Abstract. To foster and develop social organization standard is the important measure of China’s reform of standardization system, and is also the important breakthrough of the current standard system reform at the same time. Until now, China is at a crossroads which is the transition to new nation standard system. The social organization standardization effectively supports the new standard system which is synergetic development and match coordination between standards developed by government and standards automatically developed by market. This paper is aimed at researching and analyzing the current situation of social organization standardization management mode from three aspects of government-led, market-driven and all parties synergy. The effect of China’s social organization standardization since the announcement of The Plan for Furthering the Standardization Reforms is summarized. And pertinent work measures are proposed based on the deficiencies existed, viewing to providing theoretical support and reference thinking.

Introduction

Keynes said that economic prosperity is decided by demands not production, so does the standardization work. Social organization standard derives from market’s demands and enterprise’s demand for effective means, ways and technology of innovation development. Standardization Law of the People’s Republic of China (Standardization Law for short) issued on April 1, 1989 has the trace of planned economy or the transition from planned economy to market economy because of the influence of planned economy. This law established the standardization management mode of standard system which paid emphasis on the management of compulsory standards and had overmuch administrative intervention on voluntary standards. The role of government and market is disordered and the main market body’s vitality didn’t function well. The standardization management mode established in this law doesn’t adapt the demands of socialist market economy with the rapid development of China’s economic society and global economic integration. Shortage, aging, lag, cross, repetition of standards, unreasonable standard system and obstructed management mode prevent not only the effective practice but also the function of the standardization management function of government must be changed and the reform of standardization must be deeply carried out. So the social organization standards rise in response to the proper time and conditions. The Plan for Furthering the Standardization Reforms (Reform Plan for short) was issued by the State Council on Match. 11. 2015, which is milestone with historical significance since the standardization develop up to now. The overall goal of the reform is to: Establish a new coordinating and complementary standards system composed of standards developed by government and market; Perfect the unified, coordinating and efficient standards management mechanism co-governed by government and market; Form the government-led and market-driven standardization work pattern jointly promoted by social forces, effectively supporting and unifying market system construction; Standards play a role as the “mandatory constraint” for quality, boosting Chinese economy to the advanced level. Standards developed by market refer to the social organization standards and enterprise standards as is shown in the Reform Plan.

The Reform Plan has issued more than a year until now. Some effects of China’s social organization standardization have been made and many problems are faced likewise. This paper is aimed at researching and analyzing the current situation of social organization standardization
management mode from three aspects of government domination, market domination and all parties synergy. The effect of China’s social organization standardization since the announcement of the Reform Plan is summarized. And pertinent work measures are proposed based on the deficiencies existed, viewing to providing theoretical support and reference thinking.

Current Situation Research of Social Organization Standardization Management Mode

Government-Led

To foster and develop social organization standards as is noted in the Reform Plan is Top-level Design of the reform and development practice of China’s social organization standards. The role of government is established in social organization standardization. From the Reform Plan, we can see that the government hold the attitude of encouragement, no administrative licenses, essential guidance, norm, and supervision. The government-led and market-driven standardization work pattern has formed from current government-led only pattern. The role of government becomes reasonable gradually in the management mode of social organization standardization.

Firstly, essential guidance should be supported by policy from all kinds of administrative levels. According to the Reform Plan’s requirement, Guidance on Fostering and Developing Social Organization Standards is issued jointly by General Administration of Quality Supervision, Inspection and Quarantine of the People’s Republic of China and Standardization Administration of the People’s Republic of China on March 2016. This guidance makes clear the general requirement, basic principle, management style and work plan etc. General Office of the State Council issued The Development Program of State’s Standardization System Construction(2016-2020) on December 2015, which indicated that “develop social organization standards, increase effective supply of standards; add the key technology with proprietary intellectual property rights into social organization standards; Establish supervisory mechanism of social organization standards.” These are all essential guidance from state-level. In addition, from the industry level, for example, the CCAA issued the CCAA’s Management Method of Social Organization Standards and the CFLP issued the CFLP’s Management Method of Social Organization Standards. From the local level, for example, Shanxi Administration of Quality Supervision issued Shanxi Management Method of Social Organization Standards and Guizhou Administration of Quality Supervision issued notification on Social Organization Standards. These management documents offer effective policy guidance for social organization standards from the industry level and local level respectively.

