEs contribute up to 40% of gross national income (GNI) in emerging economies. There are about 365–445 million SMEs in emerging markets alone.

SMEs are therefore a critical part of the global economy and they play an important role in the wider ecosystem of commerce. Startups and young firms are the primary source of new job creation in many economies. In emerging markets, 7 out of 10 jobs are generated by SMEs. They are often the driving force of innovation and sustainability in the private sector. They also have a fundamental role to play in achieving the United Nations' Sustainable Development Goals (SDGs), for example to 'promote inclusive and sustainable economic growth, employment and decent work for all' (goal 8) and to 'build resilient infrastructure, promote sustainable industrialisation and foster innovation' (goal 9).

But despite providing a significant share of global employment, SMEs still face major challenges when it comes to competition from larger organisations, access to finance, managing rising costs, and compliance costs and barriers to access new markets. The theme of this year's World Accreditation Day focusses on how accreditation, and the wider quality infrastructure system, can empower SMEs. We will explore how accreditation can provide a platform for growth. It offers a framework that demonstrates quality assurance, drives product and process innovation, and creates efficient and sustainable supply chains. The recognition and acceptance of accredited conformity assessment results allows SMEs to derive a competitive advantage and to compete on a level playing field with more established larger operators in the market. Simultaneously, the global accreditation arrangements open up export opportunities through the cross-border acceptance of results.



## 建立信任

在当今快节奏且竞争激烈的市场环境中，企业努力寻求差异化并赢得客户信任。执行标准和验证其符合性的第三方合格评定，是展示公司能力最有效的方式之一。认可是对提供合格评定服务（如检测、校准、审定与核查、检验、认证）的组织进行的外部验证。认可通过评价这些机构的能力和公正性，在确保产品、服务和过程符合既定标准方面增加了更有力保证。

认可简化了国内外贸易。采购商可以依赖于获认可的实验室和认证机构出具的检测报告、认证证书以及其他形式的合格评定结果。这不仅简化了决策过程，还增强了消费者、监管机构和利益相关者的信心，巩固了市场信任。

认可为中小企业提供了权威可信的资质背书，使其能够与大型企业同台竞技，有助于其进入更大的市场，与眼光独到的客户签订合同，并与潜在客户建立信任。由此构建的公平的竞争环境使中小企业也能够与拥有成熟品牌和声誉的企业一较高下。

在许多行业中，获认可的合格评定已成为开展业务或建立合作伙伴关系的先决条件。中小企业借此可获得竞争优势，不仅能打开新市场的大门，更能提升竞标能力，在合同与招投标中占据有利地位。



# Building Trust

In today's fast-paced and competitive marketplace, businesses strive to differentiate themselves and earn customer trust. One of the most effective ways to showcase a company's capabilities is through the implementation of standards and third-party conformity assessments, which verify compliance with these standards. Accreditation serves as an external validation for organisations providing conformity assessment services, such as testing, calibration, validation/verification, inspection, and certification. By evaluating the competence and impartiality of these bodies, accreditation adds an extra layer of quality assurance, ensuring that products, services, and processes meet established criteria.

Accreditation simplifies trade at both national and international levels by eliminating the need for buyers to independently verify organisations, their products, processes, systems and other key elements. Instead, they can rely on test reports, certificates and other forms of accredited conformity assessment issued by accredited laboratories and certification bodies. This not only streamlines decision-making but also instils confidence in consumers, regulators, and stakeholders, reinforcing trust in the marketplace.

This allows SMEs to compete with larger companies by providing a recognised stamp of authority and credibility, which can help them gain access to larger markets, secure contracts with discerning clients, and build trust with potential customers. It therefore levels the playing field, allowing smaller businesses to compete with organisations with established brands and reputations.

In many industries, the use of accredited conformity assessment is a prerequisite for doing business or creating partnerships. SMEs can gain an edge over competitors, thereby opening doors to new markets and positioning themselves well to bid for contracts and tenders.



# 案例研究

## 提升伊朗中小型医学实验室 质量和工作技能

对有效的医疗体系而言，具备能够提供诸如疾病诊断、医疗保健、预防措施以及医学研究数据等重要服务能力的医学实验室至关重要。伊朗的一些中小型医学实验室，曾面临着资金有限、基础设施不足以及在认可流程专业知识匮乏等问题。经济制裁限制了外国投资、技术和材料的获取，进一步加剧了这些挑战。

因此，伊朗临床实验室医生协会（IACLD）推出了一项分阶段的认可过程，旨在赋能中小型医学实验室发展。该计划通过培训和评价，为相关实验室提供了一条循序渐进、易于管理的认可路径。

这一认可路径不仅提升了诊断标准与质量，还增强了公众对其服务的信任，提高了工作技能，并为实验室带来了财政激励、新的合作伙伴关系和发展机遇，从而为这些中小型医学实验室的生存与壮大提供保障。



# Case Study

## Driving quality and workplace skills of SME medical laboratories in Iran



Competent medical laboratories are critical to an effective healthcare system. They provide essential services, such as disease diagnosis, cost-effective healthcare, preventive measures, and data for medical research. Some medical laboratories in Iran are SMEs, however, they are faced with limited financial resources, inadequate infrastructure, and insufficient expertise in accreditation processes. These challenges are compounded by economic sanctions, which have restricted access to foreign investments, technologies and materials.

