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THE IMPACT OF INTERNATIONAL STANDARDSON THE QUALITY OF PEOPLE'S LIFE

Abstract: *Through the promotion of the human security concept, the UN Development Agency offered an analytical framework that enables the identification of the security problem sources. By monitoring relevant indicators within seven areas essential for people's quality of life, the Human Security concept enables directed action on recognized sources and their elimination. The importance of applying standards of International Organization for Standardization as a platform for creating public policies to achieve sustainable development goals is indisputable. One of ISO's missions is to help developing countries build their capacities in areas such as designing development strategies, technical and operational expertise and familiarizing policymakers with the benefits of applying international standards. Certainly, for the realization of this potential, more active participation of the governments of developed countries is necessary; with their political authority based on economic power, the developed countries would contribute to ensuring that the standards are equally respected regardless of the level of development of a country.*

Keywords: Human Security, International Standards, Quality of Living Conditions, Sustainable Development, Transnational Corporations.

1. Introduction

With the intensification of global processes after the fall of the Berlin Wall there emerged the need to regulate the global business practice. The disintegration of the state and social system behind the then-existing "Iron Curtain" as well as the expansion of western corporations' business networks puts forward the lack of systemic business control in this part of the world. The state institutions, instrumentalized by the big capital do not do their job and in many of them, there are no legal regulations that would enable control and prevent inappropriate business practices of economic entities (Đorđević, 2013).

The UN Development Program Agency - UNDP (1994) made one of the first attempts to draw attention to the unsustainability of such a situation. UNDP experts offered an analytical framework that ought to point out the numerous shortcomings of the transitional model imposed on former socialist countries. The Concept of Human Security based on a seven-dimensional matrix with relevant indicators was to enable the global security status quantification relative to the quality of people's lives. This Concept as a theoretical and analytical framework offers the option of problem source identification to the problems that

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affect citizens' lives. The largest number of problems stems from the weak countries' institutional system dysfunctionality. In most cases, this leads to treating the underdeveloped transitional countries region as a source of cheap raw materials and labour force. Namely, the large transnational systems see the opening of new spaces for business networks expansion as the opportunity to maximize their income using, among other things, low standards of human environment protection, workers' rights and protection at work. Savings made on protection systems and purification of harmful products is often the main motive for outsourcing production facilities from developed to underdeveloped countries. The grey area of legal jurisdictions also makes this practice easier because current laws and standards from the country of origin do not apply, and such regulations either do not exist or the restrictions are at a much lower level in the countries where subsidiaries open.

2. The Human security concept as an analytical framework

The Human security concept (HS) was promoted five years after the fall of the Berlin Wall. It is a long enough period to pinpoint the main tendencies of the course of events on a global scale. The newly opened space behind the former "Iron Curtain" is the target of big capital. With the help of local party oligarchies, it is treated like former colonies. Reckless exploitation of cheap raw materials and labour force along with the destruction of the previous system's social assets produces disastrous results in practice. The effects of the transition process have been characterized as a kind of economic genocide (Bohlen, 1992). The results of the so-called transition are best seen in the former socialist countries' population commitment to democracy. Twenty years after the change of the system research by the European Bank for Reconstruction and Development (2011) has shown that the

population of countries in transition believes more in authoritarian mechanisms of government than in democracy (p.22). Also, it took more than ten years for some of the transition countries to reach the level of GDP they had before the changes began (Đorđević, 2013, p.72, Shammari & Sleh 2023). Unfulfilled expectations and exposure to the negative impacts of capitalism in the transition countries region inspired UNDP experts to offer an analytical framework designed to quantify the effects of relevant factors and enable the comparisons of the state of affairs on a global level. The basic idea is to analyze the situation and determine the causes of the problem based on indicators concerning the quality of life. The very name of the human security concept should indicate the importance of man in new conditions as an antithesis to neoconservatism. Namely, corporations emphasize profit as the only measure of the success of business and state systems. At the same time, they find justification for the status of people in their personal qualities and abilities.

Precisely because citizens are left without the protection of institutions in the new set of circumstances and the logic of corporatism is imposed as the only correct one, UNDP draws attention to retrograde processes in the field of human rights. The idea is to draw attention to the necessity of changing the current paradigm of regulating socio-economic relations through the securitization of factors on which people's quality of life depends. The following quote from the Human Development Report (1994) best represents the essence of the concept of human security: "Most people's sense of insecurity stems more from everyday life concerns than from fear of cataclysmic world events. Will they and their families have enough to eat? Will they lose their job? Will they be oppressed by a repressive state? Will they become victims of violence because of their determination? Will they be persecuted because of their religious affiliation or ethnic origin? ... In the final

analysis, human security becomes a child that has not died, an infectious disease that has not spread, a job that has not been taken away, an ethnic tension that has not exploded into violence, a dissident that has not been silenced. Human security is not a problem of weapons but human life and dignity" (p. 22).