Secondly, essential norm should be formed for social organization standardization by developing national standards. In order to lead the social organization to work according to certain rules, General Administration of Quality Supervision, Inspection and Quarantine of the People’s Republic of China and Standardization Administration of the People’s Republic of China have jointly issued National Standard GB/T 20004.1 Social Organization Standardization—Part 1: Guide of Good Practice. Social Organization Standardization—Part 2: Evaluation of Good Practice has been set up the project, trying to establish the good practice norm of social organization standardization and explore the third-party evaluation mechanism. Now this national standard is developing. These two national standards is aimed at the norm of social organization standardization body, trying to carry out the standardization work in a normalized and orderly way.

Thirdly, essential supervision should be done for work of social organization standardization. The standard developed and issued by a social organization in accordance with its self-specified criteria for voluntary application by its members or the society. And the social organization should have legal person capacity, corresponding professional ability and standardization ability. The property of social standard’s voluntary application is hard to avoid the lack of government supervision. Until now, the social organization standard’s supervisory mechanism is not wholesome, with problems of lacking supervision intensity, weak consciousness, not smooth supervision by the public and lacking supervision by public opinions. Legal construction is important safeguards for supervision of social organization standardization. However, Standardization Law of the People's Republic of
China didn’t affirm the status of social organization standards which failed to provide effective legal safeguard for social organization standards. Besides, the Reform Plan also affirmed that the mechanism of evaluation and supervision will be established by 2017.

**Market-Led**

Social organization standards are developed under the market mechanisms and to foster and develop social organization standards is the successful experience in developed countries, and also a helpful tool to enable market to play a decisive role in the standardization resources allocation. Social organization standards are developed automatically, freely chosen, voluntarily and affected by mechanism for selecting the superior and eliminating the inferior.

Social organization is the core power to develop Social organization standards and is also the main body which should organize, supervise and lead the standard work. According to industry development requirement and trend of technological innovation, social organization develop standards which are advanced, easily operational, independent in intellectual property rights. These standards will supply national standards, industry standards and local standards and increase the effective supply of standards.

Currently, these are many kinds of social organizations such as technicality, industry, speciality and associativity. There are overlapping business operation amongst these four kinds of social organizations. The social organizations should enhance self construction, adaptability for market and creativity. Many social organizations are developing standards for the first time, lacking enough experience. Therefore, the government should lead and supervise the social organizations to keep self-discipline.

**All Parties Synergy**

Social organization standardization involve multi-fields and wide coverage, which need broad participation from technical organization, scientific research institution, third evaluation and supervision party and enterprises etc. Enterprise is the main executive body of social organization standards, which should adopt advanced social organization standards and play a role in scientific research, detection and standardization. Consultancy and technical services should be provided to develop the social organization standardization by enterprise. The Reform Plan came up with six measures and the first is to establish the mechanism of effective standardization coordination, in order to perfect the unified, coordinating and efficient standards management mechanism co-governed by government and market. At present, the level of all parties’ involvement is not enough and the social organization standard’s evaluation and supervision need to be established seriously. National Standard <Social Organization Standardization—Part 2: Evaluation of Good Practice> expects to give normative guidance on evaluation requirement and procedure.

**The Effect of China’s Social Organization Standardization**

**The National Social Organization Standards Information Platform**

In order to promote the social organization standardization smoothly, the National Social Organization Standards Information Platform (the Platform For short) is established by China National Institute of Standardization according to the Guidance on Fostering and Developing Social Organization Standards. The Platform is aimed at serving the social organization standardization, issuing policies, news and information about social organization standardization, offering technology support and giving the way of evaluation and supervision. The Platform also set up a communication platform between social organizations and the public. Up to now, there are 407 social organizations which have passed the audit and announcement and more than 500 social organization standards issued. The number of the Platform’s users and social organization standards is increasing continually. It is reported that these 407 social organizations are legal person coming from the national level, Beijing, Guangdong, Xinjiang and Shandong etc, covering agriculture
forestry, animal husbandry, fishery, mining, manufacture, energy, architecture, transportation, message, science, sanitation, culture etc. national economy fields.

Next step, the Platform will be improved intensively and more columns and functions will be exploited, in order to establish “open platform, query platform, supervision platform”. The Platform will meet the requirements of social organization standard’s publicity and offer the way to comment and supervise by social organization standard users especially.