The Iranian Association of Clinical Laboratory Doctors (IACLD), an Iranian accreditation body, therefore introduced a phased accreditation process to empower SMEs, including training and assessments to provide a staged and manageable pathway toward accreditation.

As well as elevating standards and the quality of diagnostics, this pathway to accreditation has improved public trust in their services, improved skills in the workplace, and provided access to financial incentives, partnerships, and growth opportunities, ensuring the survival and expansion of these small businesses.

## 提升质量、创新与成本节约

将获认可的合格评定纳入运营的中小企业能够显著提升质量水平、实现持续改进、提高生产效率并优化业务流程。这不仅能够帮助企业提升运营效能，还能推动其聚焦产品和过程创新。

悉尼科技大学一项研究指出，认可机制促进协作，从而激发新知识的产生与信誉的建立。研究还发现，认可对企业的创新水平产生了积极影响。

通过执行标准和合格评定，建立起结构化的过程，确保产品和服务质量的稳定性，这有助于中小企业减少错误，避免返工和重复劳动，提高整体效率。最终，企业既能提升客户满意度，又能减少浪费和运营成本，从而有助于增强财务表现。

英国标准协会（BSI）的一项研究表明，20%的标准使用者表示提高生产力是他们考虑实施标准的主要原因，而35%的使用者表示在实施标准后生产率有所提升。企业可以通过实施标准来优化运营流程，直接提高生产力，也可以通过在其他方面做出改变而间接提高生产力。

世界银行指出，企业通过遵循统一的国际标准开展工作，能够促进信息传播、实现互操作性以及规模经济，从而提升效率。另有报告指出，在发展中国家进行的调查发现，对于三个中美洲经济体而言，ISO 9001认证使平均生产率提高了2.4%至17.6%，对于四个东南亚经济体而言提高了1%，在中国提高了4.5%。英国经济与商业研究中心（CEBR）的一项研究发现，标准对生产力有正向且显著的贡献。该研究称，标准支撑了英国经济中37.4%的年度劳动生产率增长，相当于推动GDP年增长约28.4%。针对全球食品行业的一项研究发现，70%的小型食品生产商通过获得经认可的认证实现效率提升，其中63%的企业报告称，自获认证以来其生产情况有所改善，食品召回减少了40%。

北欧国家通过在招标过程中设定最低要求，助力企业降低运营成本，84%的受访者表示标准和获认可的合格评定有助于合规。此外，65%的受访企业称生产差错因此减少。

# Driving quality, innovation and cost savings

SMEs incorporating accredited conformity assessment into their operation benefit from quality and continuous improvement, greater productivity, and the streamlining of business processes. This enables SMEs to gain operational efficiencies but also to drive a focus on product and process innovations.

A study carried out by the University of Technology Sydney identified that accreditation generates collaboration that stimulates new knowledge and credibility building. It also found that accreditation positively impacted business innovation levels.

The implementation of standards and conformity assessment establishes structured processes that ensure consistent quality in products and services. This helps SMEs reduce errors, minimise rework and duplication, and improve overall efficiency. As a result, businesses can enhance customer satisfaction while also reducing waste and operational costs, ultimately contributing to stronger financial performance.

According to a study carried out by the British Standards Institution (BSI), 20% of standard users say that improving productivity was the main reason they considered implementing a standard, whilst 35% reported experiencing improvements in productivity after implementing a standard. Businesses can experience increases in productivity as a direct result of implementing standards to streamline their operations, or indirectly, as a byproduct of making changes elsewhere.

The World Bank notes that businesses improve efficiencies through the dissemination of information, allowing interoperability, and economies of scale, by working to harmonised international standards. They also report that surveys in developing economies found that ISO 9001 certification achieved average productivity gains between 2.4% and 17.6% for three Central American economies, 1% for four Southeast Asian economies, and 4.5% in China. A Centre for Economics and Business Research (CEBR) study conducted in the United Kingdom (UK) found a positive and significant contribution of standards to productivity. It reported that standards supported 37.4% of annual labour productivity growth in the UK economy, which translates into approximately 28.4% of annual GDP growth. A study evaluating the accredited certification in the global food sector found that 70% of small food manufacturers had benefited from efficiencies and greater productivity, with 63% reporting production improvements, evidenced through a 40% reduction in food recalls since achieving certification.