After the promotion of the HS concept, many authors work on its operationalization. In our opinion, Sabina Alkire (2006) makes the most significant contribution. Intending to contribute to the analytical sharpness of the concept, she introduces the notion of the vital core into theoretical discussions: "The goal of human security is to protect the vital core of all human lives from critical and comprehensive threats, at the same time not problematising the long-term human fulfilment" (p. 91). Aware of the fact that the ideal human well-being cannot be reached, the author stresses the fundamental human rights protection and basic human needs satisfaction ensuring. The vital core is determined relative to the potential - a capacity that people have and the opportunity, ie. the right for its realization in their everyday life.

In the context of the vital core, we should also mention the seven-dimensional matrix based on critical areas - dimensions of the human security concept that require minimum protection as an imperative because they relate to survival itself, the means of livelihood, and human dignity. Conditions connected with minimum economic existence, adequate health care system, availability of food, healthy living environment, personal and community security and appropriate institutional environment are the focus of the HS concept. According to Human Security Unit of the United Nations (2016), the situation in each of the mentioned areas is analyzed and quantified via relevant indicators, which enables the identification of security threat sources and a timely, appropriate reaction.

3. The system of international standards

The roots of standardization and today's system of international standards appear at the time of the first industrial revolution. The invention of the steam engine leads to a transition from manufacturing to industrial production, which requires certain organizational changes to make the most of the benefits of new inventions. The transition from individual to mass production required an increased number of skilled workers who would immediately engage in the production process, which implied previous training. The effectiveness of the training appropriate to the needs implied certain principles when mastering the techniques and knowledge necessary for inclusion in the production process. In his work, The Principles of Scientific Management, Frederick Winslow Taylor, the founder of management science, laid the foundations of organization in factory conditions (Wang, 2011, p.4).

On the other hand, there also exists an increased need for input components - raw materials and semi-finished products. Such a situation also requires certain regulations that would enable a continuous production and supply chain. As is usually the case throughout the history of civilization, technical progress is predicated on the production for the military. At the end of the XVIII century, the US government commissioned a rifle with a request that its worn parts can be replaced with spare ones. Following the principle of replacement, the manufacturer designed such rifle assemblies that if an old part has been replaced with a new one, the whole remains functional. From today's perspective, the compatibility of spare parts with the original product is presumed. The diversification of production makes possible the specialization of manufacturers for individual parts of complex assemblies. Also, the importance of the unification of parameters is recognized, which today is assumed as standardization (Morikawa & Morrison, 2004, p.5).

The need for complementarity of products and semi-finished products with the aim of more efficient exchange between producers leads to the harmonization of product characteristics (technical specifications). From the initial practice based on individual experience within a production unit, we arrive at widely accepted rules based on voluntariness. The productivity-enhancing effects lead to the creation of associations that promote best practices by formalizing them through appropriate documents. The conformity of products and organizational principles is initially voluntarily until their importance is realized in the context of public interest, which gives the dimension of obligation. The involvement of the state in the standardization process becomes justified due to its effect on raising business efficiency and the level of social well-being. With increasing productivity and a larger volume of production, the need to adopt international standards to enable the flow of goods beyond national borders becomes particularly important. By uniting national organizations for standardization into an international organization, product complementarity and the possibility of exchange between different economic entities are achieved. By all means, the experience of the most developed companies and countries is most often the basis for establishing international rules.

4. ISO standards and the Human security concept complementarity

Although the initial idea of the standardization process is to raise business efficiency levels and achieve products and their assemblies complementarity, the process later expands to include business models, emissions of harmful substances, as well as the quality of products and services. Logically, starting from the premises of a liberal economy, if the mentioned process has good effects in the economic sphere, they will spill over into the quality of life of all citizens. At the declarative level, through their application ISO standards should make a direct contribution to the sustainable development of local communities, countries and the entire civilization. However, practice deviates from the stated expectations. The problem arises in the sphere of the collision of interests of market actors (producers and buyers) and citizens who suffer the negative external effects of market logic conflict of interests. Due to their interest (increasing profits), manufacturers avoid the adopted environmental standards to reduce business costs. One of the ways is the relocation of industrial plants to areas with lower requirements regarding the emission of harmful substances. Insisting on certain procedures and respecting established parameters at the global level could raise the quality of living conditions in the economic, social and ecological spheres of all the inhabitants of the planet. If developed countries insisted on the application of the same standards at the planetary level, then the positive impact of standardization would be realized in its full capacity. This great potential, unfortunately, has not yet been sufficiently used in practice. The problem is that the given recommendations are just a possible path that business entities and local communities can take because the standards are not binding until they have become part of the legislation. Thanks to the achieved level of democratization, developed countries have managed to oblige corporations operating in their territory to follow certain procedures and rules. In contrast, underdeveloped countries are still not able to insist on the application of the same business rules in their territories. We believe that the human security concept as an analytical framework can contribute to overcoming the described situation. In the following, we present the relevant standards for each of the human security dimensions intending to point out the potential that comes with international standards application regarding the quality of people's lives and solving current problems in the field of security.

