



European Standardization

A Successful Model of
Public-Private Partnership

Progress Report
with regard to the
“Standardization Package”



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Introduction

The European Standardization System (ESS) is born out of industry's need to increase safety, quality and interoperability of products, services and processes and efficiency of production, achieving common references in Europe whilst withdrawing barriers to trade inside the internal market.

Since its creation, but especially in recent years, the European standardization system has evolved substantially to comply not only with the expectations from industry, but also to contribute to the welfare of society. This contribution includes, in particular, responding to the expectations of public authorities, who see in European standardization a powerful tool in support of their public policies.

In June 2011, the EU Commission published the Communication COM(2011) 311 final “A strategic vision for European standards: Moving forward to enhance and accelerate the sustainable growth of the European economy by 2020”. Regulation No 1025/2012 on European standardization has been in force since 1 January 2013.

CEN (European Committee for Standardization), CENELEC (European Committee for Electrotechnical Standardization) and their national members have carefully analysed both documents. As a result, they have developed action plans for addressing the political requirements and objectives. All projects for further improving the efficiency and effectiveness of European standardization are progressing well. It is now time to present a progress report demonstrating that the political objectives have been appropriately addressed, and that CEN and CENELEC and the national standardization organizations are on the right track.

This document provides many examples of some of the efforts undertaken by CEN and CENELEC to evolve with society.

A strategic vision for standards in Europe

CEN and CENELEC recognize the strategic visions as developed by the European Commission.

In line with the Communication “EUROPE 2020 – A strategy for smart, sustainable and inclusive growth” (COM(2010) 2020), and taking into account the input from a wide range of stakeholders, the CEN and CENELEC communities have outlined where they want to be in 2020 in their so-called “Ambitions 2020”¹.

The paper reflects CEN and CENELEC’s commitment to actively contribute to the strengthening of Europe’s growth and competitiveness through a solid and sustainable standardization system that creates added value for the European economy. The European standardization system acts as an important component in European industrial leadership, whilst at the same time advancing consumer safety and environmental protection. This joint initiative reflects the need for convergence and strengthened cross-sector cooperation through a shared vision, while providing an overall framework for CEN and CENELEC’s future business development.

CEN and CENELEC have set six objectives to be reached by 2020: global influence, regional relevance, wider recognition, network of excellence, innovation and growth, and a sustainable standardization system.

Based on these visions, CEN and CENELEC have developed action plans for implementing these strategic objectives.

¹ <http://www.cencenelec.eu/News/Publications/Publications/CEN-and-CENELEC-Ambitions-to-2020.pdf>

European Standardization in Support of Industrial Policy and Innovation

Working practices and timeliness

A key objective of standardization is to produce the right standards for industry and other stakeholders when they need them. Some sectors need standards to be ready quickly, for example in areas of fast-moving technologies. Others, such as some emerging technologies, need standards development to be triggered at the right time to enable market opening and access. Some sectors, such as manufacturing, place more emphasis on the standard being a strong and mature consensus of all parties than on the speed with which the standard is developed. Here, delivering standards in a timely fashion and being responsive is more important than simply increasing speed.

CEN and CENELEC have made considerable efforts to further optimize the timeliness of standards development and modernize their working practices. Considerable IT investments have been made in streamlining processes and optimizing workflows.

The average time to develop European Standards and other deliverables has been reduced by more than 50 % during the last six years. In addition, CEN and CENELEC offer fast-track procedures which allow technical documents to be developed within a relatively short time. However, it has to be noted that achieving consensus in a multi-lingual environment with the engagement of all stakeholders can be rather challenging.

During the last years, several project monitoring actions have been put in place by the governing bodies in CEN/CENELEC and implemented by CEN-CENELEC's Management Centre (CCMC). Work items not meeting the target dates for defined milestones have been deleted from the programme of work of the responsible Technical Committee (TC). This has led to a significant streamlining of the programme of work of the responsible committees, enabling them to focus and prioritize their work. The resulting increase in speed of the standards development process can be seen clearly in Figure 1.

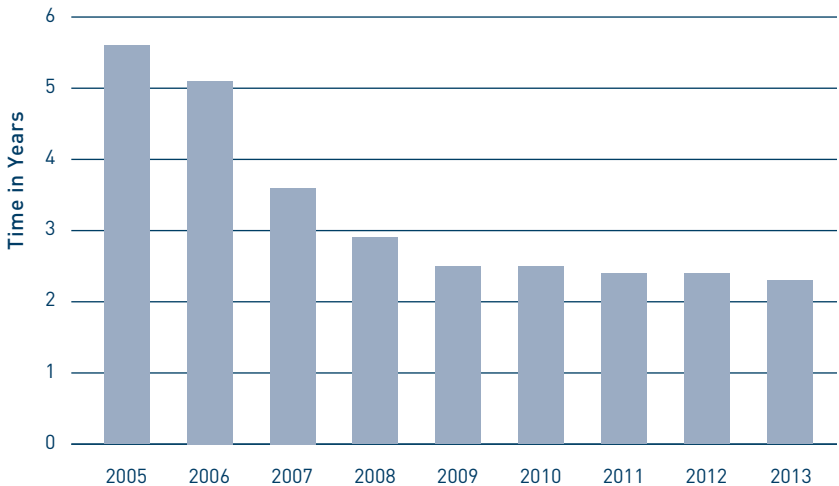


Figure 1: CEN-CENELEC – Time to Publication of European Standards (EN) / Harmonization Documents (HD) per Year (excluding documents developed under Dresden and Vienna Agreements)