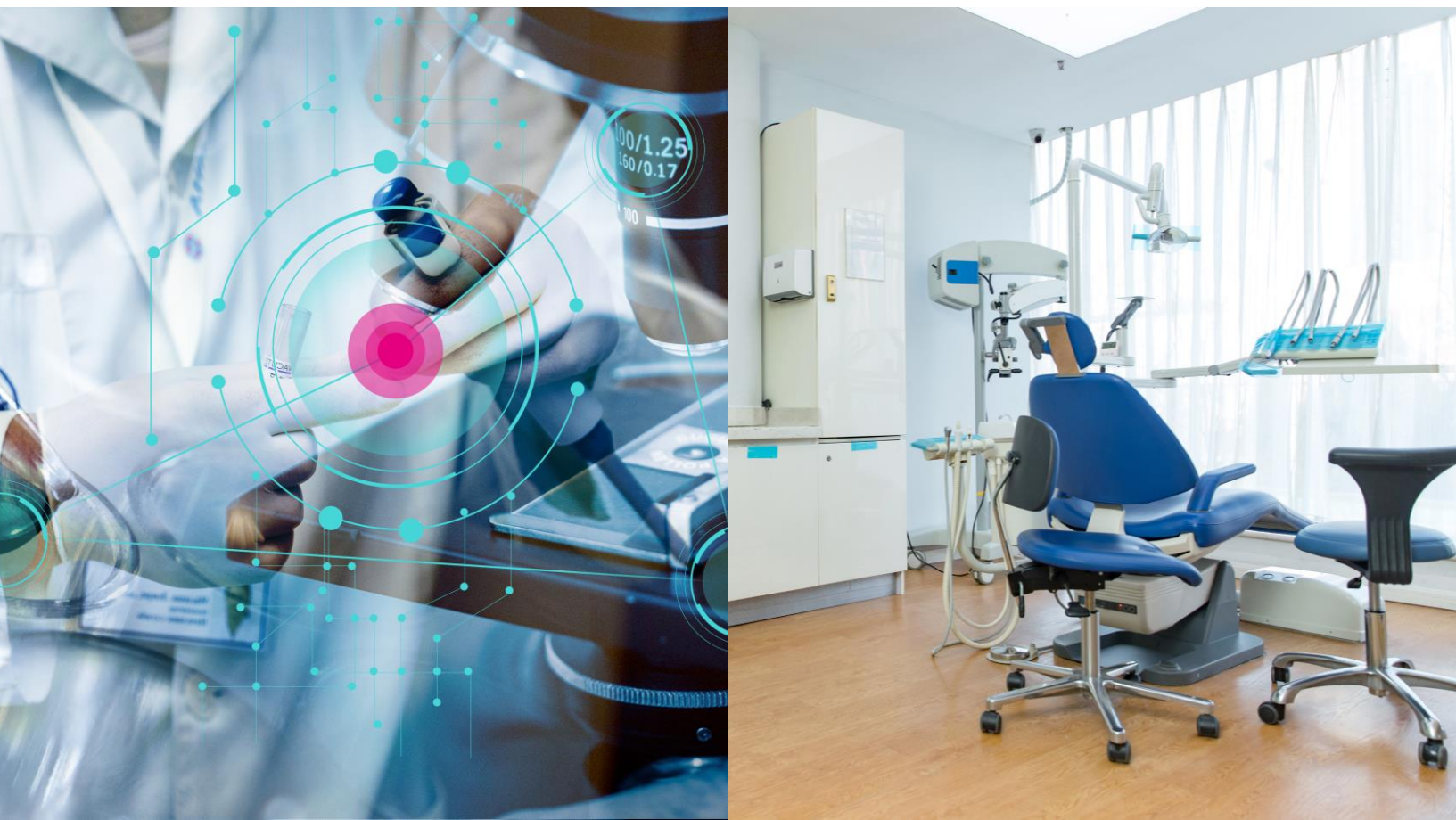
In the Nordic countries, standards contributed to reduced operating costs over time by setting minimum requirements on the small businesses in the tendering process, with 84% of respondents reporting that standards and accredited conformity assessment helps them comply with regulations. In addition, 65% of businesses contacted stated that manufacturing errors were reduced.

# 案例研究

## 美国医疗器械生产商的跨境增长助推器

在美国，超过90%的牙科设备生产商都是小型企业。比如总部位于美国专注于生产“便携式牙科设备”的Aseptico公司，他们生产的设备能让牙医在任何场所为患者治疗，包括偏远地区、战乱地带或养老院。目前，他们的设备已销往全球100多个国家和地区。

这主要是得益于Aseptico已通过ISO 13485认证。作为医疗器械设计和制造质量管理体系的国际认证标准，该标准得到很多国家监管机构的承认，使企业能够证明其符合国际标准要求。随着IAF CertSearch认证查询平台的出现，监管机构能够轻松验证Aseptico的认证状态。作为一家小型企业，Aseptico原本没有足够的资金或内部资源与每个经济体的当地监管机构单独对接。通过采用获认可的认证，并借助具有证书有效性验证资质的平台，这家小型企业成功实现了显著的海外业务增长。

