



# European standardization: strategics issues for companies

Brussels, 4<sup>th</sup> February 2009

**European Economic and Social Committee (EESC)**

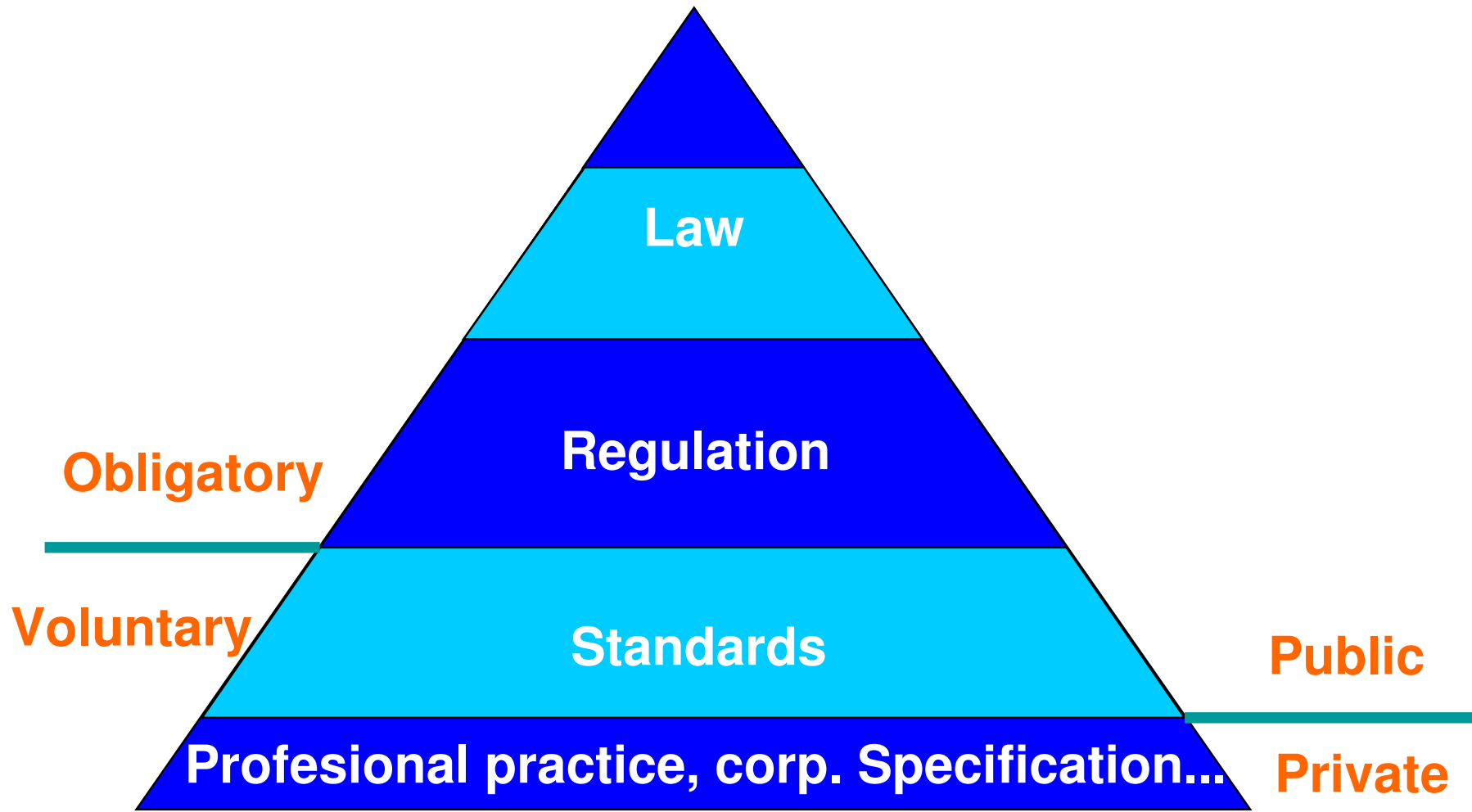
**The European standardiser : role, missions  
and competences**