Examples of speedy delivery of high quality European Standards

Characterization of waste – published after two years

In September 2013, EN 16377 Characterization of waste – Determination of brominated flame retardants (BFR) in solid waste, was published after only two years development time. This was due to a robustness study carried out prior to starting the standardization work, effective project management and good work by the Working Group. Efficient meetings led to the draft receiving very few comments in the Enquiry, enabling it to be handled much faster.

Foodstuffs – only 20 months development time

In March 2013, the revision of EN 13804 Foodstuffs – Determination of elements and their chemical species – General considerations and specific requirements, was completed after a development time of only 20 months. This was due to well-prepared input and a solid basis for the standardization work, supported by effective project management and good work by the Working Group.

Series on fertilizers – less than 12 months development time

A whole series of standards on fertilizers were made available in November 2012 after less than 12 months development time. These standards, developed by CEN/TC 260 on the basis of EC Mandate M/335 and Specific Agreement SA/CEN/2006-13, are:

EN 16195:2012 Fertilizers – Determination of chlorides in the absence of organic material

EN 16196:2012 Fertilizers – Manganimetric determination of extracted calcium following precipitation in the form of oxalate

EN 16197:2012 Fertilizers – Determination of magnesium by atomic absorption spectrometry

EN 16198:2012 Fertilizers – Determination of magnesium by complexometry

EN 16199:2012 Fertilizers – Determination of the sodium extracted by flame-emission spectrometry

The Unique Acceptance Procedure was used to approve these standards, which had previously been developed as CEN Technical Specifications (TS). The content of these TS was not controversial among the stakeholders concerned, and the preparation of the formal approval was done efficiently at both TC Secretariat and CCMC level. The standards were thus made available for national implementation within a short time. A similar procedure was followed for EN 16317, 16318, 16319 and 16320, also developed on the basis of EC Mandate M/335; the development of these standards took around 17 months because more time was needed to reach consensus among the stakeholders.

Aircraft ground support equipment – good preparation

Another example of speedy delivery of content and of how good preparation can speed up the standardization process is the revision of EN 12312-3, Aircraft ground support equipment – Specific requirements – Conveyor belt vehicles, itself a harmonized standard under EC Mandate M/396. The document was checked by the responsible working group, necessary changes were identified and the project was registered. Shortly afterwards it was possible to deliver the revised draft prEN 12312-3, which is currently in the CEN Enquiry.

Transparency

Transparency of work programmes

CEN and CENELEC have just published their 2014 work programme which gives an overview of European standardization and related activities. This document gives stakeholders an insight into standardization activities planned for 2014. Further details and a comprehensive overview of our standardization work can be found on the CEN-CENELEC website², where regular updates are provided.

As required by the EU Regulation, the national members of CEN and CENELEC are publicizing their respective national programmes; these can be also found on their respective websites.

Transparency of standards

Several measures are being put in place by CEN, CENELEC and their members in order to ensure transparency of draft standards. Some of them respond to the transparency requirements of the Regulation, and some of them go beyond the legal requirements.

A number of these transparency measures facilitate the identification of potential national standards that could affect existing or internal harmonization in the internal market. For instance, when a European Standard exists or is in development, the national members of CEN and CENELEC cannot develop a draft national standard in conflict with the standard or project at European level. Moreover, these transparency measures often result in the halting of the national work and the development of European Standards, when there is enough interest from a number of members.

Another important element for ensuring transparency of draft standards is enabling all interested parties (especially “weaker” stakeholders, such as SMEs and other societal and social representatives) to have access to the draft standards and make relevant comments. In line with this principle, a transparent, modern, efficient and inclusive standardization process can be facilitated by using an IT tool which allows online commenting on draft standards.

Organizing public commenting on draft standards is a national responsibility, and it is up to each national standards body to choose the best solution to meet the global and local requirements and fit it into its local architecture. Several NSBs have already developed online solutions to collect comments on draft standards over the last years, among them ASI, BSI, DIN, DS, NSAI, AFNOR and NEN.

In the framework of the Competitiveness and Innovation Framework Programme, the European Commission has agreed a budget to finance several SME-related initiatives, including the deployment of online commenting systems at NSB level allowing SMEs to comment on draft standards.

