Enabling SMEs awareness, participation & uptake of standards - A European perspective

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About Small Business Standards (SBS)

- The association supporting European SMEs in standardisation at European & international level
- Co-financed by the EU and EFTA
- Main objectives/areas of action: Raising awareness, Encouraging SMEs involvement, Representing SMEs interests, Helping uptake of standards
SBS Membership

- National SME associations from the EU, EFTA & candidate countries for EU membership
- European SME organisations
- Multi-sectorial & sector specific
- Partnerships with other organisations linked to SMEs/crafts which cannot become members
Raising awareness

- National seminars in local language together with national SME association(s) and Standard Body(ies)
- Training & events on specific topics: EU-UK trade agreement, Revision of the Machinery Directive
- Raise awareness among Standards Bodies & policy makers on SME needs & difficulties
- **Use SME networks & case studies**, social media, specialised publications...
Encouraging SMEs involvement

- **Brochures** on how the system works and how to get involved
- **Local contact points** (CEN-CENELEC list of national SME helpdesks)
- Preferential conditions for SMEs (reduced participation costs,...)
- Funding for SME participation in standardisation work
- Need to develop effective tools for the monitoring of relevant standards (both adopted and under development)!
Representing SME interests

- Having a supporting legal framework & policy (Regulation 1025/2012)
- Appointment of SME experts in TCs
- Participation of SMEs/SBS in the governing bodies of standards organisations and relevant policy groups
- Development of tools: SBS SME compatibility test for standards & Guide 17
- SBS study on priority areas for standardisation for SMEs (to be published early December 2021)
Helping the uptake of standards

- Reduced prices of standards for SMEs
- Support SMEs in the implementation of standards (financial support, practical support, step by step implementation)
- Development of guidance (e.g. Guide for Industrial Internet of Things, Guide on ISO/IEC 27001 Information Security Management, Guide on ISO 26000...)
Conclusions

1. Use existing SME networks - national and sector specific SME associations are key

2. Standards will be used by SMEs only if they meet their needs- SME compatible standards are needed

3. Financial and practical support is needed to encourage participation and uptake of standards

4. Digital technologies are important for more resilient SMEs- it is important to increase knowledge and uptake of standards in this area
Thank you