European Standards
- Supporting sustainable development

Ashok Ganesh
CEN–CENELEC Management Centre
• 31 National Members

plus:

• CEN
  19 Affiliates
  7 Associates

• CENELEC
  12 Affiliates
  48 Cooperating Partners
How we develop standards...

.... by subject, bring together all interested parties to share:
what they need,
what they have
what to include in standards

SMEs  Multinat.  Environment  Consumers  Users

consensus
European standardisation – A unique model

• Shaping the single market
• Based on private sector’s involvement
• Capitalising on its international dimension
• Supporting European competitiveness
• Disseminating innovation
• Integrating all stakeholders’ interests
• Effective co-regulation tool
A coherent system

**International**

ISO IEC ITU

**Europe**

CEN CENELEC ETSI

**National**

Membership
NSBs for CEN & CENELEC
Companies for ETSI

Industry, other stakeholders, standards’ users...

WTO

EC

EFTA

National authorities
What we standardise

CEN-CENELEC Portfolio per business domain

- Services
- Packaging
- Environment
- HVAC
- Food
- Healthcare
- Chemistry
- Health and safety
- Electronics
- General Standards (Quality, ...)
- Utilities and energy
- Household goods, sports and leisure
- Electrical engineering
- Materials
- ICT
- Building and civil engineering
- Mechanical engineering
- Transport

© CEN-CENELEC 2011
Supporting European legislation

CEN-CENELEC Portfolio

16604 (81%) Not for citation in the OJEU
4020 (19%) Cited or to be cited in the OJEU
European Standards - evolution

1960/1980 – Industrialization
Test Methods
CEN CENELEC

• Machine safety
• Pressure equipment

2000/2010 – Services a& consumers
• Toy safety
• Tourism services

2010 – Technology developments & horizontal issues
• eHealth
• Eco-design
• Energy management
European Standardisation today

Economic Growth
- Economies of scale
- Interoperability of products and services
- Competitiveness
- Facilitate trade

Environmental Integrity
- Ecological safety
- Environmental management
- Energy efficiency
- Carbon footprint
- Air, soil & water quality

Societal Progress
- Consumer protection
- Safe products
- Worker protection
- Health services
- Accessibility
Standardisation for sustainable growth – 3 pillars

1. Environment
   • Resources, consumption, efficiency

2. Societal needs
   • Accessibility

3. Economic growth
   • Innovative products & services
But the European Standardisation – System must evolve ……

Preparation for the challenges ahead....
- Supporting European competitiveness
- Protecting consumers
- Improving accessibility to products, services, ICT...
- Tackling climate change

Through
- Improved inclusivity
- Technology driven (EU industrial policy)
- Strengthened link research – standards
- Flexibility approach: consortia, speed, services
- International relevance

European Commission
- Europe 2020 – *smart, sustainable, inclusive* growth strategy
- Draft Regulation on European Standardisation
Environment – policy initiatives

- **Resource** Efficiency flagship initiative
- 2020 *Energy* efficiency plan (energy efficiency roadmap)
- **Low-carbon** economy roadmap 2050
- Sustainable *Consumption* and *Production* and Sustainable Industrial Policy (SCP/SIP) Action Plan
- White paper on the future of *transport*
- A new EU *biodiversity* strategy for 2020
Environment standardisation responses

- Reduce *consumption* and increase efficiency
- Reduce *waste* and *emissions*
- Change *consumption* and production patterns
- Improve production processes including *design* aspects
- Develop *clean* technologies as alternatives and substitutes
- Influence the *design* of products and processes
- Define *energy-use* levels, *waste* management procedures
Environment - Specific actions

**Energy efficiency**

- Reduce energy demand in buildings (insulation M/103, M/238, energy performance of buildings M/480)
- Transport (electric vehicles M468, batteries M/494)
- Supply (smart grid M/490)
- Renewable energies (wind, solar, biomass, geothermal, bio-methane M/475)
- Standby power consumption (M/439)
- Smart meters (M/441)
- Eco-design of televisions (M477)
- Energy audits (M/479)
- Eco-design of energy related products (mandate M/495)
Environment - Specific actions

Materials efficiency

- Recycling (packaging M/317)
- Solid recovered fuels (M/325)

Climate change

- Greenhouse gas emissions in energy intensive industries (M/431)
- Greenhouse gas emissions (M/478)
Accessibility - policy initiatives

Communication 2007/724 Single Market review
- Consumer Empowerment-> accessibility standards

Communication 2008/133 on standardization & innovation
- Public procurement: accessibility standards

Europe 2020 flagships
- Digital Agenda
  ✓ web accessibility standards
- Innovation Union
  ✓ innovation partnership active and healthy ageing
  ✓ setting standards for new equipment for independent living

European Disability strategy 2010-2020
Accessibility - policy initiatives

Council Resolution 2008/C 75/01

- The ongoing work on the development of shared European standards for accessibility should be promoted and their application in public procurement encouraged”
- Access to mainstream goods, services and infrastructures should be improved as to empower persons with disabilities to act as consumers […]

Opinion SOC/363 EESC People with disabilities: employment and accessibility by stages for people with disabilities in the EU

- accessibility is crucial if immediately applicable political and civil rights are to be exercised, and this must be reflected in specific accessibility plans, accompanied by standards
- Develop accessibility standards to support legislation in public purchasing

European Accessibility Act expected in 2012
Accessibility – standardisation responses