Work is currently underway to investigate possible synergies between NSBs, CEN, CENELEC, ETSI, ISO and IEC in order to save resources at all levels. Topics include discoverability of ongoing enquiries, availability of draft standards in a format that would enable easy feeding of local commenting systems with drafts of several origins, etc.

² http://www.cencenelec.eu/News/Publications/Publications/CEN-CENELEC-WP2014_EN.pdf

European Standardization in Support of Innovation

At a time when Europe needs more innovation in order to remain competitive on the global stage, standardization provides a bridge between research, innovation and the market, and can thereby make a positive contribution to economic growth and prosperity.

CEN and CENELEC are fully committed to supporting the Horizon 2020 programme and helping to tackle barriers to innovation in Europe, and welcome the fact that, in its Communication on Horizon 2020 (COM (2011) 808), the European Commission has identified standardization as a means to support the market take-up of innovation.

Standardization can contribute to all three key priorities of Horizon 2020:

- excellent science, as standards contribute to the promotion of technology and help research results and innovation enter the market;
- industrial leadership, as the standards development processes are mainly industry-driven, and European standardization has strong links with international standardization and provides access to world markets; and
- societal challenges, as the standardization processes involve societal representatives, not only to ensure the protection of societal interests, but also to act as a sounding board from users and citizens on these challenges.

CEN and CENELEC have put forward a series of proposals to make the contribution of standardization more explicit. We propose a set of concrete steps to integrate standardization within the framework of Horizon 2020. We propose including references to standardization opportunities in the Horizon 2020 work programmes, and to use standardization to support the transfer of innovation to the market and increase the impact of research projects.

We also propose that the Horizon 2020 programme should provide for the possibility that funding arrangements for necessary standardization activities could be addressed at later stages of a project.

CEN and CENELEC have developed efficient processes which facilitate the quick elaboration and adoption of European Standards for innovative products and services. Priority has been allocated to innovative fields such as eco-design, smart grids, energy efficiency of buildings, nanotechnologies, security and e-mobility.

Innovation – the Integrated Approach

Starting standardization as early as possible in the research & development and innovation (RDI) process is one element of an effective strategy to promote the market uptake of innovative services and products. Standards enable the optimal exploitation of RDI findings based on the consensus of all relevant stakeholders.

CEN and CENELEC instruments allow for the production of consensus publications on a very rapid basis, for instance when producing Technical Specifications or using the even quicker CEN or CENELEC Workshop Agreement development process.

Based on the Integrated Approach for Standardization, Innovation and Research published by the CEN-CENELEC Joint Working Group on Standardization, Innovation and Research (STAIR) at the beginning of 2010, we propose a set of concrete steps to integrate standardization as a tool in support of Horizon 2020.

BRIDGIT – bridging the gap between research and standardization

European standardization and research are closely linked and yet today do not interact sufficiently to maximize synergies and bring together European innovation. A first move in this direction was made by CEN and CENELEC with the Integrated Approach.

The BRIDGIT project is now taking this approach further. Stakeholders of this project are national members of CEN and CENELEC as well as the research community, looking to maximize the economic and social benefits of new ideas and technologies.

Example of innovation from DIN, Germany

A specification for a simple multilateral EDI (electronic data interchange) approach has been drawn up as a CEN Workshop Agreement (CEN CWA 16504/ DIN SPEC 91288). This document dramatically reduces the complexity of EDI. It specifies a very simple means of exchanging business data with great speed while meeting legal obligations, and is suitable for communication between all types of enterprises, from micro company to conglomerate, opening up the potential for EU-wide electronic data interchange for SMEs. The consortium comprised four partners from research and the same number from industry, with the two trade associations and DIN also participating. The project was funded by the Directorate-General for Research and Innovation of the European Commission.

Example of innovation from BSI, UK:

The Technology Strategy Board (TSB) is the UK innovation agency. It is tasked with accelerating economic growth by stimulating and supporting business-led innovation. The gap between research and commercialization can be bridged in part through the strategic use of voluntary standards. BSI is working with the TSB to develop standards strategies and development programmes to support four priority emerging technology strands of particular significance to the UK economy: synthetic biology, cell therapies, offshore renewable energy and assisted living.

→ Synthetic biology:

BSI is directly supporting the UK Synthetic Biology Leadership Council by establishing the required standards infrastructure to allow productivity in synthetic biology and help turn this technology into a wealth-creating industry.

→ Cell therapy:

BSI will work with the cell therapy stakeholder community to establish how standardization could best be applied to improve the practice of raw material selection in cell therapy manufacturing processes.

→ Offshore renewable energies (ORE):

A three-way partnership between the TSB's ORE Catapult [a catapult is a technology and innovation centre], the Carbon Trust and BSI will review current practice, analyse existing standards, set future priorities, and develop, implement and disseminate new standards deliverables. It is anticipated that project outputs will in time become seed documents for the formal international (IEC) standards development process.