4.1. Economic security

In the human security concept, economic security is construed as an appropriate level and safety of income that enables a life worthy of man. Job safety enables long-term plans relating to starting a family, building (buying) an apartment or house, or possibly investing in education. Income security is the foundation of community stability, which is built on the mutual solidarity of its members and that implies a balanced distribution of social wealth and equality in access to natural resources.

Concerning the human security economic dimension, the international standardization system can significantly contribute to raising the level of quality of life of our civilization members via the adopted good practice and instructions for its implementation and established principles application. Through sustainable development promotion, inclusivity and productive employment, while insisting on respecting the minimum working conditions, international standards promote economic growth and contribute to the adoption of international declarations that raise the level of economic security. In this context, a set of standards that are under the jurisdiction of the technical committee ISO/TC 68 (Financial Services) is critical. It standardizes the area of banking and other financial affairs, which, together with the activities within ISO/TC 322 (Sustainable finance), contributes to the sustainability of the financial system and business operations of companies in general, as well as the safety of citizens' investments on the financial market (Due to the large number of standards that are represented in the text, we think that it is enough to say about their references that they can be reached through the ISO portal, which allows searching for all documents of this organization).

Attention should be drawn here to ISO 22301 (Security and resilience - Business continuity management systems – Requirements). Its application significantly contributes to the economic stability of the community. Preparedness for dealing with accidents that may affect the course of the process, but also the survival of the entity, is a good motive for the application of organizational business principles that are subject to evaluation (certification) by independent bodies. At the same time, if you think strategically, the business system will insist on the application of the business stability principle, i.e. the system's resistance to disturbances, meaning greater job security, and in this context, there is an additional motive for companies to adhere to the principles that are an integral part of ISO/TS 22318 (Security and resilience – Business continuity management systems – Guidelines for supply chain continuity) and thereby ensure survival and continuity of their income. The above standards are not only important for the profit sector, but their application is also very important for public companies and organizations that are part of the system of state institutions, on which the entire business environment of business entities and the life of citizens in the area under their authority depends.

ISO, by providing recommendations for the application of basic business principles based on models that have already been tested in practice, can contribute to the efficiency of business and its resistance to negative environmental influences and the reduction of labour exploitation, and raise the level of security in the supply system., Not only the level of income and permanent employment are important for the economic security of citizens but also the external effects of the activity on other dimensions of HS. That is why we point out the special importance of ISO 20400 (Sustainable Procurement — Guidance), the implementation of which contributes to the realization of the goals of sustainable development.

Table 1 shows the impact of the application of only one standard on the goals of sustainable development, the realization of which is the function of raising the quality of life of all people on planet Earth. By

achieving sustainability, we also achieve the desired level of HS because the largest part of the problems identified through the HS concept stems from the unsustainability of the current socio-economic paradigm of modern civilization.

Table 1. The impact of ISO 20400 Standard application on the goals of sustainable development (Compiled by the authors based on ISO (2018), UNDP (1994) and UN-HSU (2016))

