Avenues for promoting standards implementation among MSMEs

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From global (top) to local (bottom)......and back!

- **UN Sustainable Development Goals, 2015 (Agenda 2030)**
  - 17 goals for sustainability
- **Paris Climate Agreement, 2015**
  - limiting the rise in global temperature to 2°C and 1.5°C, respectively
- **European Green Deal, 2019**
  - First Climate Neutral Continent
- **Green Agenda for the Western Balkans, 2020**
  - Sofia Declaration, Brdo Declaration (9 – 30 billion EUR)
- **COP26, 2021**
  - from promises to concrete action
Source: https://sdgs.un.org/goals
ISO Technical Committees and mirror National Committees

ISO/TC 207 Environmental management
- EMS, EPE, LCA, eco-labeling, eco-design, material efficiency, climate change mitigation/adaptation, environmental economics, auditing, verification/validation

ISO/TC 322 Sustainable finance
- to integrate sustainability considerations including environmental, social and governance practices in the financing of economic activities

ISO/TC 323 Circular economy
- to develop frameworks, guidance, supporting tools and requirements for the implementation of activities of all involved organizations, to maximize the contribution to Sustainable Development.

ISO/TC 268 Sustainable cities and communities
- requirements, frameworks, guidance and supporting techniques and tools related to the achievement of sustainable development considering smartness and resilience, to help all Cities and Communities in both rural and urban areas become more sustainable.
Green Agenda for the Western Balkans – 5 pillars

- **I Climate, energy, mobility** - to achieve carbon neutrality of the continent by 2050, by introducing a strict climate policy and reforming the energy and transport sectors

- **II Circular economy** - transition from linear to circular economy, taking into account the need for research and innovation

- **III Reduction of air, water and soil pollution**

- **IV Sustainable agriculture and food production**

- **V Biodiversity**

**STANDARDS COULD BE A CRUCIAL SUPPORTING TOOL FOR SMALL BUSINESSES!!!
Standards setting and adopting standards on national level

- Technical Committee A207 (mirror to ISO/TC207 – Environmental Management standards-ISO 14000 family) and A268 (mirror to ISO/TC268 – Sustainable cities and Communities)
  - International: ISS is a P-member – right to participate in standards development, comment and vote on draft stages (CD, DIS, FDIS...);

- Regional networking, National outcomes
  - National: more than 97% European standards adopted as SRPS EN standards
  - Regional (i.e. WB6): cooperation of NSBs, CABs, business partnerships, networking
EN Standards implementation in MSMEs

✓ Which EN standards are relevant for me?
✓ How to get EN standards?
✓ Level of Technical/Engineering knowledge in MSMEs?
✓ Recognition of test reports and certificates – bilateral and multilateral agreements in the transition economies?
✓ Price of product testing according to EN standards – one laboratory for WB6?
Standards and MSMEs – key challenges

✓ Challenges (similar for WB6!)
  o **Level of awareness** – how important is it for my business?;
  o **Motivation** for standards utilization & implementation;
  o **Accessibility** and availability of standards;
  o **Complexity** and interpretation;
  o **Language**, translation;
  o **Price**
Standards and MSMEs – how to change the game (1)?

☑ Experience from Serbia

- **Level of awareness** – importance for business;
  - Delivering continuous information on legislative framework – standardization, conformity assessment, etc.
  - Regular informative seminars on conditions and safety/technical requirements for placing products on the market
  - Quantification of economic benefits of standards implementation for SMEs – ISO brochure, 2014
Standards and MSMEs – how to change the game (2)?

✓ Experience from Serbia

○ Motivation for standards utilization & implementation;
  ▪ Publication „The importance of standards for sustainable business“
  ▪ Borchure „CE mark – the passport for products“
  ▪ Brochure „Guide for machinery safety“
  ▪ Publication „5 green tools for sustainable business“
Standards and MSMEs – how to change the game (3)?

✓ Experience from Serbia

○ Accessibility and availability of standards;
  ▪ Establishment of CCIS Info-centers for access, search and reading of EN and SRPS standards – local Chambers (Niš, Kragujevac, Subotica, Novi Sad, Zaječar and Valjevo);
  ▪ Assistance of local desk officers in Chambers – how to find and get EN standards relevant for the business purpose.
Standards and MSMEs – how to change the game (4)?

✓ Experience from Serbia
  - Complexity and interpretation;
    - Advisory services and support to the SME sector in placing products on the domestic and EU market – CE mark
    - Professional assistance in interpretation of essential requirements, conformity assessment procedures (modules), harmonized standards
    - Web Portal "CE mark - passport for products“, contains necessary information, documents, data and instructions on procedures for the CE marking
Standards and MSMEs – how to change the game (5)?

✓ Experience from Serbia

- Language, translation;
  - Obstacle for micro/small businesses
  - Translation of ISO/CEN/CENELEC/ETSI standards in NSBs – but TCs translate only selected and most important standards (≈10%)
  - 50% of WB6 can benefit from translated standards
Standards and MSMEs – how to change the game (6)?

✓ Experience from Serbia

○ Price

- **SRPS ISO 14001:2015** Environmental management systems - Requirements with guidance for use – **52 EUR**,  
- **SRPS ISO 26000:2010** Guidance on Social Responsibility – **60 EUR**,  
- Too much, or.....?
Conclusion

✓ Standards as a crucial supporting tool for sustainable business
  o Information and motivation – how to boost awareness?
  o Identification of relevant standards for business – technical assistance!
  o Clearly highlight key benefits of standards implementation
    ✓ Economic: ↗% annual sales revenues, new markets,...
    ✓ Environmental: waste reduction, money savings,...
    ✓ Social: corporate image, CSR, health&safety,...
  o Share experiences, knowledge and networking for sustainable business future!
THANK YOU!

Any questions?

Link to the WB6 CIF website: [https://www.wb6cif.eu/](https://www.wb6cif.eu/)

Link to the CCIS website: [https://en.pks.rs/](https://en.pks.rs/)

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