



BSI Group is a global independent business services organisation delivering standards-based solutions to help organisations improve their performance, manage risk and make their operations sustainable. BSI does this through the development of standards; the assessment and certification of management systems and medical devices; testing and certification of products and services; software solutions; and training services.

**Market**

BSI works with clients operating in a myriad of sectors, including communications, construction, engineering, electronics, retail, food and drink, healthcare, agriculture, consumer goods, banking and the public sector. In order to compete and inspire their customers' trust, BSI's clients – which include 75 per cent of FTSE 100 companies, 42 per cent of Fortune 500 companies as well as 42 per cent of companies listed on the Hang Seng – rely on BSI's independence and expertise in delivering standards-based solutions, which cover every aspect of the modern economy. BSI's certification mark and Kitemark® are respectively seen as one of the best quality assurance marks and safety marks to be gained.

**Product**

BSI's standards-based solutions help organisations to successfully implement best practice, manage business-critical decisions, mitigate risk, increase business performance, achieve operational excellence and make businesses sustainable.

BSI is the UK's National Standards Body and at the heart of its work is the development of standards which help make life more efficient, easier, fairer and safer – making the world a better place. BSI works with businesses, consumers and the Government to represent a spectrum of interests and to make sure that British, European and international standards are useful, relevant and authoritative. Standards are developed and regularly updated by external experts through a process of consensus, with the goal of establishing blueprints for excellence.



BSI is also one of the world's largest certification bodies for assessing and certifying management systems. It has certified 68,000 locations in more than 120 countries and is market leader in the UK and North America. BSI's testing and certification services ensure that products and services meet safety and performance requirements – from vehicle bodywork repairs to fire extinguishers and respiratory equipment. This work is exemplified by BSI's Kitemark®, one of the UK's most trusted quality marks. BSI also provides CE marking for products that need to comply with European Directives in order for them to be sold in the EU.

BSI's software solutions help organisations manage their governance, risk and compliance.

Entropy Software™ provides auditable solutions to improve environmental, social and economic performance.

The healthcare and medical devices sector is an important part of BSI's business. As a highly respected, world-class Notified Body, BSI is dedicated to providing stringent regulatory and quality management reviews and product certification for medical device manufacturers around the world.

**Achievements**

BSI employs more than 2,300 staff and in 2008 generated a turnover of £202.3 million. It services clients in 120 countries and assists nations such



as Albania, Serbia and Sierra Leone in developing their emerging standardisation infrastructures.

BSI produces an average of 2,000 standards annually and has recently published the world's first standard for risk management, BS 31100, and business continuity management, BS 25999. The internationally recognised quality management systems standards, ISO 9001, started life at BSI in 1979 as BS 5750. ISO 9001 is recognised as the world's most successful standard having been adopted by more than 982,000 organisations in 176 countries. The world's most widely accepted environmental standard, ISO 14001, started in a similar way.

BSI has won a number of recent awards including, in 2008, a Continuity, Insurance & Risk (CIR) Award for Industry Advancement for its work in developing BS 25999, and Fleet News Awards' 'Best Safety Initiative' for the Thatcham BSI Kitemark® scheme for vehicle bodywork repair. In 2009, BSI's Kitemark® was also recognised as a Business Superbrand in its own right, for the third consecutive year.

**Recent Developments**

In 2007 BSI and Thatcham developed PAS 125, a specification for vehicle bodywork repair, with the related Thatcham BSI Kitemark® scheme providing independent



certification that a bodyshop is competent to safely repair vehicles. Another automotive sector development is the Kitemark® scheme for Garage Services which ensures that the standards of PAS 80, for the servicing and repair of vehicles, are met and maintained.

BS 8901, the world's first standard for sustainable event management, was also published in 2007. This standard now forms part of London 2012's sustainability guidelines and was implemented by organisers of the United Nations Conference on Climate Change in Copenhagen (COP15) in December 2009.

Following the wide take-up of PAS 2050, a standard methodology for the measurement of the embodied greenhouse gases in products and services, BSI began development in 2009 of a new standard designed to enable a consistent and comparable approach to carbon neutrality claims. The Department of Energy and Climate Change and household names such as Marks & Spencer, Eurostar and The Co-operative, are involved and PAS 2060 is expected to help restore consumer confidence in the credibility of carbon neutrality claims and encourage increased action on climate change.

BSI is contributing to the development of the world's first brand valuation standard – ISO/DIS 10668. It specifies the requirements for procedures and methods of monetary



brand value measurement. Aimed at both brand consultants, and finance and marketing professionals, publication of the final standard is expected in summer 2010.

**Promotion**

In May 2009, BSI created the 'one BSI' vision, in place of its existing three-divisional structure and associated sub-branding. BSI's activities are now sold and branded under the BSI master brand identity.

In 2009, BSI overhauled its global recruitment communications in order to convey the variety and versatility of careers at BSI. The new 'employer' brand identity, BSI Careers, has been implemented globally with a unified logo, graphical language, tone of voice and strapline which ensures consistency and aligns the employer brand to the overall BSI brand.

The majority of BSI's marketing activities are now delivered electronically and in 2009 BSI developed a presence on YouTube and social networking sites including Twitter. BSI's business magazine, Business Standards, also has a dedicated online presence reaching a wider business community than its 92,000 print readership can reach. Public relations also plays a key role in promoting BSI activities.

**Brand Values**

Integrity, innovation and independence are the values at the core of the BSI brand, supporting the organisation as it strives towards its vision of inspiring confidence and delivering assurance to all customers. BSI continually endeavours to deliver its brand values, with the aim of building a powerful, globally recognised brand, satisfying the needs of all stakeholders.

[bsigroup.com](http://bsigroup.com)



1901	1903	1929	1953	1979	1992
BSI Group is founded as the Engineering Standards Committee (ESC). One of the first standards to be published is to reduce the number of sizes of tramway rails.	The Kitemark® is first registered as a trademark.	The ESC is awarded a Royal Charter and in 1931, the name British Standards Institution (BSI) is adopted.	In the post-war era, more demand for consumer standardisation work leads to the introduction of the Kitemark® for domestic products.	BS 5750, now known as ISO 9001, is introduced to help companies build quality and safety into the way they work. The Certification mark is also introduced.	BSI publishes the world's first environmental management systems standard, BS 7750 – now known as ISO 14001.

2006	2007	2009
BSI acquires German certification company NIS ZERT, UK and Canadian-based software solutions company Entropy International Ltd and Australia's Benchmark Certification Pty Ltd.	BSI publishes the world's first standard for business continuity management, BS 25999-2, and BS 8901 for sustainable event management.	BSI acquires the Supply Chain Security Division of First Advantage Corp in USA, Certification International S.r.l, an Italian Certification company, and the German healthcare certification and testing company EUROCAT. Also in 2009, BSI abolishes its divisional structure to create a single unified BSI brand.

**Things you didn't know about BSI**

According to a YouGov survey in August 2008, 49 per cent of UK adults look for a Kitemark® when choosing products or services to buy.

The original BSI committee met for the first time on the day Queen Victoria died – 22nd January 1901.

BSI UK's assessment, certification and training business is carbon neutral.