No.	Goal	Contribution
1.	No Poverty	Development based on the principles of sustainability eliminates poverty among the local population.
2.	Zero Hunger	Ensuring a minimum income for a life worthy of a human being implies sufficient funds for the procurement of food.
3.	Good Health and Well-Being	Thanks to the improvement of conditions at the workplace and the provision of sufficient resources for regular and healthy nutrition, the general well-being and health of people is contributed to.
4.	Quality Education	Sustainability also means allocation for investments in local infrastructure and public services. Education gains quality thanks to higher budget revenues, which enables better working conditions, as well as better teaching staff.
5.	Gender Equality	With economic development, conditions are created for the application of the principle of gender equality in the local community.
6.	Clean Water and Sanitation	Larger public funds enable investments in the water supply network and wastewater treatment systems.
7.	Affordable and Clean Energy	A higher economic standard implies the expansion of the electrical network and the availability of energy to all residents with a higher rate of investment in environmentally friendly energy sources.
8.	Decent Work and Economic Growth	Sustainability implies working conditions that do not endanger the health of employees. If the principles of sustainability are consistently applied, then in addition to economic growth, we also get development, which is a prerequisite for raising the quality of living and working conditions of the population.
9.	Industry, Innovation and Infrastructure	With the development of the economy, the outflow of civil servants decreases. The creative part of the population remains in the country of origin and contributes to its development and more rational use of local resources.
10.	Reduced Inequalities	With development comes a reduction in the gap between the rich and the poor.
11.	Sustainable Cities and Communities	The application of sustainability principles ensures cleaner air in cities, a lower level of water pollution and soil contamination. As the level of development increases, the level of criminal and socially undesirable forms of behavior also decreases.
12.	Responsible Consumption and Production	Insisting on sustainability reduces the unnecessary pollution that comes as a result of consumerism and reduces processes that are big polluters.
13.	Climate Action	A responsible attitude towards production and consumption contributes to reducing the negative effects of climate change.
14.	Life below Water	Insisting on recycling and treating wastewater reduces pollution of the world's seas and oceans.
15.	Life on Land	Respecting the principles of sustainability ensures the preservation of biological diversity on the planet.
16.	Peace, Justice and Strong Institutions	A higher level of public revenues enables the hiring of better quality personnel in public services, which increases the efficiency of their work and reduces corruption. It ensures the stability of institutions and reduces the likelihood of internal and international conflicts.
17.	Partnerships for the Goals	Awareness of common interests in the preservation of the planet as a common habitat of all people, plants and animals contributes to the establishment of global partner networks.

4.2.Food safety

The HS concept treats the area of food quality and food availability as one of the fundamental human rights. Previous studies have shown that nutrition quality is related to the level of the economic standard but also the health culture, ie. the ecological awareness of the population. With over 1.600 standards in the field of food production, it is possible to improve the quality of the population's nutrition by applying more efficient agricultural methods and food transportation and storage protocols (ISO, 2018, p.7). In Table 2, we have listed the most relevant standards for food safety in relation to human security.

Activities within the ISO/TC34 Technical Committee (Food Products) that deals with the standardization of processes and activities within the food chain from primary production through transportation to consumption should be specially underlined. In the given context, the work of ISO/TC 326 (Machinery intended for use with foodstuffs), addresses the consumers' security along with the security of food production process participants.

Table 2. Selected ISO standards relevant for food safety

ISO/TS/ASTM	The name of the standard
5155	Household refrigerating appliances — Frozen food storage cabinets and food freezers — Characteristics and test methods
5667	Water quality
7218	Microbiology of food and animal feeding stuffs — General requirements and guidance for microbiological examinations
14470	Food irradiation — Requirements for the development, validation and routine control of the process of irradiation using ionizing radiation for the treatment of food
17604	Microbiology of food and animal feeding stuffs — Carcass sampling for microbiological analysis
19657	Definitions and technical criteria for food ingredients to be considered as natural
21469	Safety of machinery — Lubricants with incidental product contact — Hygiene requirements
21572	Foodstuffs — Molecular biomarker analysis — Immunochemical methods for the detection and quantification of proteins
21975	Nanotechnologies — Polymeric nanocomposite films for food packaging with barrier properties — Specification of characteristics and measurement methods
22000	Food safety management system
23412	Indirect, temperature-controlled refrigerated delivery services — Land transport of parcels with intermediate transfer
51204	Practice for dosimetry in gamma irradiation facilities for food processing

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

The World Health Organization works closely with the Food and Agriculture Organization of the United Nations, the World Organization for Animal Health, and other international organizations to address food safety issues along the entire food chain. The ISO 22000 standard (Food safety management systems — Requirements for any organization in the food chain) by application of which the level of potential dangers in the food chain control quality is raised (ISO, 2022). In the European Region, there are a lot of documents that outline the addressed policies regarding food supplies, food safety and nutrition, and also about the mobilization of resources for the activities on poverty and health. Many countries are applying different measures in the area of protection of their population from foodborne diseases (Radović et al., 2014).

4.3.Health safety

In the Human Security concept, citizens' health as a critical aspect of their lives quality relates to the life and work conditions but also to the systemic solutions that contribute to health protection system preventive action.

With more than 1300 standards, ISO contributes to medical practice quality and safety through protocols for adequate equipment and means supplies, and the application of adequate methods of medical treatment of patients. In Table 3, we have listed the most relevant standards for health safety in relation to human security.

The importance of the health field within the ISO system can be illustrated by the number of technical committees that directly or indirectly deal with this field. Starting with ISO/TC 283 (Occupational health and safety management), which is critical for preventive action concerning working conditions and their effects on the health of workers; through ISO/TC 304 (Healthcare organization management), which establishes the basic principles of healthcare organizations work and procedures with the aim of their preventive action effectiveness and preparedness for response in conditions when it is necessary to care for sick and injured persons; to strictly specialized procedures in the field of health, and equipment used in the system of providing health services. So, for example, ISO 37101 helps local governments to promote health and life quality in their communities.