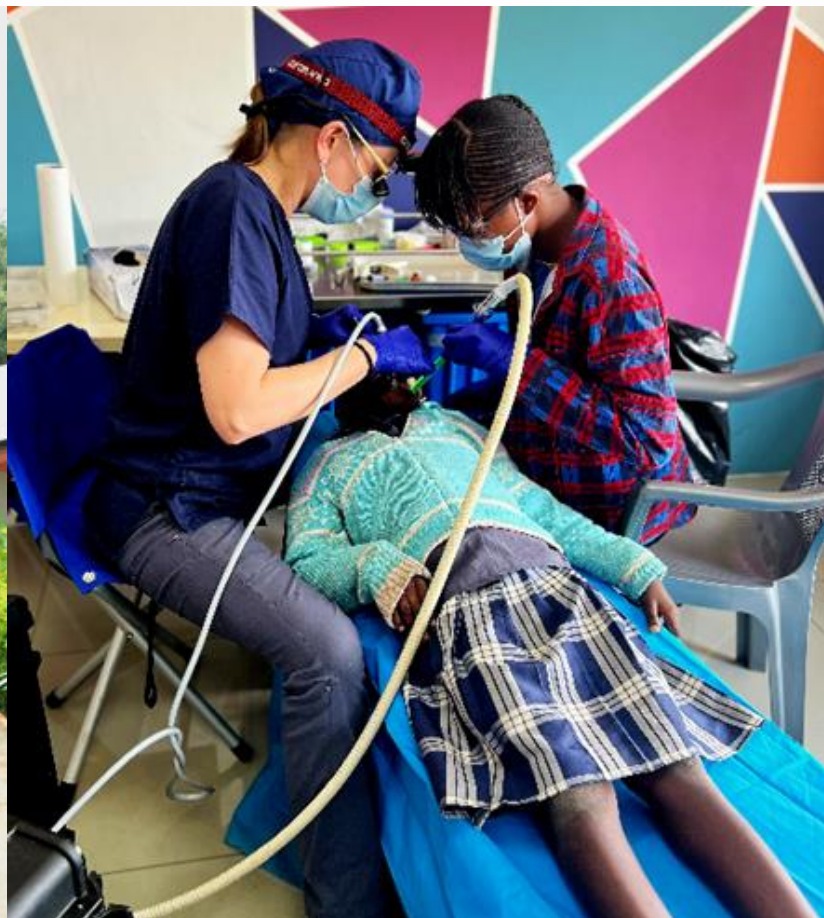


# Case Study

## An enabler of cross-border growth for a medical device producer – USA

More than 90% of companies producing dental equipment are small businesses, such as Aseptico, a United States-based provider of specialised 'Portable Dental Units'. They produce units that allow dentists to treat patients anywhere, from remote locations to war zones to nursing homes. They are now selling their units into more than 100 countries worldwide.

This is primarily driven by Aseptico being certified to ISO 13485, the international certification standard for quality management systems in the design and manufacture of medical devices. This standard is recognised by national regulators around the world and enables businesses to demonstrate their compliance with national requirements. With the emergence of IAF CertSearch, regulators can easily verify Aseptico's status. As a small business, Aseptico would not have the funds or internal resources to engage with local regulators in each economy. The use of accredited certification, together with a platform to verify that the certificate is valid, has enabled this small business to achieve significant overseas growth.



## 创造就业与促进经济增长

通过使用数个提高效率、确保质量、促进市场准入及培育创新的框架，认可支持中小企业实现更大增长与灵活性的提升。这对可持续发展目标8（SDG 8）“促进包容和可持续经济增长、就业和人人享有体面工作”产生积极影响。ILAC多边互认协议（ILAC MRA）与IAF多边互认协议（IAF MLA）确保合格评定结果的国际互认，使中小企业的产品和服务符合全球通用标准，更易进入国际市场。

为阐释这一观点，德国标准化协会（DIN）报告显示，84%的德国制造企业通过使用欧洲和国际标准进入全球市场。新西兰经济研究所（NZIER）研究表明，认可助力新西兰出口创造了276亿美元价值，占出口商品总量的56%以上。经济合作与发展组织（OECD）与美国商务部估算，标准及合格评定影响全球80%的商品贸易。意大利认可机构（Accredia）研究发现，合格评定贡献了意大利附加值增长的16.1%，累计附加值达108亿欧元。

伯克贝克大学针对全球食品供应链的研究证实，55%的受访供应商通过经认可的认证扩大了本土市场机会，60%的供应商实现了出口增长，超过三分之一受访者的销售额平均增长约7.5%，利润率提升6%。越来越多的政策认识到中小企业在经济政策中的价值，以及经认可的合格评定对其增长的关键支持作用。例如中国政府推出促进专精特新中小企业高质量发展的有关政策，鼓励中小企业，特别是专精特新“小巨人”企业，将获得经中国合格评定国家认可委员会（CNAS）认可的质量管理体系认证作为强化质量管理、提升生产管理能力的措施。引导中小企业通过认证认可进一步规范管理，降本增效，提高市场竞争力，增强社会信任度。



# Fostering job creation and economic growth

Accreditation supports greater growth and agility for SMEs by providing frameworks that enhance efficiency, ensure quality, facilitate market access, and foster innovation. This has a positive impact on SDG 8, which promotes 'inclusive and sustainable economic growth, employment and decent work for all'. The ILAC Mutual Recognition Arrangement (ILAC MRA) and the IAF Multilateral Recognition Arrangement (IAF MLA) ensure the mutual acceptance of conformity assessment results, allowing SMEs to enter global markets more easily, as products and services meet universally accepted criteria.

