

# A Qualitative Impact Assessment of Possible EU Policies Towards ICT Standardisation Consortia

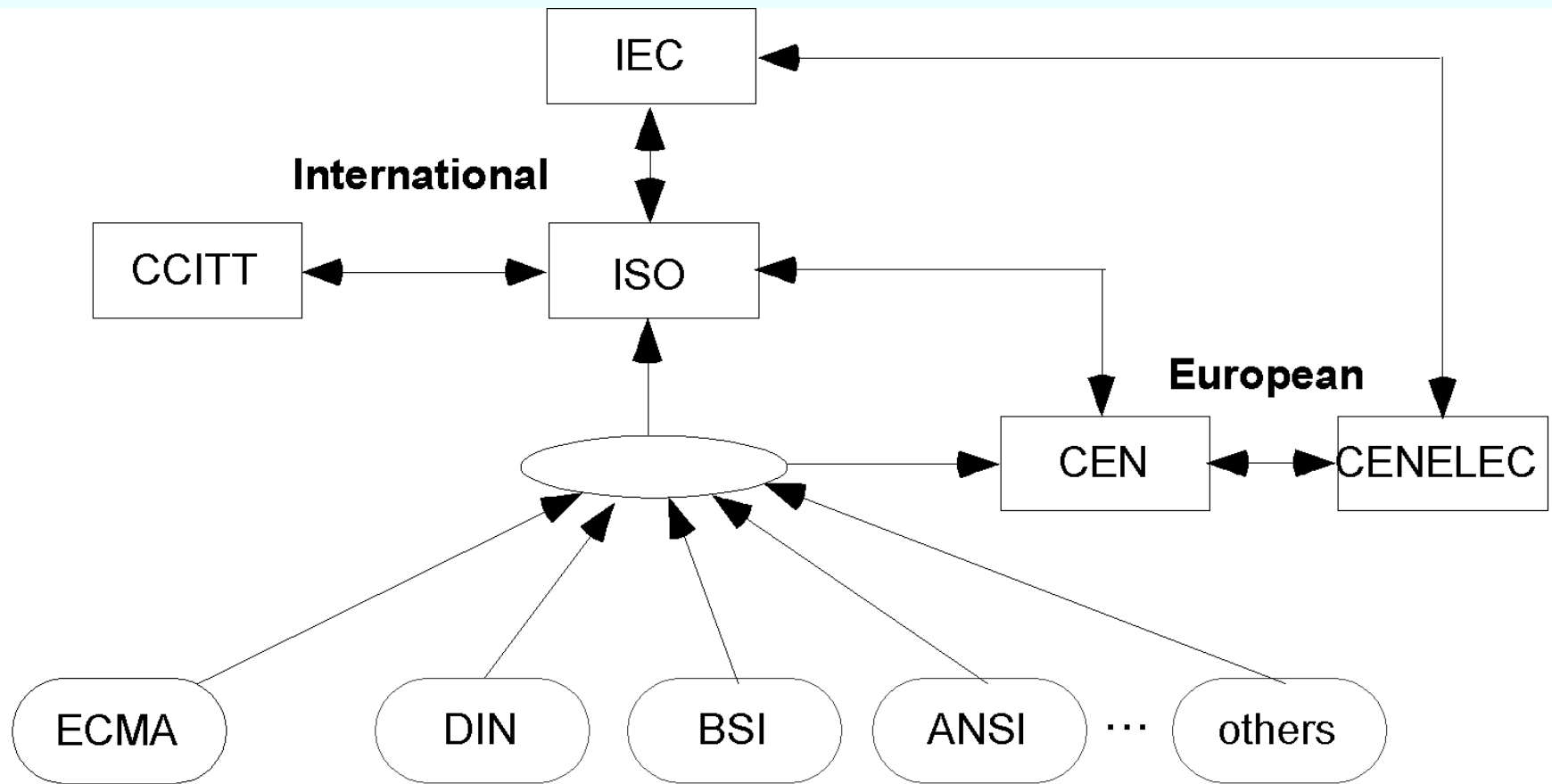
Kai Jakobs