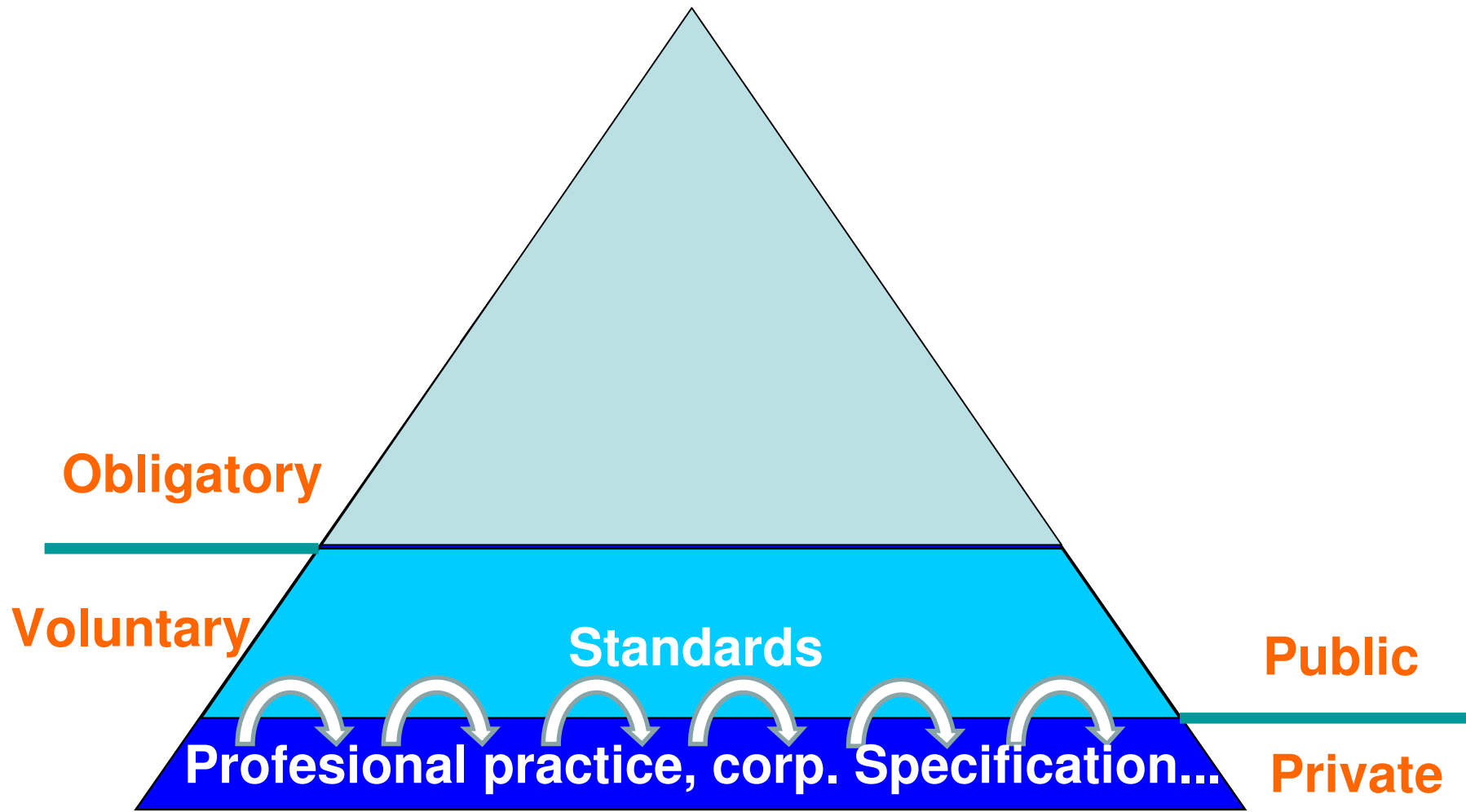
Pascal Poupet – Director, *Standards*



# 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)





# 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

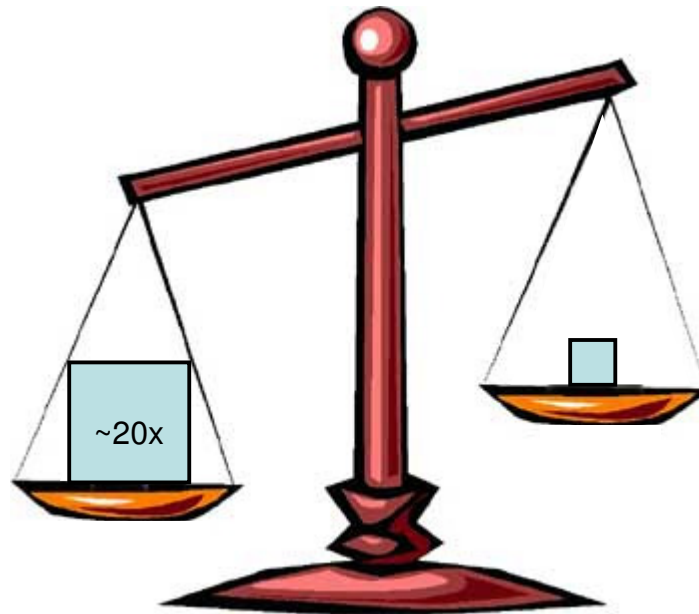
- § “Co-regulation” – partnership between standards and regulations, in Europe since 1985