To illustrate this point, the German Institute for Standardization (DIN) reports that 84% of manufacturing companies in Germany use European and International Standards to gain access to global markets. Economic research carried out by the New Zealand Institute of Economic Research (NZIER), revealed that accreditation facilitates \$27.6 billion of New Zealand exports – over 56% of total exported goods. Estimates by the Organisation for Economic Co-operation and Development (OECD) and the United States Department of Commerce show that standards and related conformity assessment have an impact on 80% of the world's trade in commodities. In Italy, a study commissioned by Accredia, the Italian accreditation body, estimated a contribution of 16.1% of the added value growth can be attributed to conformity assessment. In monetary terms, this represented a cumulative added value of 10.8 billion Euros.

Research conducted by the University of Birkbeck evaluating the global food supply chain, confirmed that accredited certification of 55% of suppliers that responded has resulted in expanded market opportunities and growth in home markets, while 60% reported growth in exports. In general, over a third of respondents stated that their sales growth averaged around 7.5%, together with an average of 6% increase in profitability.

A growing number of policies have recognised the value that SMEs play in economic policy, and how accredited conformity assessment is critical to supporting their growth. **As an example, the Chinese Government introduced a 'High-Quality Development of Specialized and New SMEs' policy to encourage SMEs to seek accredited certification in order to be well positioned to develop new technologies and innovation and strengthen industrial chain supporting capabilities. The policy directs SMEs to further standardise management and strengthen social trust through certification and accreditation.**



# 案例研究

## 认可促进中国内陆地区中小企业发展 ★

湖北地处中国内陆地区，2023年11月，湖北省市场监督管理局与中国合格评定国家认可委员会（CNAS）签署了战略合作协议，这一协议使湖北能够通过一系列政策措施和创新实践，积极推动国家质量基础设施实现国际互认，帮助企业参与标准化活动，对接市场需求，促进中小企业高质量发展。

在食品领域，湖北白云边酒业股份有限公司内部检测中心通过获得CNAS认可，持续开展浓酱兼香型白酒（中国蒸馏酒精饮品）样品检测，在浓酱兼香型白酒核心指标的研究上，积累了重要的技术质量数据、知识和经验，作为第一起草单位牵头制定了《浓酱兼香型白酒》国家标准。

在制造业领域，CNAS帮助湖北企业了解国际合格评定政策，推动技术标准对接，拓宽国内外市场通道。湖北美标汽车制冷系统有限公司与中国众多知名厂家达成合作，并已扩张海外业务，约10%的销售额来自国际出口订单。

在生物大健康领域，CNAS积极助力湖北生物医药企业与国际医疗领域的标准接轨，为企业的商业运营拓宽至国际市场搭建桥梁。武汉致众科技股份有限公司与众多医疗设备企业携手合作，共同促进我国医疗设备技术的国际化和全球化进程，有效助推湖北企业的产品走向世界舞台，实现高质量的产品出口。



# Case Study

## Accreditation promotes the development of SMEs in Chinese inland areas ★

Hubei, located in inland areas of China, signed a strategic cooperation agreement with the China National Accreditation Service for Conformity Assessment (CNAS) in November 2023. The agreement enables Hubei to promote the international recognition of its local quality infrastructures through a series of policy measures and innovative practices. This helps businesses engage in standardization activities, align with market demands, and promote the high-quality development of SMEs.

In the food sector, Hubei Baiyunbian Liquor Co., Ltd.'s internal test centre gained CNAS accreditation and has been continuously conducting testing of Baijiu (Chinese distilled alcoholic beverage) with both strong aroma and sauce aroma samples. The company has accumulated significant technical and quality data, knowledge, and experience in researching core indicators of Baijiu with both strong aroma and sauce aroma, and has spearheaded the formulation of a national standard for Baijiu with both strong aroma and sauce aroma.

In the manufacturing sector, CNAS has helped Hubei enterprises to understand international conformity assessment practices and align with relevant technical standards, which has expanded domestic and international acceptance of their products. Hubei MeiBiao Automobile Air Conditioner System Co., Ltd. has collaborated with many well-known manufacturers in China and has now extended its overseas operations, with approximately 10% of its sales coming from international export orders.