Knut Blind



# The World of ICT Standardisation, 1970s

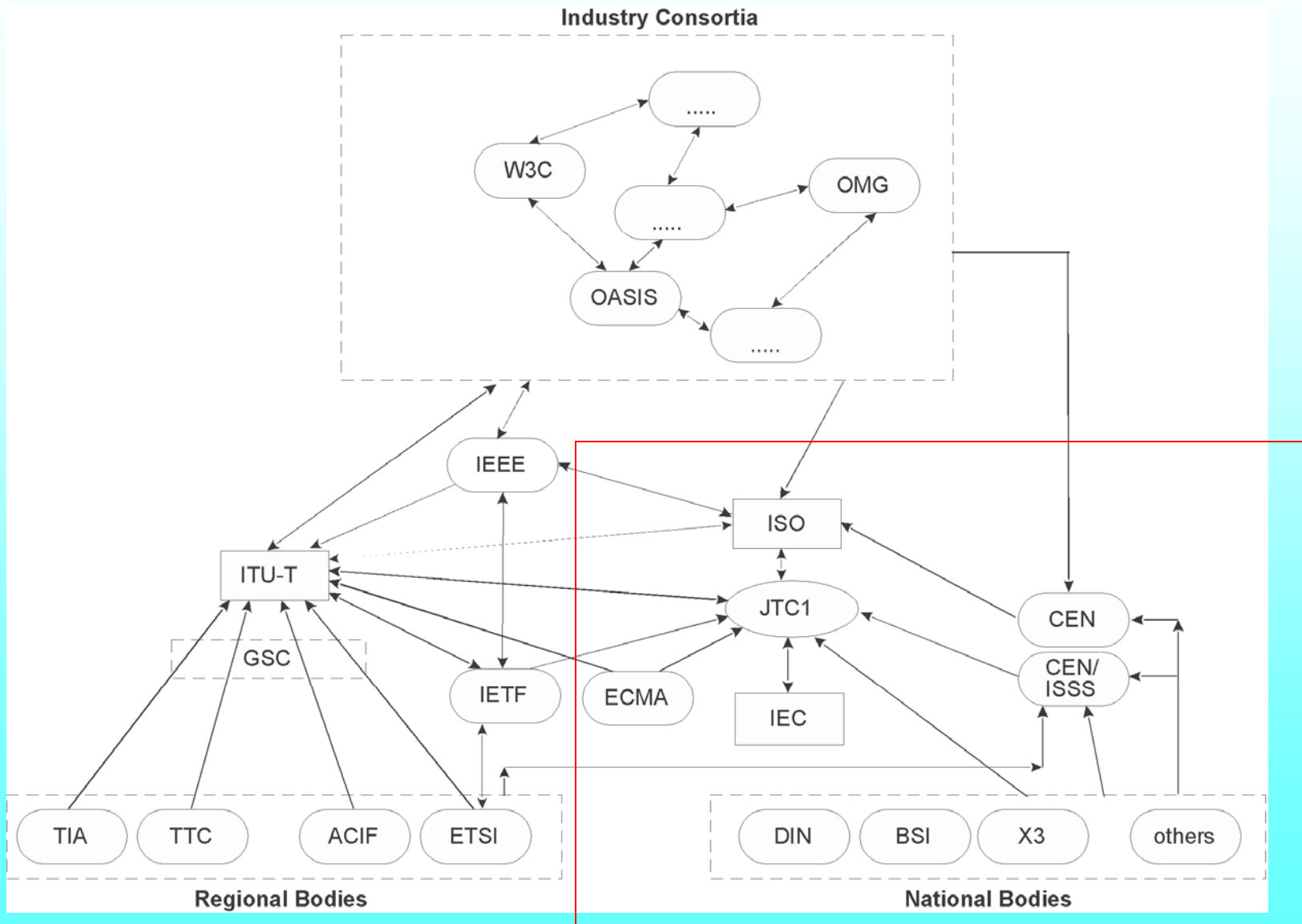
before the ICT sector really got off the ground



