



ISO 18968: Shaping the Future of Translation-Oriented Writing

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As the translation and localisation industry continues to evolve under the pressures of automation, globalisation, and AI disruption, one foundational element remains critical: the quality of the source text. That's where the emerging international standard **BS ISO 18968 – Translation-oriented writing: Text production and text evaluation steps in.**

This draft standard, **currently open for public comment** via the [British Standards Institution \(BSI\)](#), offers a structured framework for producing and evaluating texts that are destined for translation. Whether you're a technical writer, UX copywriter, translator, editor, or localisation strategist, BS ISO 18968 speaks directly to the heart of your craft.

What is ISO 18968 about?

[ISO 18968](#) is a proposed international standard ([ISO/TC 37](#)) that offers **guidelines for writing and evaluating texts intended for translation**. It's especially relevant for technical and specialised content, where clarity and consistency are crucial.

ISO 18968 provides guidance for:

- **Creating source texts** that are clear, consistent, and translatable — whether by humans or machines.
- **Evaluating text quality** before translation begins, using criteria such as terminology, syntax, formatting, and semantic clarity.
- **Improving collaboration** between authors, editors, and translators by aligning expectations and workflows.
- **Supporting tool development**, including automated source text verification and pre-translation QA.

It's important to point out that this standard does not focus on not fiction, journalism, or advertising.

Why it matters

Poorly written source texts can derail even the most skilled translation teams. BS ISO 18968 offers a proactive solution: write with translation in mind from the start. This benefits:

- **Authors and editors**, who gain clarity on how to write for multilingual audiences.
- **Translators and LSPs**, who spend less time resolving ambiguities and more time delivering quality.



- **Clients and stakeholders**, who receive faster, more accurate, and cost-effective multilingual content.

This standard isn't just for standards bodies—it's for **everyone in the translation ecosystem**:

- Translators and interpreters
- Technical writers and editors
- Localisation managers
- Language service providers
- Tool developers and researchers

If you work with multilingual content or translation workflows, your insights can help shape a more effective and inclusive standard.

Join the conversation: public comment period **now open!**

Standards like BS ISO 18968 influence how content is created, translated, and shared globally. The BSI is inviting feedback on ISO 18968 from professionals across the language industry.

By participating, you help ensure the standard reflects **real-world needs**, supports **diverse workflows**, and promotes **quality and accessibility** in multilingual communication.

This is your chance to:

- Influence the final shape of the standard.
- Ensure it reflects real-world challenges and workflows.
- Advocate for the needs of your clients, teams, and communities.

Commenting deadline: 11 November 2025

Submit your feedback via the BSI Standards Development portal:

<https://standardsdevelopment.bsigroup.com/projects/2023-02479>

Let's make translation better—together

Share this with your colleagues, networks, and professional associations. The more voices we have, the stronger and more relevant the standard will be.

Read more about ISO standards development for language services at

<https://atccertification.com/about-iso-standards/>