The standards of the ISO 4500 series serve to protect the health and safety of people in the workplace, regardless of the company they work for and the area where the work process takes place. Also in this context, it is necessary to mention ISO/IEC 27002, which ensures the safety of patients and systems against unauthorized access by malicious entities).

One of the supranational umbrella standards defining the area of safety in health care is the Instruction for Security Management in Health Care Institutions - CEN/TS 16850:2015. This European standard defines persons, critical processes, assets and information protection from security threats and is applied in hospitals and other institutions that provide healthcare services.

Table 3. Selected ISO standards most relevant for health safety

ISO/TS/ASTM	The name of the standard
4500	Occupational health and safety management systems
5258	Healthcare organization management — Pandemic response (respiratory) — Drive-through screening station
15224	Services in healthcare – Quality management systems Requirements based on ISO 9001
16850	Societal and Citizen Security. Guidance for managing security in healthcare facilities
20559	Graphical symbols — Safety colours and safety signs — Guidance for the development and use of a safety signing system
22220	Health informatics — Identification of subjects of health care
22956	Healthcare organization management — Requirements for patient-centred staffing
27002	Information technology — Security techniques — Code of practice for information security controls
37101	Sustainable development in communities — Management system for sustainable development — Requirements with guidance for use

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

European regulations in the field of information protection gain a new quality with the adoption of the ISO 15224:2017 standard. This standard, also known as "ISO 9001 for healthcare", among other things, emphasizes patient-oriented healthcare, including its physical, psychological and social integrity (Keković & Pejović, 2019).

4.4. Environmental security

The human security concept is particularly focused on the impact of the environment on the life quality of people in a certain territory. The ecological situation can be a reflection of the functionality of the political system and the level of ecological awareness of the population, but it can also directly affect the health situation of the population living in a certain area. The ecological situation reflects on the stability of a community, but also the safety of each of the residents or social groups in a specific area. Due to spillover effects, a bad situation can affect the stability of a wider region or lead to geopolitical conflicts on a wider scale, such as a situation with a significant population movement (environmental refugees).

For the field of ecology, the most significant is ISO/TC 207 (Environmental management), which focuses on standardization in the field of environmental management. The goal of this committee is the networking of economic and institutional actors who can contribute to changing the negative trends caused by climate change and thereby contribute to the sustainability of our civilization. Complementary to it is ISO/TC 331 (Biodiversity), which by developing standards, establishes principles and guidelines that can contribute to sustainable development through the preservation of the existing natural fund of flora and fauna. ISO/TC 146 (Air quality), ISO/TC 147 (Water quality), ISO/TC 190 (Soil quality), ISO/TC 276 (Biotechnology), ISO/TC 297 (Waste collection and transportation management) also contribute to the same direction. In Table 4, we have listed the most relevant standards for environmental security in relation to human safety.

Table 4. Selected ISO standards relevant for environmental security

ISO/TS/ASTM	The name of the standard
9806	Solar energy — Solar thermal collectors — Test methods
14000	Environmental management systems
14001	Environmental management systems — Requirements with guidance for use
14020	Environmental labels and declarations
14055	Environmental management – Guidelines for estabilishing good practices for combatting land degradation and desertification
14064	Greenhouse gases
14067	Greenhouse gases — Carbon footprint of products — Requirements and guidelines for quantification and communication
14080	Greenhouse gas management and related activities — Framework and principles for methodologies on climate actions
20245	Cross-border trade of second-hand goods
20400	Sustainable procurement — Guidance
24518	Activities relating to drinking water and wastewater services — Crisis management of water utilities
24521	Activities relating to drinking water and wastewater services — Guidelines for the management of basic on-site domestic wastewater services
30500	Nonsewered sanitation systems – Prefabricated integration treatment units – General safety and performance requirements for design and testing
38200	Chain of custody of wood and wood-based products
50001	Energy management systems – Requirements with guidance for use

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

ISO contributes to the reduction of the negative impact of man on the environment by promoting sustainable models of production and consumption, with an emphasis on the use of energy from renewable sources and encouraging responsible consumption decisions (ISO 20400). Developing standards for eco-

branding through the ISO 14020 series guarantees consumers that products have been certified and are in line with sustainability principles. Marking that products have met certain sustainability criteria confirmed by independent experts contributes to the promotion of the consumption of environmentally friendly products.

