The Role of Standardization in Women’s Empowerment – Focus Women at Work
The Physikalisch-Technische Bundesanstalt

The Physikalisch-Technische Bundesanstalt (PTB), the national metrology institute of Germany has existed for over 125 years.

With 2000 employees located at Braunschweig and Berlin, it is a global player in the world of metrology.
Our Profile. Multi-Level Approach.

We advise governments and ministries, promote institutions of quality infrastructure, and support smaller and medium-sized enterprises.

- **Policy Level**
  - International/Regional Organizations
  - Policy/Decision Makers
  - Regional Associations of Producers and Consumers

- **Institutional Level**
  - QI Institutions
  - Business Service Providers
  - Business Membership Organizations
  - SME Promotion Agencies
  - Export Promotion Agencies
  - etc.

- **Customer Level**
  - Producers/Suppliers (local market and export)
  - Consumers/Buyers

- **Target Group Level**
  - Producers/Suppliers (local market and export)
  - Consumers/Buyers
Our Project Partners. Worldwide.

43 projects in 81 countries
of which: 18 are bilateral projects
24 are regional projects
1 is a supra-regional project

Financial volume €8 – 10 million annually
50 employees
Clients: BMZ, BMWi, EU, development banks, and direct orders
Quality Infrastructure. A Complex Network.
ISO 26000 – Guidance on social responsibility

- An organisation's commitment to welfare of society and environment
- Gender Equality is an important part
- Can influence organisations (1) competitive advantage, (2) reputation, (3) attract employees – women
- Not for certification

„There is a demonstrated positive link between gender equality and economic and social development. [...] Organisations should review their decisions and activities to eliminate gender bias and promote gender equality“

Box 2 – ISO 26000
How can standards empower women?

How can women empower standards?
The role of women in standardization

Secretaries and assistants

Active role of women in standardization needed
Why are standards important for women?

- Standard contains knowledge
- Can be purchased by everyone
- Women can access knowledge
Why are standards important for women?

Testing Standards

Proof that product / service is as good as others

Support womens business success
Thank You Very Much For Your Attention.