In the bio-health sector, CNAS has actively assisted Hubei's biopharmaceutical enterprises to align with international standards in the medical devices sector. This has paved the way for enterprises to expand their commercial operations into international markets. Wuhan Tacro Technology Co., Ltd. has partnered with numerous medical device companies to jointly promote the internationalisation and globalisation of China's medical device technology, effectively supporting the export of Hubei enterprises' products to the global stage and ensuring high-quality product exports.



# 案例研究

## 认可助力西班牙创新型中小企业享受税收激励



西班牙工业与旅游部制定并实施了一项促进中小企业研发创新（R&D&I）的倡议，将经认可的认证作为能否享受税收优惠政策的评价依据。为此，该部门发布法令，规范“创新型中小企业”标志的申请要求，使从事研发创新的中小企业能够享受税收激励。

该项政策对于中小企业是一项重大利好，税收激励可直接节省企业开支，并助力企业招募科研人员。

企业需向主管部门提交由西班牙国家认可机构（ENAC）认可的认证机构颁发的证书，方可获得“创新型中小企业”标志。认可成为确保认证机构技术能力以及税收激励授予过程可信度的关键工具。

# Case Study

## Accreditation facilitates tax incentives for innovative SMEs in Spain



The Spanish Ministry of Industry and Tourism has developed and implemented an initiative to promote research, development and innovation (R&D&I) carried out by SMEs. Accredited certification is used as an evaluation and control tool for granting tax benefits. To that end, the Ministry published an Order regulating the requirements of the 'Innovative SME' mark, which allows R&D&I small and medium companies to benefit from tax incentives.

The governmental initiative is seen as a great advantage for SMEs, as the tax incentive can represent a direct saving in business expenses and facilitate the recruitment of research staff.

To obtain the 'Innovative SME' mark, companies can provide the competent authority with a certificate issued by a certification body accredited by ENAC, the Spanish National Accreditation body. Thus, accreditation becomes a key tool for delivering confidence in the technical competence of certification bodies and, in consequence, the tax incentives granting process.

## 构建有韧性与可持续的供应链

社会不平等、环境退化及自然资源不可持续利用的有害影响，正严重威胁着地球的未来。可持续性的紧迫程度既现实又日益严峻。气候变化、生物多样性丧失与资源枯竭已对社区、生态系统及全球经济造成重大损害。

基于共识的标准与经认可的合格评定是提升可持续性效果的关键。它们为企业实施可持续实践并独立验证目标进展提供统一框架，与可持续发展目标9（SDG 9）“建设有复原力的基础设施、促进可持续产业化与推动创新”高度契合。

尽管新制度与标准不断涌现，在环境与能源管理领域仍有许多经过长期实践的工具。基于共识的标准与经认可的合格评定为可信且有效的可持续性保证奠定基础。这些工具设定清晰一致的期望，确保公正且专业的绩效评估，并帮助企业持续衡量与改进其可持续性行动。

依据经认可的ISO 14001与ISO 50001认证支持中小企业优化能源使用与能效、降低成本并减少环境影响。这些标准通过可扩展的简化方案创建了具有清晰、可量化指标的通用框架，帮助中小企业增强韧性、推动循环经济。

国际标准化组织（ISO）在ISO 14001：2015持续改进调查报告中表明，企业从ISO 14001获得巨大价值，显著提升了合规性、环境绩效与员工敬业度，同时通过满足利益相关方要求提高企业声誉获得重要价值收益。



# Creating resilient and sustainable supply chains

The harmful effects of social inequality, environmental degradation, and the unsustainable use of natural resources pose a serious threat to our planet's future. The urgency for sustainability is both real and increasing. Climate change, biodiversity loss, and resource depletion are already causing significant harm to communities, ecosystems, and the global economy.

Consensus-based standards and accredited conformity assessments are essential in enhancing sustainability performance. They provide a unified framework for businesses to implement sustainable practices and independently verify progress toward sustainability goals. This is clearly aligned to SGD 9 and the aim of 'building resilient infrastructure, promoting sustainable industrialization and fostering innovation'.

Whilst new schemes and standards are emerging all the time, there are a number of tools that have been delivered for many years, in the areas of Environmental and Energy Management. Consensus-based standards and accredited conformity assessments therefore establish a strong foundation for credible and effective sustainability assurance. They set clear, consistent expectations, ensure impartial and competent performance evaluation, and enable organisations to measure and enhance their sustainability efforts over time.

Accredited certification to standards such as ISO 14001 and ISO 50001 support SMEs to improve energy usage and performance, and to reduce costs and their impact on the environment. They represent a scalable and simplified solution for SMEs to enhance resilience and to contribute to a circular economy, as they establish a common framework with clear metrics to measure impact.

An International Organization for Standardization (ISO) study conducted in 2021 concluded that businesses have gained significant value from ISO 14001, in terms of meeting legal requirements, improving environmental performance, and improved employee engagement. It also reported that businesses had gained value from meeting stakeholder requirements and improved their reputation.