The First Experimental units of 39 Social Organizations

Standardization Administration of the People’s Republic of China has started standardization experimental units of 39 social organizations. These experimental units will embrace the technology innovation and market requirements and develop social organization standards such as Code Bing Robot Manufacture Examination Norm, Classify Method and Affirming Principle of Green Printing Materials etc. There are two features on this standardization experimental units namely promoting the achievement transformation and elevating industry competitiveness. National social organization standardization experimental units Working Conference has been organized by Standardization Administration of the People’s Republic of China and 39 social organizations attend the conference. This conference is meeting the requirement of the Reform Plan and realizing the goal of standardization. At the same time, the next step is indicated and specific guidance is provided. Standardization Administration of the People’s Republic of China will establish systems of social organization standardization, promote the standardization experimental units working and good practice of evaluation, perfect top-level design of social organization standards. Also the proposal of service, guidance, norm and supervision of social organization standardization is put forward to support sustainable development of economy society.

Proposal of Improving Social Organization Standardization Management Mode

Establish the Law Status and Provide System Safeguard for Social Organization Standardization

There are national, industry, local and enterprise standards in current Standardization Law. But social organization standards didn’t appear in Standardization Law which means social organization standards didn’t get law status. This will restrict the social organization standards’ market function and effective supply, along with lacking effective law safeguard. Therefore, the law system should be established and give law status for social organization standards. Social organization standards should be made into the nation’s standard system in order to form fair and open market competition environment and provide safeguard for the development of social organization standards.

Enhance the Help of Policy and Money for Good Public of Social Organization Standardization

The guidance and support should be enhanced on policy and money by kinds of scientific research and standardization expenditure. The social organizations should form stable investment guarantee by standardization expenditure into yearly budget. Some relevant administrative departments shall publish policy and programme on fostering and developing social organization standards in order to enhance the social cognition of social organization standardization. It is aimed at attracting the public’s attention on social organization standardization and form good public of social organization standardization. It is encouraged that high quality product and service be purchased preferentially. The government should enhance the publicity and put an emphasize on significance of social organization standards in order to build good public of social organization standardization.

Perfect Evaluation and Supervision Mechanism of Social Organization Standards

The national standard Social Organization Standardization—Part 2: Evaluation of Good Practice should be developed as soon as possible. The third-party evaluation mechanism should be introduced into the development of social organization standards. The third-party evaluation shall
be taken objectively according to social organization standards’ main body, management mode, procedure, quality, implementation effect etc. The social organization standards’ supervision system of the public along with regulation in process and afterwards from the government shall be established.

**Foster and Control the Behavior of Social Organizations, Promoting Industry Self-Discipline**

Enhance the publicity of Social Organization Standardization—Part 1: Guide of Good Practice and lead the social organization to obey it. All kinds of social organizations are encouraged to be self-discipline and develop common norms. Competitive mechanism is introduced to enhance the guide and supervision.

**Enhance the Construction of Talent Standardization Team and System of Rewards and Penalties**

Enhance the construction of talent standardization team and establish relatively steady talent team. Administrative departments of standardization, relevant departments and social organizations shall develop education and training on social organization standardization. Technique and management staff from social organizations and key enterprises shall be trained hierarchically to enhance theoretical level and capacity of standardization. These staff provide talent guarantee for social organization standardization. The revising, training and evaluation of social organization standards shall be managed dynamically through the whole process. The ability of dealing emergency and kinds of interest relationship and contradiction and solving problems shall be trained.

Social organization standards which break the law or compulsory standards should be reorganized within deadline. Social organization standards with high technical and high benefit should be rewarded by administrative departments of standardization.

**Promote Social Organizations Standardization Experimental Units**

The rate of social organizations standardization experimental units should be speeded while the new mode, new mechanism and new route should be explored actively. Social organizations standardization experimental units with radiation effect and promotional value are needed to promote the overall social organizations standardization.

**Conclusion**

Social organizations standardization, with advantages of adaptation, quick responsiveness to market, flexible intellectual property policy and effective promotion is the direction of standardization system reform. It will support the special mission for standardization to serve economic society development. It is considered that China’s social organizations standardization is in the initial stage after researching and analyzing the current situation of social organization standardization management mode. There are still many fields that need explore and perfect. There are mainly the following points: Establish the law status and provide system safeguard for social organization standardization; Enhance the help of policy and money for good public of social organization standardization; Perfect evaluation and supervision mechanism of social organization standards; Foster and control the behavior of social organizations, promoting industry self-discipline; Enhance the construction of talent standardization team and system of rewards and penalties; Promote social organizations standardization experimental units.

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References