The ISO 14 000 series of standards represents practical tools for organizing activities that may have an impact on the environment. These standards provide a framework for monitoring climate change through the quantification of greenhouse gases and examples of good practice. Through audit procedures, communication, branding, life cycle analysis and methods for mitigating and adapting to climate change, principles, requirements and guidelines are given in measuring and quantifying the carbon footprint of products. This results in a methodology for combating climate change, which is set out in ISO Guide 84 (Guidelines for addressing climate change in standards) through guidelines for solving problems.

4.5. Personal security

Personal security, in the given context, can hardly be viewed separately from other dimensions that, more or less, have a significant impact on the subjective perception of personal security status concerning the environment. Certainly, there are circumstances that in a specific case emphasize one of the dimensions as predominant in terms of impact on citizens' security. For example, in the conditions of social instability, the functioning of institutions and their role in protecting individuals and vulnerable social groups come to the fore. Citizens who have breathing problems (asthma, for example) pay far more attention to air quality than others, etc.

One of the most important technical committees whose work can contribute to

personal security is ISO/TC 292 (Security and resilience), which, through standardization in the field of security, contributes to raising the level of community resilience and thus the security of its members. Regarding the personal security of citizens, there are several standards that directly (or indirectly) contribute to it through the promotion of good practice in the sustainable construction field, privacy protection and traffic security (ISO/TC 22 and ISO/TC 241). Among others, the work of ISO/TC 94, or ISO/TC 83 should be mentioned, through which their activities promote standards relating to protective equipment and devices for recreational activities. In Table 5, we have listed the most relevant standards for personal security in relation to human safety.

The standards adopted within the technical committee ISO/TC 21 (Equipment for fire protection and fire fighting) contribute to the security of citizens both in their homes and at workplaces. The work of this technical committee is complementary to the activities of the ISO/TC 92 (Fire safety) committee, which prescribes construction rules and the composition of materials relative to fire resistance.

Standards under the jurisdiction of ISO/TC 22 (Road vehicles) raise the level of security in traffic; they are complementary to ISO/TC 241 (Road traffic safety management systems) which should be supplemented. Application of standards from the field of work ISO/TC 178 (Lifts, escalators and moving walks) raises the level of security in everyday activities, both in open spaces and building interiors. Also, the standards coming from the technical committee ISO/TC 267 (Facility management) should facilitate the adoption of regulations relating to the maintenance of buildings, which contributes to the security of their occupants. These standards are directly related to the set of standards ISO/TC 291 (Domestic gas cooking appliances), which regulate the use of gas in household conditions.

Table 5. Selected ISO standards most relevant for personal security

ISO/TS/ASTM	The name of the standard
11485	Glass in building — Curved glass
11611	Protective clothing for use in welding and allied processes
11681	Machinery for forestry
12374	Agricultural irrigation — Wiring and equipment for electrically driven or controlled irrigation machines
12402	Personal flotation devices
14624	Space systems — Safety and compatibility of materials
15392	Sustainability in buildings and civil engineering works — General principles
20345	Personal protective equipment
22341	Security and resilience — Protective security — Guidelines for crime prevention through environmental design
27001	Information technology — Security techniques — Information security management systems — Requirements

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

4.6. Community security

The HS concept implies that community security derives from the sum of the personal security of its members, although one can also speak of the reverse effect: that personal security derives from the level of community security. Community security can be viewed at several levels: The security of the entire population living in a certain territory, but also the security of minority social groups. This dimension can be recognized in the work of many technical committees and standards under their jurisdiction.

We will start with the already mentioned ISO/TC 292 (Security and resilience) and standards in its area that contribute to creating assumptions for a higher level of security and resilience of the community regarding current and potential challenges and threats. The standards from this area are important not only for social organization and its structures but ultimately, the security of all citizens is increased through their application in economic areas. The importance of standards that focus on preparations for responding to emergencies (ISO 22315), as well as performance when emergencies occur should be emphasized (starting from ISO 22320 to ISO 22329). ISO/TR 22370 (Security and resilience — Urban resilience — Framework and principles) is also important, which, based

on previous experiences concerning the organization and structure of urban space, gives recommendations whose implementation raises the level of community resilience primarily through planning and urban space development. Determining the basic principles of video surveillance in public space acts preventively regarding criminal activities in larger public areas. Owing to the application of principles of good practice, the level of community resilience is being increased through emergency response planning, especially concerning the vulnerable categories of the population (ISO 22319, ISO/TS 22393, and ISO 22395). ISO 22397:2014 should be especially highlighted. With its guidelines, it contributes to the establishment of more efficient structures based on the partnership between all involved actors in the events that may harm the security community.