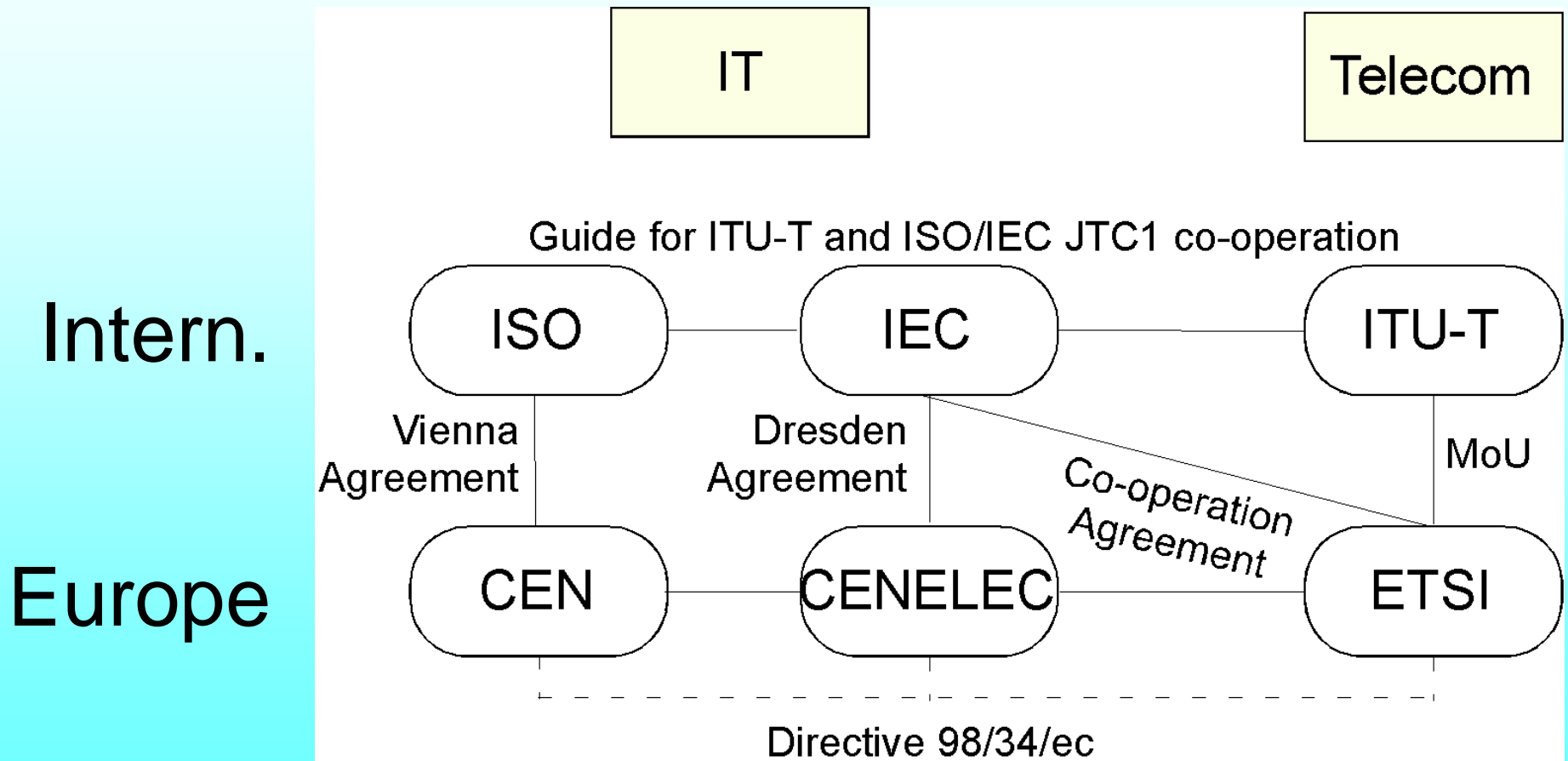
**Pre-standardisation**

**National**

# The Web of SSBs Today (Excerpt)

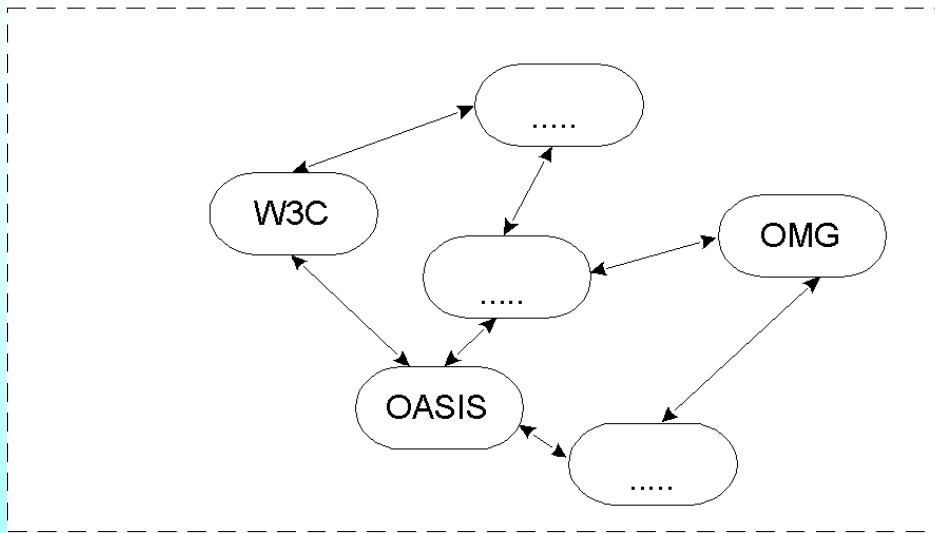


# Standardisation in Europe

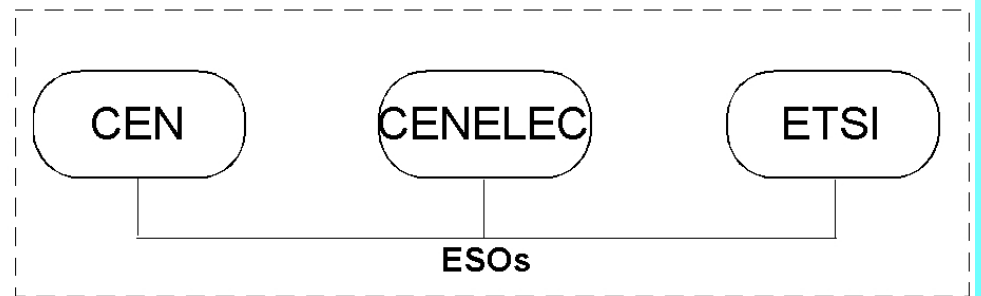


# Co-ordination with Consortia

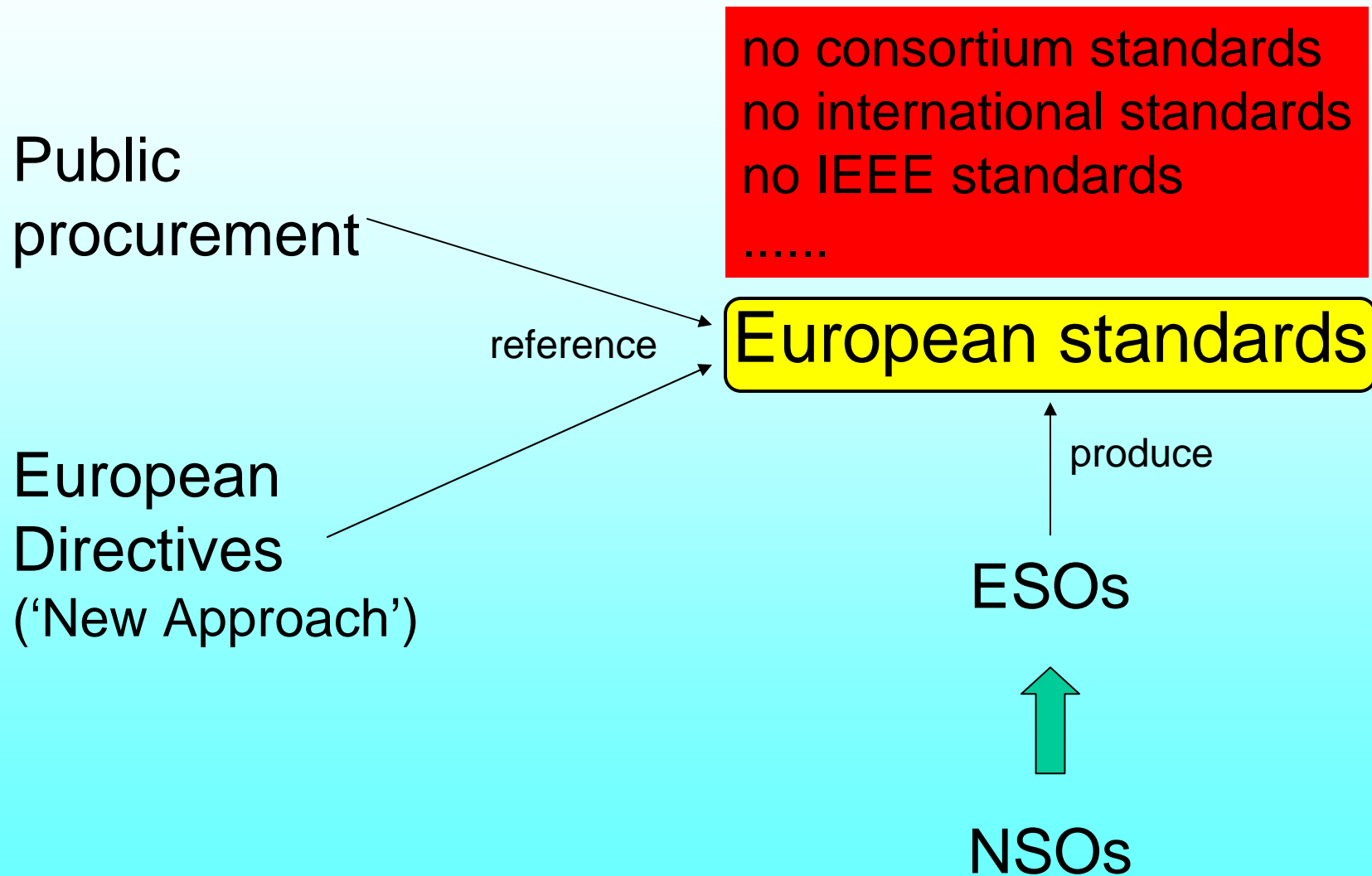
## Industry Consortia



Hardly any co-ordination  
Limited co-operation



# Legal Role of Standards



# Identified Problems & Issues I

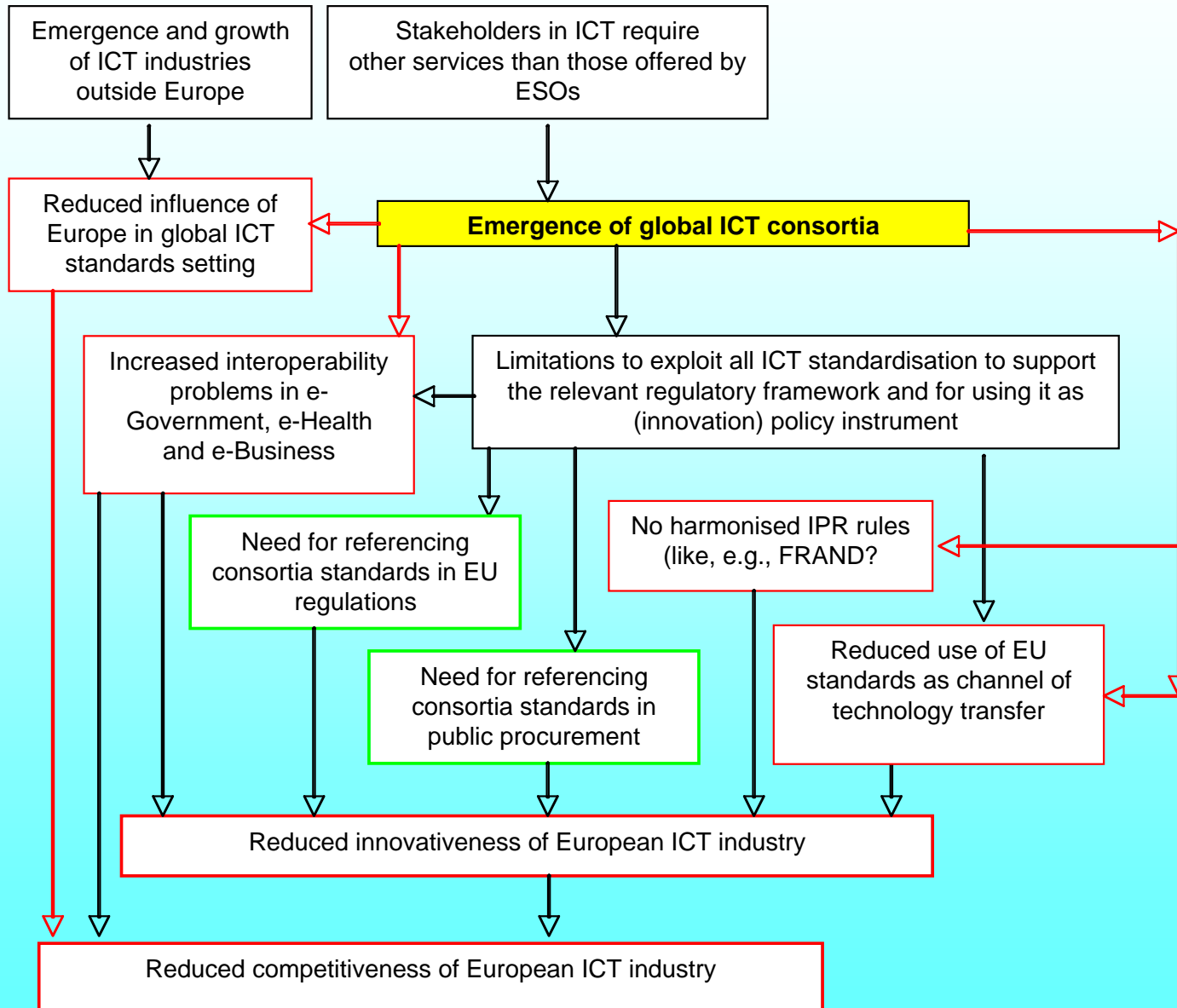
- Internal legal issues
  - EU legislation can only reference standards produced by the ESOs.
- Lack of adequate European standards
  - many state-of-the-art standards have been developed by the ‘wrong’ (i.e., non-European) standards setting bodies.
- Lack of integration of standards consortia
  - *“It is considered doubtful whether ... the fundamental principles for accountability ... are followed in a robust fashion [by industrial fora and consortia]”* .

# Identified Problems & Issues II

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- Lagging European efforts
  - in the ICT standardisation area, much European work is lagging a long way behind market realities.
- Lack of adequate links to the R&D community
  - largely limited to indirect support of pre-standardisation.
- Increasing influence of Asian countries
  - especially China has recognised the potential of actively pursuing ICT standardisation.

# Links Between Issues



# Potential Lines of Action I\*

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1. No action at all at EU level.
2. Modest changes to European ICT standardisation policy, e.g. ,
  - create a permanent stakeholders' platform,
  - encourage deeper integration of the work of consortia/ fora into the European standardisation system through agreements with the ESOs.

\*As identified by the EU.

# Brief Analysis I

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1. No action at all at EU level
  - not an option,
  - ESOs have been marginalised by consortia in many sectors (LANs, WWW, Internet),
  - changes to the current policy are inevitable.
  