→ To enable innovation

# Cost – Benefit Analysis

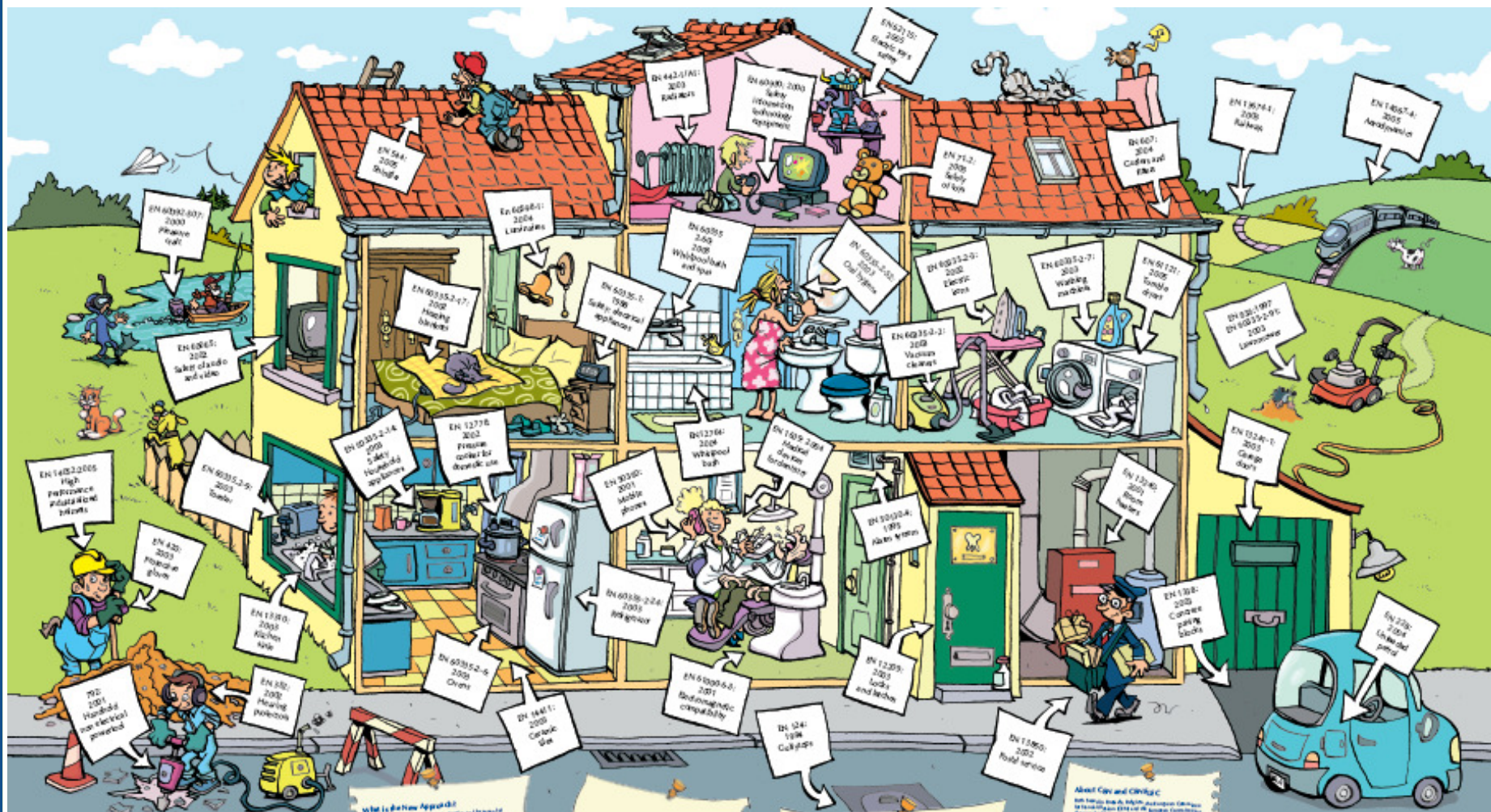
- Extrapolated benefit for the European economy in the order of magnitude of 10 to 100 Bn.€
- Cost of standardization in the order of magnitude of 1 Bn.€ (2000 Roland Berger study)

