



Directorate-General for
Enterprise and Industry

European Commission

“Towards an increased contribution from standardisation to innovation in Europe”

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http://ec.europa.eu/enterprise/standards_policy/standardisation_innovation/index.htm

Why standards for innovation

Innovation is at the centre of the Lisbon Strategy for Growth and Jobs

- **Commission Communication “A Broad-based innovation strategy for the EU”**
- **Innovation is key in order to address economic, environmental and societal challenges**
- **Standardisation is one of the 10 identified instruments for enabling innovation**

Why standards for innovation

An assignment from the competitiveness Council and the European Council:

“The Commission should work out ... in consultation with industry, ..., proposals for action to be taken by appropriate bodies, for reforming ... the system:

- **reassess the working methods and the overall resources of the standardisation organisations...**
- **analyse the role of standardisation in research and new fields of technology...**
- **adapt to the needs of fast-moving markets**
- **reinforce the uptake of standards...”**

The Commission has adopted the Communication on the contribution of standards to innovation on 11th March 2008

How standards contribute to innovation

Standards facilitate the dissemination and the uptake of innovation by markets:

- 1. providing a level-playing field which is receptive to innovation: existing standards provide interoperability, trust, comparability**
- 2. accompanying the development of complex systems and new markets**
- 3. use of standards contributes to the diffusion of knowledge**

How standards contribute to innovation

Most of the benefits of standards for innovation relate to purely market-led activities. Some are also relevant for key EU initiatives for innovation:

- **Sustainable Industrial Policy**
- **Lead markets: eHealth, sustainable construction, recycling, protective textiles, bio-based products, renewable energies**
- **Public procurement enhancing innovation**
- **Uptake of ICT in industry and administrations and for social applications (e-Identity, e-Health, RFID). The Commission is proposing an update of elements of standardisation policy in this domain**
- **Other relevant areas such as Space/Galileo, those covered by JTIs and ETPs (eg Fuel Cells and Hydrogen, nanotechnologies)**

The Commission, in consultation with all stakeholders, will issue standardisation requests in support of those initiatives



But standardisation needs to adapt!

In order to play fully its role in support of innovation, standardisation needs to adapt, addressing in particular the challenges presented to the standard-setting process by globalisation and the emergence of new industrial powers, the acceleration of market cycles, and the convergence of technologies

But standardisation needs to adapt!

9 key elements for focusing EU Standardisation Policy on innovation:

- 1) Re-assert the commitment to market-led standardisation and the voluntary use of standards
- 2) Recognise the importance of both formal and informal standards for innovation
 - Informal standards are often developed faster, and are more receptive to innovative ideas
 - Formal standards provide the level-playing field
 - Cooperation between informal and formal standardisation needs to be improved, in particular at European level



But standardisation needs to adapt!

3) Focus on the development of standards for the global market.

- Enhance the commitment of EU's trading partners to international standards, and improve the strategic consideration of standardisation issues in trade and regulatory dialogues
- Strengthen the role of ESOs in international standardisation

Standardisation needs to adapt (2)

4) Facilitate the inclusion of results of public RTD in standards

- Improve the incentives for consideration of standardisation issues in public RTD, and review implementation of existing provisions
- The standards organisations should host platforms which facilitate input from R&D in a simple way

5) Facilitate the access of all, in particular SMEs, to standardisation

- Increase public support to SME representation at national and European level
- Improve SME organisation
- Review standard-setting procedures in order to ease participation of SMEs and users
- Reduce cost of standards, with the ultimate goal of free access to standards in support of EU legislation and policy

Standardisation needs to adapt (3)

- 6) Better address barriers preventing effective use of standards
 - Strengthen supportive Europe Innova networks

- 7) Achieve a balance between the rights of IPR holders and the openness of standards for implementation by everyone

Standardisation needs to adapt (3)

- 8) **Support the reform processes of the ESOs:**
 - **Where appropriate, improve the involvement of industry and users in the governance of formal standardisation**
 - **Review the procedures in order to make them more responsive to market needs, speeding them up, identifying the relevant type of deliverable, and focussing on the European and international levels**
 - **Set up common operational standardisation activities in convergent areas**
 - **Reinforce the European identity of standardisation**

- 9) **Develop a long-term reflexion on the future scope and role of European standardisation**
 - **Set up a high-level expert group on the future of standardisation**



Summary and Follow-up

- Standardisation is not a marginal issue for innovation, it is an essential element for the success of EU innovation strategy, in particular regarding the possibilities of an increased impact in international standardisation**
- The Commission encourages European industry and other stakeholders to mobilise in order to achieve results in standardisation in key areas for innovation**



Summary and Follow-up

The Commission expects the European standardisation bodies, industry and all stakeholders of standardisation to consider attentively the objectives and the measures outlined in this Communication. The Commission will discuss with Member States, industry, standards bodies, and other relevant stakeholders how best to implement them. On the basis of these discussions the rolling Action Plan for European Standardisation will be updated.



Standardisation Policy

http://ec.europa.eu/enterprise/standards_policy/index_en.htm

Harmonised standards

http://ec.europa.eu/comm/enterprise/newapproach/standardization/harmstds/index_en.html

New Approach www.newapproach.eu



www.cen.eu



www.cenelec.eu



www.etsi.eu