2. Modest changes to European ICT standardisation policy
  - not really an option,
  - ‘Stakeholders’ platform’ = ICT Standards Board (ICTSB),
  - questionable if and how integration of consortia could be done mutually beneficial,
  - consortia will hardly sacrifice independence.

# Potential Lines of Action II\*

3. Significant changes to European ICT standardisation policy, e.g.
  - create the possibility to reference non-ESO standards,
  - define SSB attributes based on WTO criteria,
  - use specific standards developed by particular consortia/ fora ('case by case basis'),
  - clarify the provisions applicable to the use of ICT standards in public procurement.
4. Comprehensive changes to European ICT standardisation policy, e.g.
  - recognition / accreditation of fora and consortia as standardisation organisations under Directive 98/34,
  - regulate the treatment of IPR related to ICT standards.

\*As identified by the EU.

# Brief Analysis IIa

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4. Comprehensive changes to European ICT standardisation policy.
  - not a viable option,
  - would bring about a whole host of legal problems,
  - unclear if, and how, consortium deliverables would be transposed to national standards,
  - conflict-free European standards system system would be at risk,
  - unlikely that consortia would accept external IPR regulations.

# Brief Analysis IIb

## 3. Significant changes to European ICT standardisation policy.

- viable option,
- identify criteria for consortia whose standards shall be referenced (following WTO guidelines; additional criteria should be identified; e.g., openness to stakeholders, membership policies, IPR rules, etc),
- consortia would keep their autonomy.

# Additional Potential Lines of Action I\*

- A. Increase the participation of EU stakeholders, especially EU companies in global consortia
  - Provide technical and management support for interested companies.
  - Provide financial support to (some disadvantaged) stakeholders (e.g., primarily for SMEs, NGOs, consumers).
  - Support participation of governmental organisations from both the EU and the Member States.

\*As identified by the authors.

# Additional Potential Lines of Action II\*

- B. Increase attractiveness of participation in ESO activities for all stakeholders, especially those from outside Europe
- Allow direct participation in all ESOs (not only ETSI), not via NSBs.
  - Provide incentives for stakeholders to participate, especially for those who are typically disadvantaged (SMEs, consumers, NGOs, etc.).
  - Increase attractiveness and ‘credibility’ of the New Deliverables published by ESOs.
  - Make IPR rules of ESOs more flexible.

\*As identified by the authors.

# Assessment Criteria

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- **Effectiveness.** The extent to which options can be expected to achieve the objectives.
- **Efficiency.** The extent to which objectives can be achieved for a given level of re-sources/at least cost (cost-effectiveness).
- **Consistency.** The extent to which options are likely to limit trade-offs across the economic, social, and environmental domain (consistency with other policies).
- **Compatibility.** The extend to which the options are in line with the legal framework.

# Lines of Action in Summary

|                 | <b>Effectiveness</b> | <b>Efficiency</b> | <b>Consistency</b> | <b>Compatibility</b> |
|-----------------|----------------------|-------------------|--------------------|----------------------|
| <b>Option 1</b> | Low                  | Low               | High               | High                 |
| <b>Option 2</b> | Medium               | Medium            | High               | High                 |
| <b>Option 3</b> | High (short term)    | High-medium       | Medium             | Medium               |
| <b>Option 4</b> | High (short term)    | High-medium       | Medium             | Medium-Low           |
| <b>Option 5</b> | High (long term)     | High-medium       | High               | High                 |
| <b>Option 6</b> | High (long term)     | High-medium       | Medium             | High                 |

