European standardization: strategic issues for companies

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The European standardiser: role, missions and competences

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What is a Standard?

- It is a specification reflected in a document
  voluntary in application
  established by all interested parties
  reflecting consensus
  approved by a recognized body

- International Standards (i.e. ISO, IEC)
- European Standards (i.e. EN)
- National Standards (e.g. BS, DIN, NF, UNE)
Law

Regulation

Standards

Profesional practice, corp. Specification...

Obligatory

Voluntary

Public

Private
Why do we need *European* Standards?

To strengthen regional competitiveness in a global economy

To export European knowhow

To ease access to the Single European Market
  - Public procurements

To provide an alternative to regulation:
  - ‘Self regulation’ by the market, and benchmarking of best practice
  - “Co-regulation” – partnership between standards and regulations, in Europe since 1985

To enable innovation
Cost – Benefit Analysis

- Extrapolated benefit for the European economy in the order of magnitude of 10 to 100 Bn.€

- Cost of standardization in the order of magnitude of 1 Bn.€ (2000 Roland Berger study)
Too many Standards?
An unprecedented harmonization effort

One European Standard:

... Replaces 30 National ones in Europe

... Gives access to a market of 490 million
How many standards in Europe?

CEN +12 000

For each EN, 3~5 national standards are withdrawn

Balance: – 40 000?
Standards-based coregulation in Europe

Conformity to the Standard gives presumption of conformity to legislation

- Obligatory
- Voluntary

Directive
Essential requirement
Citation in OJEU
European Standard

CE
Ø
Support to EU legislation and policies

- 24 directives harmonize how specific products can be put on the market: Machines, Construction Products, Medical Devices, Pressure Equipment, Toys, etc.
- The new framework for the marketing of products: Quality ISO 9001, certification and accreditation ISO 17000
- Consumer Protection: General Product Safety Directive
- Environment: ISO 14001, measurement of emissions, Energy management, Environmental design of products
- Competitiveness: Public Procurement, Defence, etc., Lead market initiative, etc.
- From steam engines, through quality management and services, toward sustainability
The challenges faced by European Standardization

- Globalization of markets/economies
  - emerging countries

- Societal issues
  - environment/climate change/energy
  - food/water
  - aging of population
  - services/products

- Convergence of technologies

- New actors
  - consortia/fora

- Availability of results
Thank you for your attention!

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