# 案例研究

## 推动约旦中小企业发展

约旦第二次自愿性国家审查（VNR）报告显示，该国在可持续发展目标8（SDG 8）“促进体面工作与经济增长”方面的进展有限。地区动荡导致难民涌入，加剧了基础设施与公共服务的压力。除此之外，供应链中断及石油与基础商品价格上涨加重了经济负担。这些或将造成经济复苏前景黯淡。

为此，约旦认可机构（JAS-AU）着力提升经认可的合格评定服务能力以支持中小企业发展，为促进经济与社会发展奠定基础。这些中小企业占约旦市场主体的99.5%，雇佣了全国60%的劳动力。

这一做法帮助中小企业进入本地、区域及全球市场，提高其产品与服务的质量，增加收入。多家企业争取到诸如联合国粮农组织（FAO）等国际机构的合约，确保产品符合国际标准后再出口至中东周边国家。另外，约旦生产商成功开拓了包括欧洲在内的多个新的产品出口市场。



# Case Study

## Delivering SME growth in Jordan



Limited progress was reported by Jordan's Second Voluntary National Review (VNR), which measures the country's progress against SDG 8 (decent work and economic growth). The impact of turbulence in the region has led to refugee inflows that have increased pressure on its infrastructure and services. Additionally, supply chain disruption and an increase in the price of oil and basic commodities placed further burden on the economy. These factors have potentially undermined prospects for recovery.

JAS-AU, the Jordanian accreditation body, therefore focused efforts on building up the capacity of accredited conformity assessment services in the economy to support the growth of SMEs, which form the foundation of economic and social development in Jordan. They constitute approximately 99.5% of the economic operators and employ approximately 60% of the workforce.

This approach has enabled SMEs to reach local, regional, and global markets, thereby increasing their revenues and improving the quality of their products and services. Many SMEs have secured contracts with international organisations, such as the Food and Agriculture Organization (FAO) of the United Nations, to ensure the safety and compliance of products with international standards before being sent to neighbouring countries and zones in the Middle East. Additionally, numerous new markets have been opened for Jordanian producers, including exports to European countries.

# 案例研究

## 推动肯尼亚创新与创业生态系统发展

肯尼亚产业与创业项目（KEP）是一项由肯尼亚投资、贸易和工业部主导、世界银行支持的5000万美元投资项目，其核心目标是通过提升肯尼亚中小企业的管理和技术能力，帮助当地中小企业更好地把握本地及国际市场机遇。

专注于实验室检测、检验和环境监测服务的私营中小企业Polucon集团，积极参与了该项目以履行其持续改进和质量保证的承诺。该集团参加了由肯尼亚认可机构（KENAS）提供的为期五天的内部强化培训。课程聚焦ISO/IEC 17025:2017标准的核心内容，包括可追溯性、概率分布、统计计算和不确定度来源等，并根据Polucon的检测与校准业务需求量身定制。培训不仅加强了团队凝聚力，还深化了成员对最佳实践的共同理解。

此次培训是Polucon追求卓越的重要里程碑，助力其实现实验室运营高标准的目标，有利于推动企业践行为社会安全与可持续发展贡献力量的使命。通过提升内部创新能力和生产效率，加速制造业领域转型，为助力肯尼亚通过出口实现更大的GDP做出贡献。



# Case Study

## Driving the innovation and entrepreneurship ecosystem in Kenya



A key component of the Kenya Industry and Entrepreneurship Project (KIEP), a US\$50m investment by the Ministry of Investments, Trade and Industry with support from the World Bank, is to strengthen the managerial and technical capabilities of Kenyan SMEs in order to enable them to better compete for local and international market opportunities.

The Polucon Group, a privately owned SME that specialises in laboratory testing, inspection, and environmental monitoring services, took advantage of this programme to support its commitment to continual improvement and quality assurance. They participated in an intensive in-house training programme, delivered by the Kenya Accreditation Service (KENAS). The five-day programme focused on the essential components of ISO/IEC 17025:2017, focusing on traceability, probability distribution, statistical calculations, and uncertainty sources. It was tailored specifically around the needs of Polucon's testing and calibration operations, and provided an environment for greater team cohesion and a shared understanding of best practices.

The training marked a significant milestone in Polucon's pursuit of excellence, supporting its goal of upholding high standards in laboratory operations and advancing the firm's mission to contribute to safety and sustainability for society's benefit. It will help drive internal innovation and productivity improvements, as well as accelerate the transformation of the wider manufacturing sector that it serves, enabling them to make a greater GDP contribution through exporting opportunities.