# Conclusion

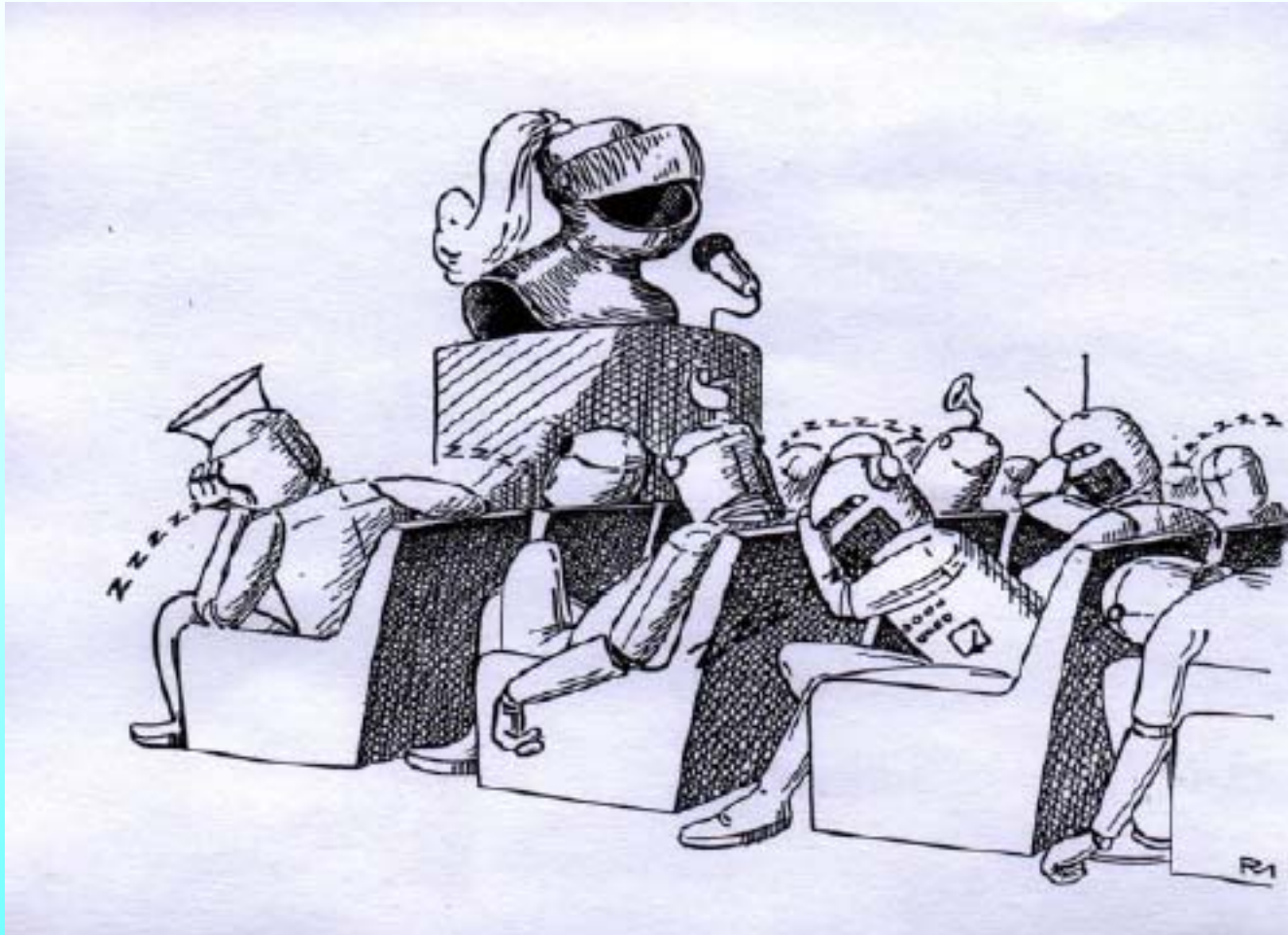
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- Europe needs to make full use of all relevant ICT standards available.
- To be able to do so, non-ESO standards must be referencable in Directives and public procurement.
- A set of criteria needs to be specified that all SSBs have to meet to make their standards referencable.

Potential economic benefits might well lead to pressure from SSBs' members to comply.

# Thank You Very Much for Your Attention

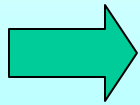
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## Questions, Please .....

# The ICT Sector is Characterised by

- an extremely high pace of technical development,
- a recognised importance of standards,
- (a perception of) slow 'formal' standards setting.

 Mismatch speed of standardisation - speed of development.

 Emergence of new standards setting bodies (SSBs), e.g. consortia.