**Benefit:**  
tens of  
billion €



**Cost:**  
~1 billion €

# Too many Standards?

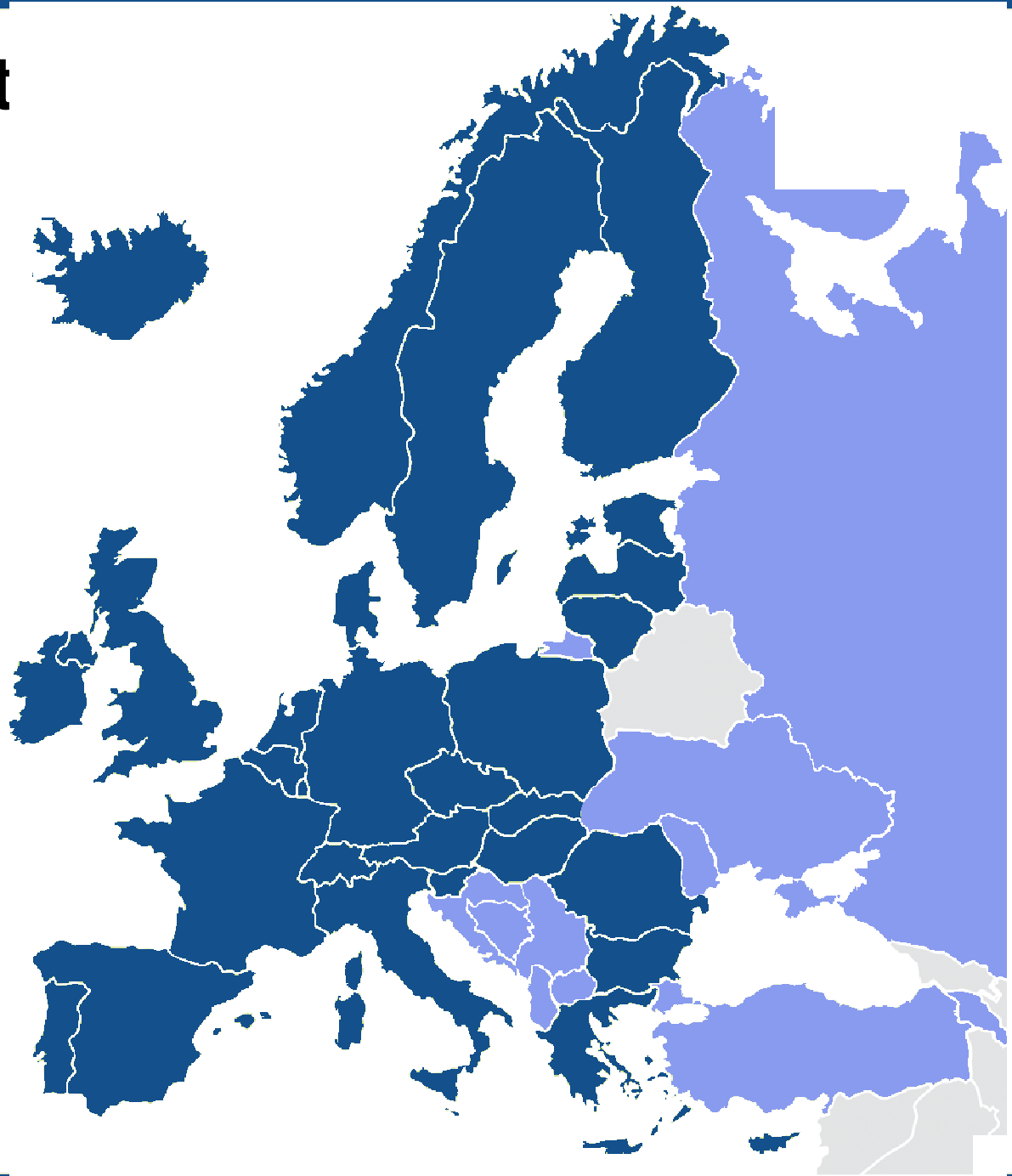


# An unprecedented harmonization effort

One European Standard:

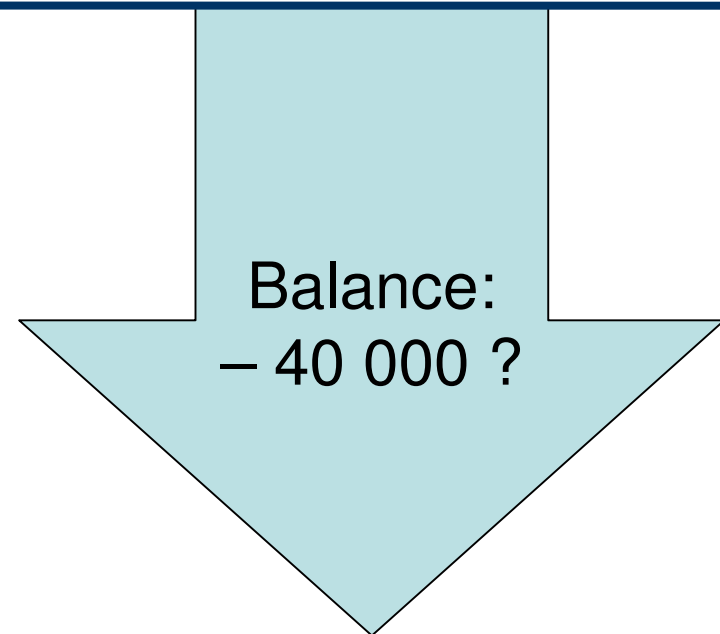
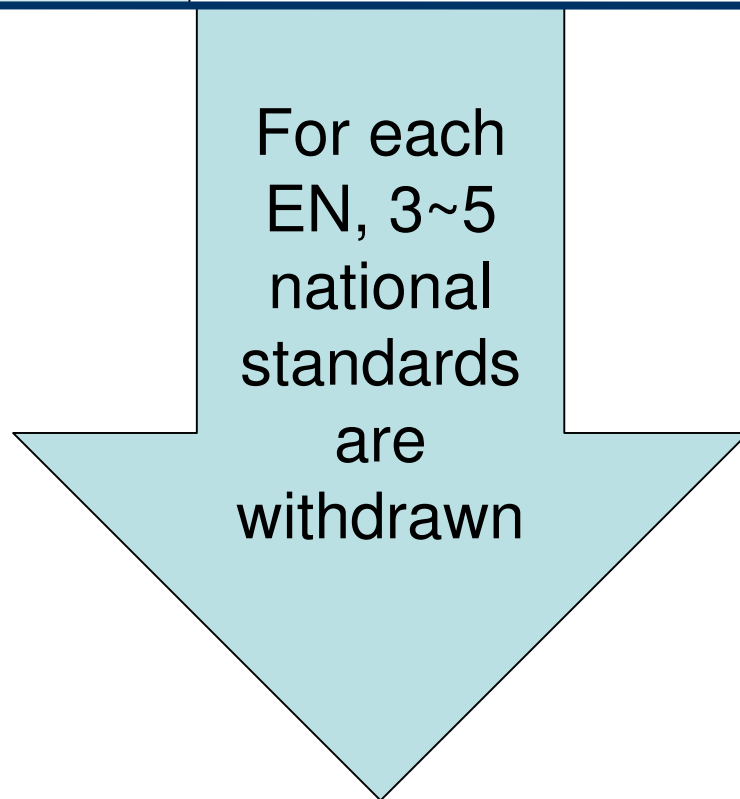
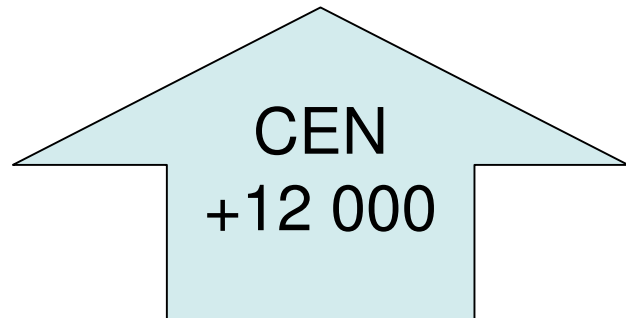
... Replaces 30 National ones in Europe