→ Assisted living:

BSI will partner with TSB on workshops to deliver feasibility studies, to agree upon a standards landscape and to commission two pilot PAS projects to support the long-term care revolution.

Awareness and Education

CEN and CENELEC have started several initiatives for raising awareness and for improving education about standardization.

Education about standardization addresses different target groups, such as pupils, students, CEOs, managers, employees in business, and life-long learners. The level of education has to be carefully tailored to these target audiences. It may include the use and benefits of standards, the strategic importance of standardization for business and Europe's competitiveness, how to implement standards in businesses and how to participate in standardization to influence the content of future standards.

Education about standardization is necessary, in particular, but not only, for future generations of executives, engineers, entrepreneurs and lawyers who need to be familiarized with the use of standards, and who need to understand how they can take part in the standards-making process. This will allow them to include standardization from the very beginning of their projects or businesses, thereby reaping the full benefits standardization can offer.

Examples of awareness and education from DIN, Germany

- The annual Noise Awareness Day informs the German public about noise, its sources and its effects. Held annually at DIN, this event helps make children aware of the different aspects of noise and shows them how to protect themselves from excessive noise. (For ages 8 to 10.)
- By playing the board game BUSINESS MASTER, students are preparing themselves for their professional lives. The students have to found companies, build them up and list them on the stock exchange.

DIN is a sponsor of the Business School Games and provides teaching materials on standardization. (For ages 11 to 18.)

- "MINT-EC" is an association for talented young scientists, engineers and mathematicians. DIN is a member of MINT-EC and hosts a MINT student forum that introduces students to the world of standardization. The students attend lectures by experts and develop a standard themselves. (For ages 16 to 18.)
- studiFORUM is a platform for students and German industry experts to discuss innovative topics. Topics covered since May 2011: electromobility, the security industry, offshore wind energy, aviation, the rail industry and logistics.
- Lectures on strategic standardization are held at various German universities. The lectures relate to standardization as a whole. DIN also provides guest lecturers and specialist assistance for lectures dealing with standardization and when setting up courses on standardization.
- DIN's "Young Science" prize is awarded to academic theses; this helps integrate standardization into academia. The special "Science" prize is awarded to doctoral dissertations that deal with standardization in depth.
- The European Council encourages EU members to include standardization in education. CEN-CENELEC and ETSI have established a group dealing with this topic. DIN is the German member of this group which aims to enhance awareness of standardization in education at European level, form a network to carry out further activities and promote an exchange of experiences.

Example of awareness and education from ASI, Austria:

Daughter's Day and visits by students

Every year girls aged 13 to 16 years spend "Daughter's Day" at Austrian Standards and gain an insight into practical standardization work – from the idea of solving a problem by means of a common standard through to the finalized standard itself, after which they go on to learn about the web shop and develop a special seminar designed to support the users of the standard.

The general feedback from the students is that the day yields interesting information on the hitherto unknown world of standards.

Besides this: Austrian Standards actively invites pupils and their teachers as well as university students level to spend about half a day at the Institute's premises to get answers to questions such as: What are standards? Who develops them? Who needs them and what for?

Using Standards to Address Key Societal and SME Challenges

Effective involvement of stakeholders

One of the strengths of European Standards is that they are created by the people that need them. Experts from industry and other stakeholder groups drive all aspects of the standard development process, from deciding whether a new standard is needed to defining the technical content. Getting involved in this process can bring significant advantages by giving early access to information that could shape the market in the future, by giving stakeholders a voice in the development of standards, or by helping to keep market access open. CEN and CENELEC have taken action to further improve the engagement of all stakeholder groups, including societal stakeholders and SME representatives.

SME engagement and orientation

In view of SMEs' important role in the European economy, CEN and CENELEC strongly support SME engagement in standardization, particularly at national level in the mirror committees to European standards projects. It is the common objective to further strengthen the representation of SMEs in European standardization.

To this end, CEN and CENELEC initiated the SME Standardization Toolkit (SMEST) project. Given the continuing and growing importance of SMEs in European standardization, CEN and CENELEC, in close cooperation with NSBs from Austria, Germany and the Netherlands, have started projects for strengthening and promoting the links between SMEs and standardization. The objectives are to raise awareness, to provide information, and to encourage participation. This project will complement the specific actions being undertaken by CEN and CENELEC members to implement the findings of the "SME Access Study" at European level, by providing guidance and practical support.

CEN-CENELEC SME Helpdesk

The CEN-CENELEC SME Helpdesk is the one-stop service point to introduce SMEs to the benefits of European Standards and to the business tools required to access the European Standardization System. We aim to help European SMEs that wish to understand more about, and contribute to, European standardization.

The CEN-CENELEC SME Helpdesk offers:

- Free information;
- Free first-line advice and rapid response by e-mail;
- Monthly news through the SME Newsletter;
- Direct link to national SME standardization experts;
- Investigation of other support measures, including training, mentoring, etc.