Although their primary goal is the construction of resilient company infrastructure and the promotion of an inclusive and sustainable economy, through the promotion of business sustainability international standards contribute to raising the level of community safety, and thus indirectly the safety of all citizens, by maximizing the benefits of international cooperation through the company's practice of establishing a safe and resilient infrastructure. For example, the

implementation of standards in the field of construction guarantees the safety of built objects via a series of methods that should determine the level of achieved quality and the resistance of built objects and specifies the planning, development, work and

methodology of maintenance that ensures compliance between different communal infrastructures. In Table 6, we have listed the most relevant standards for community security in relation to human safety.

Table 6. Selected ISO standards most relevant for community security

ISO/TS/ASTM	The name of the standard
15392	Sustainability in buildings and civil engineering works
22311	Societal security — Video-surveillance — Export interoperability
22313	Security and resilience — Business continuity management systems — Guidance on the use of ISO 22301
22315	Societal security — Mass evacuation — Guidelines for planning
22319	Security and resilience — Community resilience — Guidelines for planning the involvement of spontaneous volunteers
22320	Security and resilience — Emergency management — Guidelines for incident management
22322	Societal security — Emergency management — Guidelines for public warning
22324	Societal security — Emergency management — Guidelines for colourcoded alerts
22325	Security and resilience — Emergency management — Guidelines for capability assessment
22326	Security and resilience — Emergency management — Guidelines for monitoring facilities with identified hazards
22327	Security and resilience — Emergency management — Guidelines for implementation of a community-based landslide early warning system
22328	Security and resilience — Emergency management — General guidelines for the implementation of a community-based disaster early warning system
22329	Security and resilience — Emergency management — Guidelines for the use of social media in emergencies
22370	Security and resilience — Urban resilience — Framework and principles
22393	Security and resilience — Community resilience — Guidelines for planning recovery and renewal
22395	Security and resilience — Community resilience — Guidelines for supporting vulnerable persons in an emergency
22397	Societal security — Guidelines for establishing partnering arrangements
22399	Societal security - Guideline for incident preparedness and operational continuity management
24526	Water efficiency management systems— Requirements with guidance for use
26000	Guidance on social responsibility
37101	Sustainable development in communities — Management system for sustainable development
37120	Sustainable cities and communities — Indicators for city services and quality of life
37122	Sustainable cities and communities — Indicators for smart cities
37123	Sustainable cities and communities — Indicators for resilient cities
37151	Smart community infrastructures — Principles and requirements for performance metrics
37152	Smart community infrastructures — Common framework for development and operation
44001	Collaborative business relationship management systems — Requirements and framework

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

Community security implies incorporating the principles of sustainability into the functioning of settlements and the people who live in them. Raising the quality of life of citizens should be based on the conscientious and rational use of natural resources to preserve the environment. The activities of ISO/TC 268 (Sustainable Cities and Communities), which provides guidelines to communities for defining sustainable development goals and the proposition of activities for their implementation can contribute to that goal.

4.7. Political security

The HS concept emphasizes the active participation of citizens in political processes, whereby they participate in creating a legal, political and economic environment. Through democratic mechanisms within the representative democracy system, citizens should create policies following their needs. In this context, the ISO system contributes to the stability of the community and the efficiency of the administrative system through the promotion and application of good practice

in a wide area. The application of practices from developed communities contributes to citizen activism by creating conditions in which people recognize their interest to be actively involved in political processes. The promotion of an inclusive social organization model directs the community towards sustainable development and enables equal treatment of all citizens within the institutional system. In Table 7, we have listed the most relevant standards for political security in relation to human safety.

Technical Committee ISO / TC 309 (Governance of organizations) formalizes good practice that provides widely effective management from specific instructions for the system of organization, through system control to corrective mechanisms in the form of complaints and whistle-blowers. Insisting on gender equality as a key segment of democratic achievements contributes to political rights realization and community stability. ISO 26000 (Guidance on social responsibility) contributes to the elimination of gender bias and ensures the equal position of women and men in terms of employment, career advancement and income within business systems and institutions.

Table 7. Selected ISO standards most relevant for political security

ISO/WD/AWI	The name of the standard
19600	Compliance Management Systems
26000	Guidance on social responsibility
22370	Security and resilience — Urban resilience — Framework and principles
27001	Information Security Management
27014	Information security, cybersecurity and privacy protection — Governance of information security
30408	Human resource management — Guidelines on human governance
31000	Risk Management
32220	Sustainable finance — Basic concepts and key initiatives
37000	Governance of organizations — Guidance
37001	Anti-bribery management systems — Requirements with guidance for use
37002	Whistleblowing management systems — Guidelines
37004	Governance of organizations— Governance maturity model
37005	Governance of organizations — Selecting, Creating and Using Indicators: Guidance for Governing Bodies
37301	Compliance management systems — Requirements with guidance for use
38502	Information technology — Governance of IT — Framework and model

Source: Compiled by the authors based on ISO (2022) and UNDP (1994).