## 保护消费者数据与隐私

对中小企业而言，保护客户数据并确保其隐私安全是一项重大挑战。为加强对消费者数据使用的监管，欧盟出台了《通用数据保护条例》（GDPR），要求企业采取包括政策、流程和程序在内的适当技术及组织措施，保护其处理的个人数据。

中小企业面临的主要风险包括：未经授权的数据泄露、法规合规性不足、泄密导致的声誉损害、财务损失，以及因系统故障或意外删除造成的数据丢失。这些风险可能导致中小企业法律纠纷并削弱客户信任。

中小企业通过采用获认可的认证数据保护标准，可确保消费者的数据安全。这不仅有助于展示对GDPR等法规的合规性，还能维护企业声誉并赢得客户信任。



## 塑造优质企业文化

标准的执行与经认可的合格评定通过推动结构化、透明化及以质量为核心的工作环境，助力中小企业培育强有力的企业文化。

悉尼科技大学的一项研究发现，在具备前瞻视野、领导力、协作学习精神、创新战略布局，并专注于质量与客户满意度的企业中，认可的价值体现最为显著。

标准化流程与最佳实践能够强化责任意识与效率，确保员工清晰理解自身职责。

因为员工能看到自己的贡献如何与企业目标及行业期望保持一致，这种明确性提升了员工的工作满意度与积极性。它还鼓励开放沟通和团队合作，使员工团结起来共享目标和质量基准。这种协作模式最终会铸就强大的企业文化。



## Protecting consumer data and privacy

Protecting customer data and ensuring their privacy is a significant challenge for SMEs. To tighten controls on the use of consumer data, the European Union introduced the General Data Protection Regulation (GDPR), which requires businesses to adopt appropriate technical and organisational measures, including policies, procedures and processes, to protect the personal data they process.

The key risks that SMEs face include unauthorised data breaches, non-compliance with regulations, reputational damage from leaks, financial losses, and data loss due to system failures or accidental deletion. These risks can result in legal liabilities and erode customer trust.

By adopting data protection standards with accredited certification, SMEs can assure consumers that their data will remain secure. This helps them to demonstrate compliance with regulations such as GDPR, protect their reputation, and earn the trust of their customers.



## Improving company culture

Standards and accredited conformity assessment help SMEs cultivate a strong company culture by promoting a structured, transparent, and quality-focused work environment.

In a study conducted by the University of Technology Sydney, accreditation was found to be of most value in firms that displayed qualities of vision, leadership, collaborative learning, had a strategy for innovation in place and focussed on quality and customer satisfaction.

Standardised processes and best practices foster accountability and efficiency, ensuring employees clearly understand their roles and responsibilities. This clarity enhances job satisfaction and motivation, as staff see how their contributions align with organisational goals and industry expectations. It also encourages open communication and teamwork, uniting employees around shared objectives and quality benchmarks. This collaborative approach ultimately strengthens a strong company culture.



# 案例研究

## 英国建筑行业中小企业的成长

在英国，能力认可方案助力建筑检验员（其中大多来自中小企业）满足更新后的法律要求，并成为持续专业发展的重要组成部分。

建筑检验员需能证明其技能持续提升以满足客户需求，并将学习成果应用于实际项目。该认证制度严格评估相关专业人员在各类检验岗位及专业领域的的能力。除帮助检验员满足强制性注册要求外，该制度更致力于提升全行业技术能力标准。

在这一制度推出后的前六周内，已有1000名建筑检验员得到承认。除了提高了行业整体技术水平，该认可方案增强了市场对建筑业提供安全建筑能力的信心。同时，还为中小企业开辟新市场提供了重要支持。



# Case Study

## SME growth in the UK construction sector

In the UK, the accreditation of a competency scheme has helped building inspectors, many of whom are SMEs, meet updated legal requirements and form an important part of continuous professional development.

Building control professionals need to be able to demonstrate that they are continuously developing their skills in line with the needs of clients, and that any learning is being applied to projects. The certification scheme rigorously evaluates the competence of building control professionals across all inspecting roles and specialisms. In addition to helping building inspectors meet mandatory registration requirements, the scheme aims to raise standards of technical competence throughout the industry.

Within the first six weeks of launch, 1000 building professionals had been approved. In addition to raising standards of technical competence throughout the industry, the accredited scheme plays an important role in increasing confidence in the industry's potential to deliver safer buildings. It has also provided SMEs with the ability to open new market opportunities.





## 更多信息

访问 [www.publicsectorassurance.org](http://www.publicsectorassurance.org)，获取研究报告、案例研究和支持信息，了解各国中央政府、地方政府及监管机构如何使用获认可的合格评定来获得积极效益。

访问 [www.business-benefits.org/](http://www.business-benefits.org/)，查看企业从标准和认可中获益的案例。



### The ILAC Secretariat



+61 8 7092 2655



[secretariat@ilac.org](mailto:secretariat@ilac.org)



[www.ilac.org](http://www.ilac.org)



@ILAC\_Official



International Laboratory  
Accreditation Co-operation (ILAC)



### The IAF Secretariat



+1 (571) 569-1242



[iaf@iaf.nu](mailto:iaf@iaf.nu)



<https://iaf.nu/>



@IAF\_Global



International  
Accreditation Forum Inc



[www.youtube.com/user/IAFandILAC](https://www.youtube.com/user/IAFandILAC)