Reporting on SME engagement

Regulation 1025/2012 requires CEN and CENELEC members to “encourage and facilitate”:

1. The access of SMEs to standards;
2. The access of SMEs to the standards development processes.

In addition, the Regulation requires the members to exchange best practices aiming to enhance the participation of SMEs in standardization activities and to increase and facilitate their use of standards. Through Article 6(3), CEN and CENELEC members are required to establish annual reports relating to the above-mentioned activities, to be sent to the ESOs and made available on their websites.

A template has been designed to support the reporting of CEN and CENELEC members, which permits CCMC to aggregate information in a way that should facilitate the establishment of the ESO reports required under Article 24 of the Regulation. The member’s report on SMEs will also take into account the general reporting on stakeholder representation.

In general, SMEs are present in the European standardization processes in the following ways:

- Direct participation in the national mirror committees and as representatives of the national delegations in the CEN and CENELEC technical bodies;
- Direct participation as experts in working groups and other bodies;
- Indirect participation through national associations representing industry sectors which are widely composed of SMEs, in both national and European standardization bodies;
- Indirect participation through pan-European industry associations and federations which attend the meetings as observers;
- Dedicated indirect participation through SBS, a European organization specifically representing the interests of SMEs in standardization.

Examples of good practice

CEN and CENELEC members have introduced a number of services and offers that cater especially to the needs of SMEs. These services assist SMEs in taking part in the standardization process while reducing the time and investment needed to participate.

Examples of good practice include the setting up of an SME Helpdesk to coordinate and respond to all kinds of questions or problems associated with SME representation in standardization. “Virtual meetings” in standardization work enable experts to contribute to the development of standards from a local computer workstation without the need for time-consuming travel. The draft standards portal allows users to view the contents of draft standards during the public enquiry period, free of charge, and to submit comments.

SMEs save time and money in accessing standards

- by using the tables of contents of standards in order to facilitate the search for standards and by checking the abstracts that are provided as part of the online services in order to gain further information on the contents of standards;
- by using tailor-made industry-oriented knowledge portals;
- by buying tailor-made bundles of standards.

Examples of services and information provided by CEN and CENELEC members are available at the CEN-CENELEC website www.cencenelec.eu/sme.

An example of increased involvement of SMEs is the revision of EN 15091 Sanitary tapware – Electronic opening and closing sanitary tapware. The SMEs that participated were small in size, yet major players in their respective markets, and were able to make a significant contribution to the work.

Example of SME engagement from DIN, Germany:

For several years, DIN has been operating a portal that enables users to access the texts of draft standards free of charge. This portal also provides users with an easy way to submit comments on the text of the draft standards during the public enquiry period. DIN is providing access to abstracts and the table of contents of published standards on the DIN home page. The publishing house Beuth Verlag offers special rates for collections of standards covering a specific area in the form of Beuth pocketbooks. Beuth Verlag also has several flat rate offers for standards access from which users can select the one that best meets their needs.

DIN operates an SME Helpdesk to support SMEs in all questions relating to standards. DIN's SME Help Desk is a service centre for small and medium enterprises that have questions relating to standards and standardization. The focus of DIN's SME Helpdesk is to help SMEs to identify the standards and specifications they need and to assist them in their application. Advice is also provided to businesses who are interested in actively participating in the development of standards and specifications.

The following free services are provided by DIN's SME Helpdesk:

- Referrals to the responsible external experts or DIN staff members for the question in hand
- Forwarding of queries to the responsible external expert or DIN staff member
- Advice on searching for standards and specifications
- Advice on training opportunities in standardization
- Advice on opportunities for participating in standardization

For some time now, DIN has been operating the site www.mittelstand.din.de that provides a forum for SMEs for all subjects relating to standardization and which also provides best practice examples for SMEs and professional associations with a focus on SMEs.

Example of SME engagement from ASI, Austria:

myStandardsPackage – “meinNormenPaket” – a special offer for SMEs

Together with committed professional organizations, Austrian Standards developed the industry solution “meinNormenPaket” (myStandardsPackage) – specifically for their SME members. Around 20,000 companies have already profited from this particularly cost-efficient access to standards.

“MeinNormenPaket” is a service that statutory professional organizations render to their members together with Austrian Standards. This solution for small and medium-sized enterprises (SMEs) provides easy and inexpensive access to current ÖNORM standards. “meinNormenPaket” is tailored to the needs of individual industry sectors, taking into account the industry’s structure and the number of relevant ÖNORM standards.

This standards solution supports statutory professional organizations in promoting the competitiveness of their members and, in parallel, assures a high quality level in their economic sector. It also offers flexibility: each user can individually put together the contents of his/her standards package. Being an industry solution, “meinNormenPaket” is accessible via the relevant statutory professional organizations of SMEs. The professional organization and Austrian Standards sign a 10-year contract with a package size suitable for the target group.

