**Press Release**

**FOR IMMEDIATE RELEASE**

[Month XX, 2020]

**CONTACT:**

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**HEADLINE/TITLE:** [*Standards Body, Bureau, or Ministry*] Formally Adopts [*ISO 30500, ISO 24521, or both*]

**SUBHEADLINE:** [*Name of sponsoring official*] Applauds Potential for International Standard(s) to Revolutionize [*Country*]’s Sanitation Sector

[*CITY, COUNTRY*] – The office of [*office, bureau, or official*] is pleased to announce [country]’s formal adoption of [national standard #/ISO 30500], an international standard for new, non-sewered household toilets that conserve water and treat waste all by themselves; [and/or national standard #/ISO 24521, to improve management and safety of existing wastewater services]. This/These standards were adopted [identically].

“[#] people in [Country] are living without access to safe, clean toilets,” says [leader/stakeholder]. “We worked with the American National Standards Institute (ANSI) to adopt and use ISO standards to bring a consistent set of guidelines for a reliable, hygienic [toilet/sanitation system] to families and communities across the country.”

ISO standards offer consensus based, global recommendations for products and systems that will protect the environment and people’s health. Together, ISO 30500 and ISO 24521 provide a more sustainable, hygienic sanitation option for everyone.

[ISO 30500 promotes development of new technologies and household toilet products that don’t rely on a networked sewer or drainage system. ISO 24521 optimizes basic on-site wastewater services to protect the health and safety of operators, users, and the community; with guidelines for design, construction, operation, and maintenance of these systems.]

“Adoption and use of [ISO 30500 and/or ISO 24521] will help us save precious water and give families and communities across [country] the tools to thrive,” says [leader/stakeholder], “all while driving meaningful progress toward achieving the UN’s Sustainable Development Goals (SDG), particularly SDG 6: ensure availability and sustainable management of water and sanitation for all by 2030.”

[Country] is partnering with ANSI to ensure successful rollout and implementation of the standard(s). In the coming months, [country] will offer a series of workshops, trainings, and information sessions to educate stakeholders. “ANSI is proud to support this effort in [country], as we have in a growing number of countries across the globe,” says Leslie McDermott, senior director of international development at ANSI. “We know that effective sanitation is linked to better health, safety, and livelihood; and adopting [ISO 30500 and/or ISO 24521] will enable [country] to promote sustainable community development and ultimately spur economic growth.”

Visit [sanitation.ansi.org](https://sanitation.ansi.org/) or contact [in-country contact info, if applicable] for more information about [ISO 30500 and/or ISO 24521].

**About ANSI**

The American National Standards Institute (ANSI) is a private non-profit organization whose mission is to enhance U.S. global competitiveness and the American quality of life by promoting, facilitating, and safeguarding the integrity of the voluntary standardization and conformity assessment system. Its membership is comprised of businesses, professional societies and trade associations, standards developers, government agencies, and consumer and labor organizations.

The Institute represents and serves the diverse interests of more than 270,000 companies and organizations and 30 million professionals worldwide. ANSI is the official U.S. representative to the International Organization for Standardization (ISO) and, via the U.S. National Committee, the International Electrotechnical Commission (IEC). For more information, visit [www.ansi.org](http://www.ansi.org).

**About ISO**

ISO, the International Organization for Standardization, is a nonprofit organization that develops and publishes standards of virtually every possible sort, ranging from standards for information technology to fluid dynamics and nuclear energy. Headquartered in Geneva, Switzerland, ISO is composed of 162 members, each one the sole representative for their home country. As the largest developer and publisher of standards in the world, ISO fills the vital role of a medium for agreement between individual standards developers, spreading progress made by one country's local developers across the world to further the goal of standardization.

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