EC/EFTA mandates

M/273: Guidance for standards writers
• CEN/CENELEC Guide 6 = ISO/IEC Guide 71 Guidelines for standards developers to address the needs of older persons with disabilities

M/371 Accessible services - tourism, transport
• to develop a standardization work programme concerning criteria for accessibility to tourist and transport services

M/392: Domestic appliances
• To include provisions in standards that would ensure that domestic appliances are usable by persons with disabilities and older persons
Accessibility – standardisation responses

M/376: Accessibility requirements for public procurement of products and services in ICT
- European Standard containing functional accessibility requirements for use in public procurement

M/420: Accessibility requirements for public procurement in built Environment
- Inventory and feasibility of European and international accessibility standards in the built environment
- Two European standards, online toolkit with guidance material

Mandate M/473: include Accessibility following DFA in standardization activities
- Review standards according to Design for All principles
- Develop of a new European Deliverable
Accessibility –
standardisation responses

**EN 81-70: 2003** Safety rules for the construction and installations of lifts - Particular applications for passenger and good passengers lifts - Part 70: Accessibility to lifts for persons including persons with disability

**CEN/TS 81-82: 2008** Safety rules for the construction and installation of lifts - Existing lifts - Part 82: Improvement of the accessibility of existing lifts for persons including persons with disability

**CWA 15554: 2006** Specifications for a Web Accessibility Conformity Assessment Scheme and a Web Accessibility Quality Mark

**CWA 15778: 2008** Document Processing for Accessibility


**CEN/TR 15913: 2009** Spectator facilities - Layout criteria for viewing area for spectators with special needs

**In development:** Railway applications - Design for PRM Use - Accessibility of People with Reduced Mobility to rolling stock - Part 1: Steps for Egress and Access
Innovation policy initiatives

Renewed recognition of the importance of standards for innovation

- Commission Communication to Council, Spring 2008
- Council Conclusions, Autumn 2008
- Innovation Union, October 2010
- Standardization package, June 2011

Response expected from standards to

- Loss of European jobs in the global economy
- Promote Lead Markets
- Support Green agenda
- Exploit results of research (EU funded FP7, Horizon 2020)
Innovation – standards response

**R&D & Innovation projects and standards**

- Standardization is an essential component for bringing innovative *products, services* and *processes* to the market (foresight studies)
- Raise awareness of standards benefits to research projects
- Identify useful standards activity early in project life
- Include funding for standards resources in research programmes
- *(don’t forget private sector research programmes)*
Research integration

EU FP7 funds collaborative research projects covering 10 themes: transport, KBBE (Knowledge-Based Bio Economy), NMP (Nanosciences, nanotechnologies, materials & new production technologies), ICT...

Calls also launched to support 3 areas
- **Green Cars**
- **Factories of the Future** (new and sustainable technologies for the manufacturing industry)
- **Energy-Efficient Buildings**

Horizon 2020
The new EU ‘Common Strategic Framework’ **funding programme for research and innovation** will differ from the old Framework Programmes by merging the Research Framework Programme, the Innovation programme and the European Institute of Technology
Research integration - examples

AIRTV “Testing network for verification of air emissions abatement technologies” (FP6 - N° 036957) – CWA 16060 published

SCUTUM “SeCUring the EU GNSS adopTion in the dangeroUs Material transport” (FP7 - N° 247851) – close to publication

INTEG-RISK “Early Recognition, Monitoring and Integrated Management of Emerging, New Technology Related Risks” (FP7 – N°213345) - standards work about to start

SPIDIA “Standardisation and improvement of generic pre-analytical tools and procedures for in vitro diagnostics” (FP7 – N° 222916) – working with a CEN technical committee
Supporting Europe 2020

**Smart growth**
- New multi-technology challenges including *smart grids, smart meters* and *electro-mobility* - CEN/CENELEC/ETSI groups are making good progress

**Sustainable growth**
- Standardization towards *new markets and new technologies* which foster sustainable growth in the global economy while securing European leadership in the development of globally accepted standards (Vienna and Dresden Agreements)
- Effective dissemination of international standards for *new technologies* such as nanotechnology and biotechnology as European Standards for local stakeholders.

**Inclusive growth**
- European standards to address *market challenges* driven by the *needs of Europe’s ageing population, changes in lifestyle and increased diversity.*
Supporting Europe 2020: standards responses

Innovation Union
- Integrating standards/research (Helpdesk research@cencenelec.eu)

Youth on the move
- Education about standardisation (curriculum)

A digital agenda for Europe
- ehealth, ebusiness, electronic invoicing... (eBusiness)

Resource efficient Europe
- Energy efficiency, renewable, carbon footprint... (Helpdesk CEN.ehd@cencenelec.eu)

An industrial policy for a globalised era
- Facilitate SMEs’ access to the global market (Helpdesk sme@cencenelec.eu)

European platform against poverty to ensure social and territorial cohesion
- Standards including accessibility requirements (SAGA)
EC proposal for Regulation on standardisation

A strategic vision for European standards: to enhance and accelerate the sustainable growth of the European economy by 2020 COM(2011) 311 final

5 major fields of action

- Industrial policy & innovation (Foresight studies, EC work programme)
- Inclusive standard-setting
- Standards on services (strategic group)
- ICT Fora & Consortia standards (Consortium bridge)
- European standards in the global market
Thank you

Ashok Ganesh
aganesh@cencenelec.eu

www.cen.eu www.cenelec.eu

CEN-CENELEC Management Centre
Avenue Marnix 17, B-1000 Brussels