With the support of the relevant professional organizations, “meinNormenPaket” will be extended to vocational schools in 2014.

More information:

www.austrian-standards.at/en/products-services/online-tools-software/meinnormenpaket/

An Inclusive Standards Development Process – Societal Stakeholders

CEN and CENELEC have initiated several projects for ensuring effective involvement of stakeholders at both European and national level. This includes environmental NGOs and representatives of disabled and elderly people.

Standards secure the interoperability of products, which in turn provides consumers with a broad choice and more affordable solutions. Standards have an impact on the environment and on the everyday lives of consumers, workers and citizens. It is therefore crucial that the voice of organizations representing these specific interests is heard and can influence the standardization process.

European Standards (ENs) contribute to the public interest in matters regarding health and safety and the protection of workers, consumers and the environment. They also strengthen the competitiveness of European companies by reducing costs and facilitating the purchase and sale of products and services, thereby contributing to economic growth and job creation. Standardization is an open process that welcomes all kinds of stakeholders in order to achieve its commitment to transparency, openness, effectiveness, relevance and coherence.

Participation of societal stakeholders in the standards-making process

The appropriate participation of stakeholders is necessary to ensure that societal needs in a broad sense are addressed. It is also essential that CEN and CENELEC are equipped with the best processes and tools to provide a seamless platform that enables us to work with all stakeholders.

CEN and CENELEC have developed practical solutions to support the participation of societal stakeholders, including organizations representing the interests of consumers, workers and the environment. With this in mind, CEN and CENELEC have established the Societal Stakeholders Group.

One example of specific practical solutions developed for the social and societal stakeholders in European standardization is the Societal Stakeholders Toolkit³, which provides specialized references and solutions to these “weaker” stakeholder groups.

There are various ways for societal stakeholders to participate in the standardization system. European associations representing societal stakeholders – such as ANEC (the European Consumer Voice in Standardization), ETUI (the European Trade Union Institute) and ECOS (the European Environmental Citizens Organization for Standardization) – promote and coordinate the participation of their respective stakeholder groups.

Through the national delegation principle, stakeholders’ interests are represented at every level of the process. CEN and CENELEC national standards bodies/committees are committed to ensuring that all stakeholders are duly represented at national level. CEN and CENELEC have defined criteria for membership which are published in CEN-CENELEC Guide 20.

This national channel offers stakeholders the opportunity to work and access information in their own language, and to ensure that the specific needs of their national market are taken into account at European level.

The national experts then defend the national consensus position at European and international levels. This system ensures that the reality of the national market is adequately reflected in standardization work at all levels.

Membership criteria and peer review

CEN and CENELEC have implemented a voluntary scheme to demonstrate that NSBs comply with membership criteria based on WTO TBT principles. The ESOs have established a special committee (MRMC) which regularly monitors such compliance.

CEN and CENELEC have developed efficient processes for actively monitoring the performance of NSBs (e.g. wide participation, stakeholder engagement). This includes a peer review system and a self-assessment, combined with an independent audit as part of the quality management system in accordance with EN ISO 9001.

Consumers

European Standards bring tangible benefits of which citizens are often not aware. These standards ensure that safe, comfortable and interoperable products and services are offered on the market. As these standards define specifications and performance requirements, companies must make sure that their products meet these minimum quality requirements. Standards therefore improve the quality of products and services and contribute to increased consumer confidence.

Today’s consumers want to know about the environmental impact of the products and services they are using. Standardization offers the possibility to measure this impact, for example by producing the methodology to calculate energy performance. In this way, standardization enables consumers to compare products and services taking environmental considerations into account. A good example is the so-called energy labelling for household appliances.

Standards ensure consumers’ health and safety and help them be more aware of their environmental footprint.

3 <http://www.cencenelec.eu/societal/interests/>

Workers

Setting high standards of health and safety is a necessity in the workplace throughout Europe and also beyond. Technical standards address ergonomics, safety of machinery, hazardous substances, classification, risk assessment, exposure limits, etc. Therefore it is important that the interests of workers are taken into account during the development of European Standards.

Environmental stakeholders

Standards help protect the environment through the inclusion of green solutions in the standards development process. By engaging in standardization work addressing new technologies such as smart meters, the European standardization organizations support the transition towards a greener economy.

Example of consumer stakeholder involvement from DIN, Germany:

European Standards for the range of domestic electrical appliances ("white goods") are set through the EN 60335-2 series. The first generation of these standards featured a "limitation clause" or "exclusion clause" which presumed that young, elderly or disabled people would use appliances in conformity with these standards only under supervision. ANEC, the European consumer voice in standardization, argued successfully that the clause was unfairly discriminatory, leading to the creation of a dedicated working group (CENELEC TC 61/WG 4) to revise the standards. DIN consumer council has been actively involved in the national mirror committee to WG 4, putting forward proof that young, elderly and disabled people have specific needs when coming into contact with heated surfaces. A representative of the German consumer council is chairing the ANEC Working Group on domestic appliances and has represented ANEC in several meetings of WG 4. The results of WG 4 in regard to consumer protection have been taken to the international level at IEC.