There are areas of impact that are difficult to limit to just one dimension, such as the effects of educational system quality, which are reflected in all walks of life. The importance of comprehensive education quality is stressed in ISO 21001 (Educational organizations — Management systems for educational organizations — Requirements with guidance for use). The goal of the standard is to raise the level of formal educational institutions' work quality to meet the needs and expectations of the users of their services. In addition, the technical committee ISO/TC 232 is working on the development of standards such as ISO 29993, which covers all types of non-institutional education (adult education, vocational education and in-company training).

5.Conclusion

The UN as a universal organization tries to solve the current problems of the modern world through its activities. Through the promotion of the human security concept, the UN Development Agency offered an analytical framework that enables the identification of the problem sources. By monitoring relevant indicators within seven areas essential for people's quality of life, the HS concept enables directed action on recognized sources and their elimination. Through the promotion of millennial development goals, the UN emphasizes the importance of the ISO system for their realization. However, the problem arises because of the difference between the declarations and their application in practice. Although it is an indisputable conclusion that there are potentially significant benefits from the application of ISO standards, small steps have been taken in practice. Based on the current situation about the effects of climate change we may even say that this potential is unused. The importance of applying ISO standards as a platform for creating public policies to achieve sustainable development goals is

indisputable. However, the application of standards in areas such as human rights, healthy drinking water, clean air, energy efficiency, and public health requires a certain action power of national institutions, which is often a shortcoming of state systems in underdeveloped countries. Although there are evident benefits from the application of ISO standards for the health and well-being of citizens in areas that conflict with the interests of big capital, these standards are not applied or their application is limited.

The need for mandatory application of standards at the planetary level becomes actual with the intensifying process of capital concentration and centralization. The monopolization of entire production branches enables certain transnational economic actors to have positions that are more influential than state institutions. This situation must change because the unfettered power of big capital seeks its realization among other forms, through controlling the levers of state management mechanisms. If adequate control mechanisms are not established, insatiable appetites for profit maximization can threaten the very essence of the system. Insisting on free market laws compromises the very idea of neoliberalism because there is no freedom in asymmetric partnership and the dominant role of the largest market participants.

Past practice has shown that the neoliberal model of globalization allows transnational corporations (TNC) to accumulate huge capital in foreign markets by avoiding the domestic rules of the game. This gives them a superior position relative to the national governments of the country of origin and those in which they have subsidiaries. Owing to their blackmail potential, TNCs change the economic and political environment by prioritizing their interest, and bearing in mind the long-term consequences of the described practice, by acting against the interests of everyone. In general, the application of international standards can contribute to the reduction of inequality

within an individual country, as well as between countries. Raising the quality system and compliance with the environment contributes to the more efficient functioning of the market, health protection, and people's security preservation. The system defined as National quality infrastructure (NQI) refers to all aspects of quality management (measuring, standardization, testing, certification and accreditation) (ISO, 2018, p.25). National infrastructure deficiencies limit the positive development effects of globalization and make it impossible to raise the level of quality in areas such as health, ecology and security. One of ISO's missions is to help developing countries build their capacities in areas such as designing development strategies, technical and operational expertise and familiarizing policymakers with the benefits of applying international standards.

In conditions of global connectivity, it is necessary to establish global partner networks to achieve goals that are important for everyone. Therefore, ISO can serve as a basis for establishing a global partnership system for sustainable development. The principle of creating standards with the cooperation and consensus of a wide range of interested parties: representatives of governments and economies, and standardization bodies can result in the benefits of globalization to all countries, regardless of size and level of development. Certainly, for the realization of this potential, more active participation of the governments of developed countries is necessary; with their political authority based on economic power, the developed countries would contribute to ensuring that the standards are equally respected regardless of the level of development of a country.

The difference in the treatment of activities serves many TNCs as an instrument for blackmailing the governments of small underdeveloped countries to achieve an even more favourable position for their activities. In this way, TNCs make extra profits at the expense of environmental pollution and labour force overexploitation. On the other hand, TNCs devastate nature, cause disability to many workers and impoverish national budgets, from which activities to eliminate the consequences of TNC actions are often financed. The solution lies in insisting on the application of current international standards regardless of the location of a business system's activities. Within the framework of the WTO, there is already a mechanism that connects the international declarations adopted under the auspices of the UN and the relevant principles for conducting international trade (WTO, 2001). The problem is that these mechanisms are applied selectively, that is, they are not always included in international trade processes. For this reason, it is necessary to use the power and authority of the governments of developed countries to force TNCs to work under the same conditions wherever their business branches are located. Otherwise, the situation will worsen because the deficits of underdeveloped countries' budgets are increasing, and corruption is an increasingly present phenomenon in the institutional systems of underdeveloped countries.

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