... Gives access to a market of 490 million



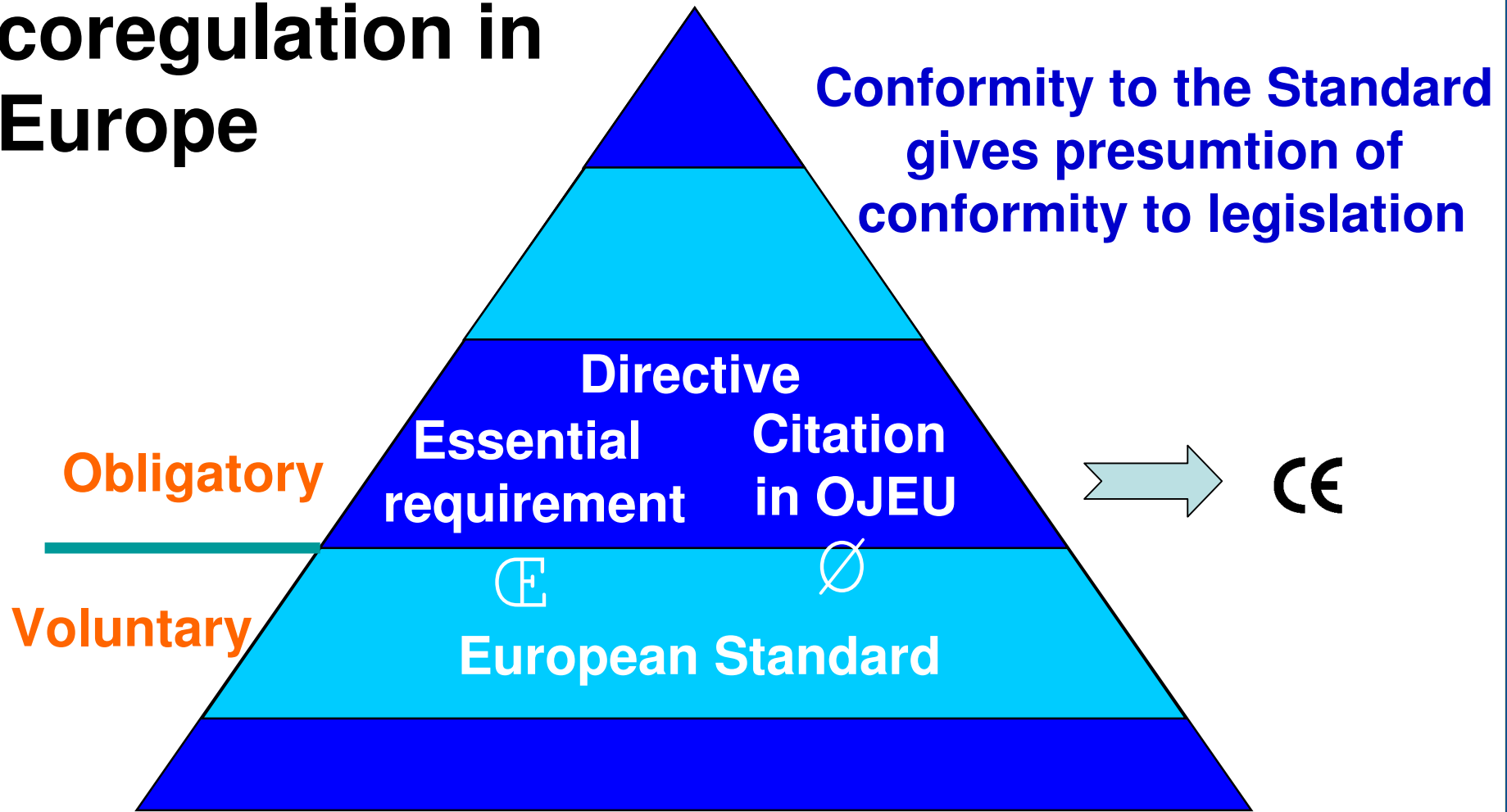


# How many standards in Europe?





# Standards-based coregulation in Europe



# 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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