Example for stakeholder engagement from BSI, UK:

Consumers:

The BSI Consumer & Public Involvement Network (CPIN) provides an independent consumer voice in BSI's standards development. It exists to influence the content of standards being developed by BSI, including European and international standards development work, to reflect the needs and proper expectations of the general public. BSI employs two full-time and one part-time member of staff to manage its consumer and public interest involvement work. Over 50 volunteers in the CPIN follow specific standardization activities, providing consumer representation in nearly 180 of BSI's standardization committees. Other activities to promote consumer understanding and involvement from the CPIN include:

- Consumer-related publications, including the leaflet published in 2013: "Standards matter to consumers" (partially funded by the UK Government's Department for Business, Innovation & Skills)
- Consumer pages on the BSI website
- Consumer training (devised and delivered by CPIN members)

Environment:

Launched in April 2012, the UK Sustainability Network for Standardisation (UK SNS) is a UK-wide initiative to promote sustainability and environmental protection in the development of standards by building the capacity of the UK environmental sector to contribute to the work of BSI technical committees. The UK SNS and BSI have built an effective working relationship, with regular meetings and promotion of the SNS across BSI standards teams. The UK SNS has also established long-term work programme priorities and undertaken outreach to the UK sustainability sector, including NGOs, academic institutions, consultancies and professional associations.

The UK SNS is currently represented on BSI committees concerned with standards on biodiversity, electric vehicles, energy management, energy performance of buildings, environmental management, nanotechnologies and waste electrical and electronic equipment.

Standardization and the European Single Market for Services

CEN and CENELEC have started several initiatives for promoting the objective of developing standards for services. One example is the creation by CEN of the Strategic Advisory Group on Services (SAGS). Standardization projects will be conducted where there is a demand from the market, and following a consultation of stakeholders, a request will be made for the development of voluntary standards for the service sector which are market-driven, consensus-based and take into account the public interest.

In March 2013, the European Commission set up a High Level Group (HLG) on Business Services in order to examine the challenges facing this sector and make policy recommendations to promote innovation and boost productivity.

The HLG met several times during 2013 and also took input from five working groups that focused on specific issues: internationalization, innovation, internal market, skills and the use of different instruments (including standards) in relation to business services. The working groups all submitted reports to the HLG in late autumn 2013. The HLG rapporteur then prepared a draft report that was discussed at a workshop in January 2014.

The final report is expected to be ready by March 2014. CEN's Vice President Policy took part in the HLG and chaired the working group on instruments.

The final report is expected to include recommendations on the need for improved framework conditions, including improving the single market and better use of standards, that will enable performance improvements in business services. It is also expected to note the importance of standards for the internationalization of business services.

CEN has developed European Standards on business services such as maintenance, facility management and management consultancy. At the beginning of 2013, CEN published the first European Standards relating to engineering consultancy services. The two standards (EN 16310 and EN 16311) were developed by the Technical Committee CEN/TC 395 "Engineering consultancy services". These standards set out a common terminology to describe engineering services for the construction of buildings, infrastructure and industrial facilities (EN 16310), as well as engineering services for manufacturing industrial products and equipment (EN 16311).

Standardization, Information and Communication Technology (ICT) and Interoperability

ICT multi-stakeholder platform

CEN and CENELEC contribute actively to the ICT multi-stakeholder platform. The objective is to ensure a coherent collection of European standards. This effort needs close coordination with ongoing standardization work in CEN, CENELEC, ISO and IEC.

Improved processes have been established for bringing ICT standards developed by other standards development organizations into the European standardization system, for example through fast-track procedures.

Standards to Increase EU Competitiveness in the Global Market

NSBs in Europe are actively engaged in ISO and IEC. In many sectors they play a leadership role and forward proposals for International Standards in those areas where Europe is a global leader.

There is close cooperation between IEC and CENELEC in the area of electrotechnical standardization (Dresden Agreement) and between ISO and CEN (Vienna Agreement) for the other industry sectors. These agreements ensure the efficient and effective cooperation between European and international standardization. Whenever this is possible, CEN and CENELEC promote mechanisms for the joint preparation of standards. Europe's role in ISO and IEC is very influential and powerful.

CEN and CENELEC make every effort to further strengthen their existing cooperation with their international counterparts. This improved cooperation also includes innovative areas of standards development.

It is essential to highlight that, though international standardization does require additional time as compared to purely European work in CEN and CENELEC, this time investment is more than compensated by the fact that standards then exist which promote European technology in third countries and other regions of the world. This is one of the motivations for many European sectors to work in ISO and IEC and accept these international results as European Standards, many of which support European public policies.

Examples for increasing European competitiveness in the international market, DIN, Germany:

Cost savings in the fibre and film industry

The European Standard DIN EN 13900-5 describes the filter pressure value test as a method of dispersion and assessment of plastics. Pigment and extender producers had previously developed different in-house non-comparable test methods to meet the needs of their customers for dispersible products. It was still necessary for processors to test the dispersibility of each batch delivered, which was both considerably time-consuming and costly. DIN EN 13900-5 resulted in cost savings of about € 6 million each year. An annual savings of € 280 million has been identified for fibre and film manufacturers due to the avoidance of downtimes and material loss. A study demonstrates that plastics industry companies worldwide achieve savings of roughly € 500 million per year due to the considerable savings in the manufacturing of pigments and extenders, in their use in master batches, and in their processing in the film and fibre industries. Today, the test method laid down in DIN EN 13900-5 is being used throughout the world by major producers

of pigments and extenders for the fibre and film industries; because of this, the standard has been submitted for development as an International Standard published by ISO.

Access to work market for European welders

The recently published DIN EN ISO 9606-1 Qualification testing of welders – Fusion welding – Part 1: Steels, was originally a German standard (DIN 8560). 21 years ago it was published as EN 287-1, thus creating work opportunities in all member states of the European market for welders. DIN has initiated the ISO working group "Qualification requirements for welding and allied processes personnel" which based their work on the European Standard. Now well-trained European welders will be able to work on construction sites in countries like Japan or China and around the world without being confronted with differing local requirements.

Example for increasing European competitiveness in the international market, ASI Austria:

Scuba diving service standards

Martin Denison, an Austrian diving expert with British roots who teaches at the Vienna University Sports Institute, was responsible for training diving instructors within the Austrian Diving Federation. He had the idea to create a special service standard.

From Austria, it was only a relatively short step to producing further documents for this sector, and then progressing to European and directly on to international standardization.

The European activities demonstrated the enormous need for harmonizing diverging requirements – be it on the part of the federations or on the part of private-sector service providers.

Around 35 representatives from 17 states, including northern European countries, made active contributions.

The worldwide acceptance of this standards series constitutes the major success of an idea originally limited to Austria alone. For example, Egypt and Greece – two destinations popular among divers – only license scuba schools or diving centres if they are certified according to the relevant International or European Standards. An Austrian entrepreneur initiated them and brought them to the international level with the help of other market partners and the support of the Austrian Standards Institute.

Transatlantic Bilateral Development of Specifications as a New Path to Reduce Non-Tariff Barriers to Trade

During the preparations for the negotiations on the Transatlantic Trade & Investment Partnership (TTIP), the reduction of non-tariff trade barriers was identified as an area in which significant progress and economic growth can be achieved. Reducing non-tariff trade barriers is especially helpful for small and medium-sized businesses.

The past has shown that attempts at developing international standards and at applying them in transatlantic trade are very difficult given the different approaches between the EU and the US: for example, defining what is an international standard, the different concepts of transparency and inclusiveness when supporting public policies, and different business models and more restrictive conformity assessment practices existing in the US. Because of this past experience, stakeholders have expressed the view that the most promising solution would be to single out certain areas

in which bilateral standards and specifications can be developed. A new approach is the bilateral development of specifications; for example, suitable topics could be identified on which CEN, CENELEC and US standards development organizations would draw up identical specifications, producing initial results that could serve as “best-case scenarios” for further projects. In a second step, these specifications could be introduced to international standardization at ISO and IEC – at which point they will have been accepted by two large economies, thus encouraging the opening of markets as required by the WTO. CEN, CENELEC and ETSI have started a dialogue with ANSI for further strengthening transatlantic cooperation in the area of standardization. As a first step, it is intended to sign a Memorandum of Understanding which is expected to facilitate closer cooperation between the US and European standards organizations.

About CEN and CENELEC

CEN (European Committee for Standardization) and CENELEC (European Committee for Electrotechnical Standardization) are officially recognized organizations responsible for developing and defining standards at European level. These standards set out specifications and procedures in relation to a wide range of products and services.

The members of CEN and CENELEC are the national standards bodies and national electro-technical committees of 32 European countries including all of the EU member states plus Croatia, Iceland, Norway, Switzerland and Turkey.

CEN and CENELEC also work to promote the international harmonization of standards in the framework of technical cooperation agreements with ISO (International Organization for Standardization) and IEC (International Electrotechnical Commission).

European Standards (ENs) are developed through a process of collaboration among technical experts nominated by business and industry, research institutes, consumer and environmental organizations and other societal stakeholders. These standards are recognized throughout all of the 32 countries that are members of CEN and CENELEC.

For more information please see:
www.cencenelec.eu

The logo for DIN (Deutscher Institut für Normung) consists of the letters 'DIN' in a bold, sans-serif font, centered between two horizontal lines. The logo is white and is set against a dark blue background that features a pattern of lighter blue stars, similar to the European Union flag.

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