

European standards: Benefits for SMEs

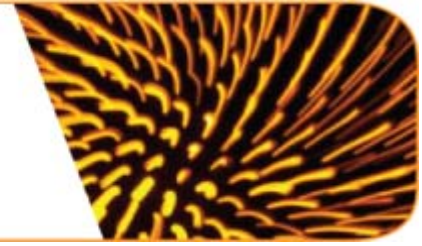
Greece Event – Athens, 13 March 2013

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Who are and ?



European Committee for Standardization

European Committee for Electrotechnical Standardization

- 33 Members,
National Standards Bodies
National Committees of
- 27 EU Members
 - 3 EFTA countries
 - 3 EU applicants



Sectors



European Standardization actors



→ Electricity – Electrotechnical

CENELEC

European Committee
for Electrotechnical
Standardization

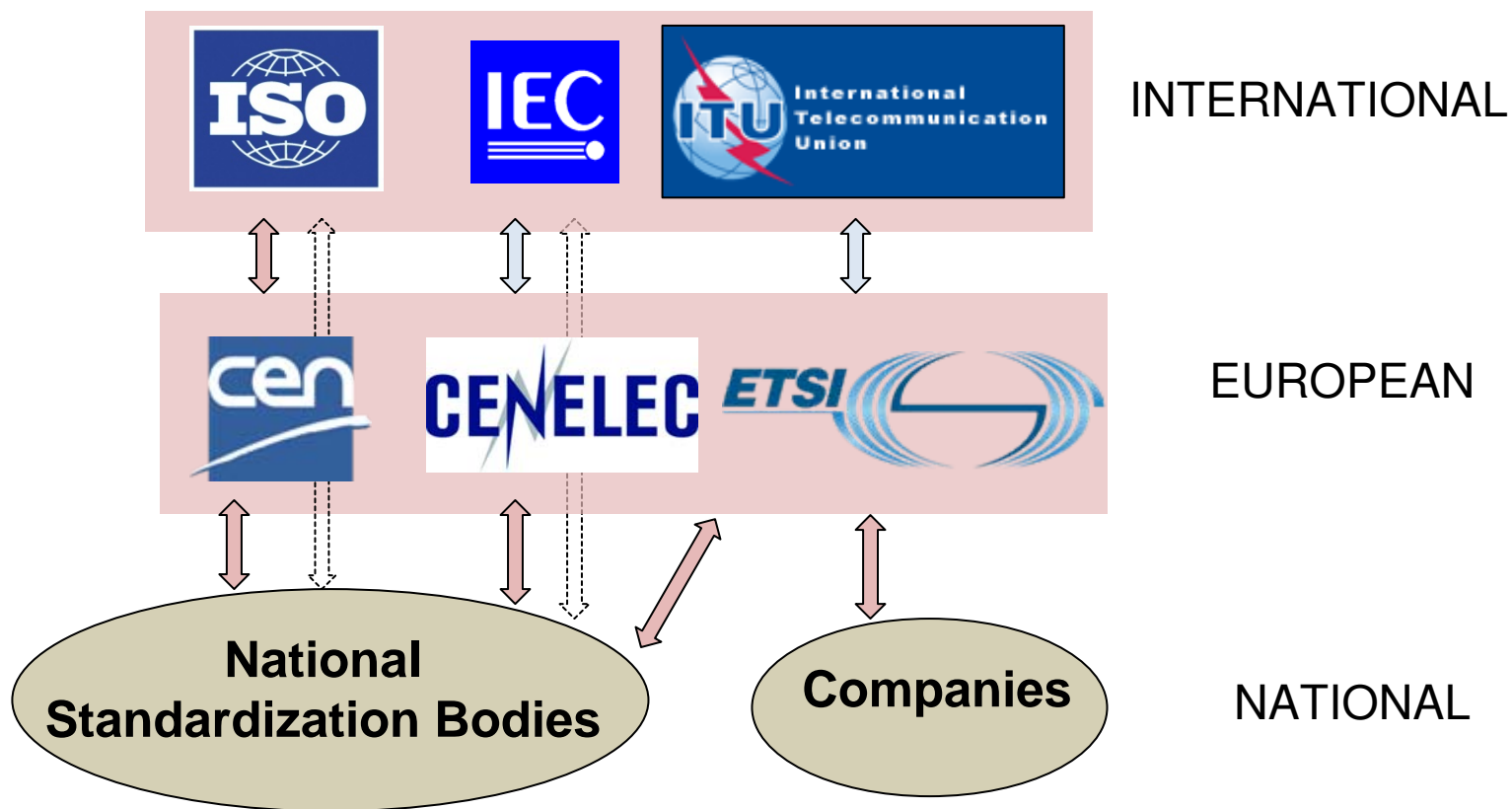
→ Electronic Communications



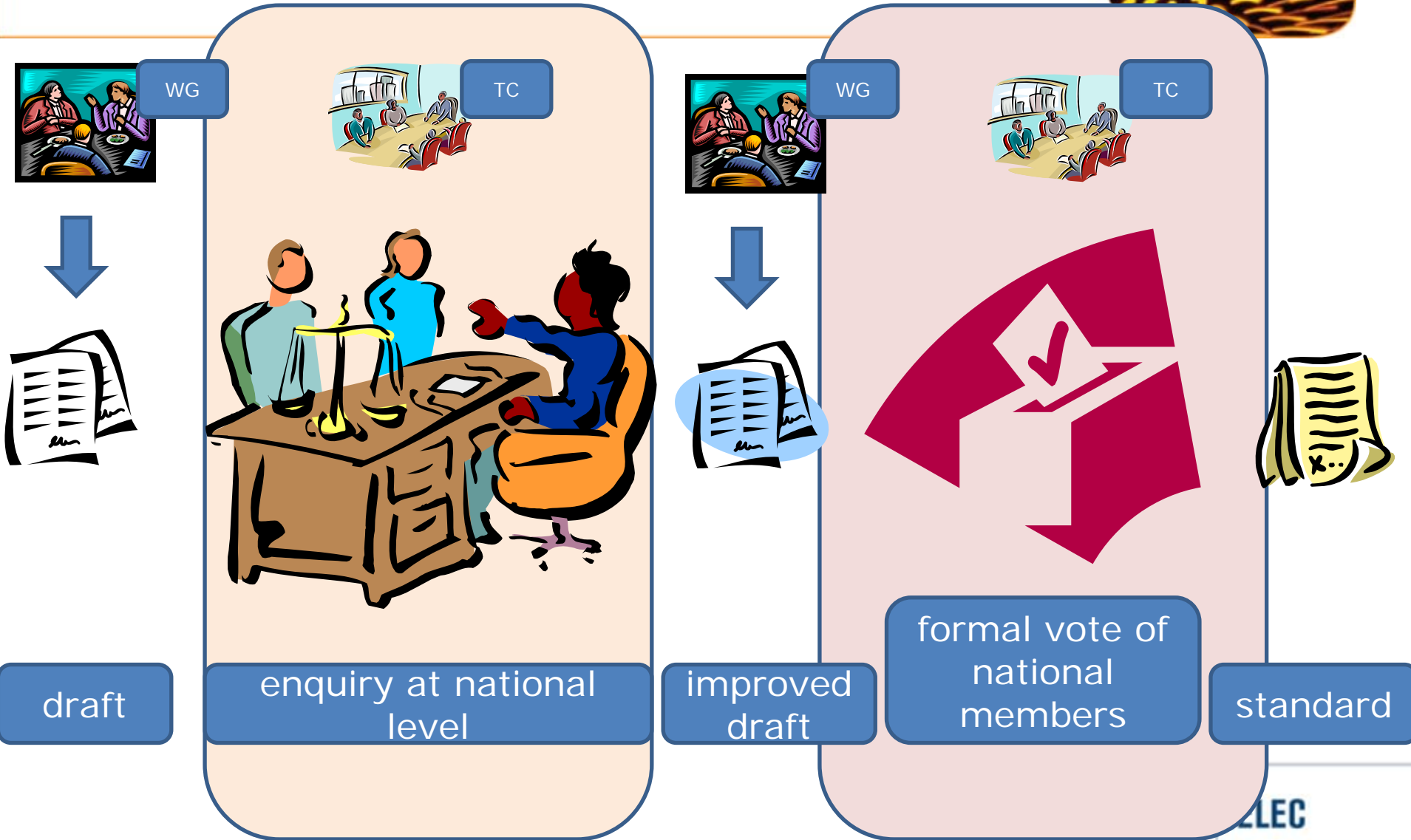
European
Telecommunications
Standards Institute

- Chemistry
 - Material
 - Food
 - Energy
 - Services
 - Transport
 - Metrology
 - Healthcare
 - Construction
 - Environment
 - Security & defense
 - Information society
 - Mechanical engineering
 - Heating, cooling, ventilation
- European Committee
for Standardization

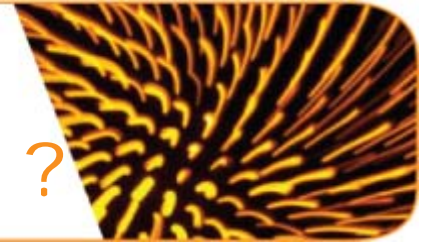
International, European & National Standardization



How is a standard developed?



What are the benefits of using standards ?



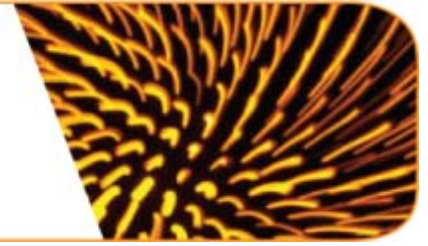
Good use of standards reduces cost of operation

- Less product waste
- process variation
- Reduced risk in exports
- Legal protection
- Increased efficiency

SMEs, which use standards

- Gain closer contact with large-scale enterprises
- Export more
- Can more easily be convinced to use quality management systems
- Are ready for the next phase (environment, development of the e-Business...)

SMEs: We care!



➤ SME access study → 58 recommendations

➤ SME Working Group

- National champions
- dedicated SME national contact point
- ***online SME Toolbox of Solutions:***

<http://www.cencenelec.eu/SME/Pages/default.aspx>

SMEST II

<http://www.smest.eu>

The screenshot displays the SME Standardisation Toolkit (SMEST 2) website. The browser window shows the URL <http://www.cencenelec.eu/sme/SMEST/Pages/default.aspx>. The website header includes the CEN-CENELEC logo and the tagline "European Standardization Your Key to Success". The navigation menu contains: ABOUT US, EUROPEAN STANDARDISATION, RESEARCH & INNOVATION, IPR & PATENTS, INTERNATIONAL COOPERATION, SME, NEWS. A search bar is located in the top right corner.

The left sidebar contains the following menu items:

- SME and standardisation
- SME Standardisation Toolkit**
- Raise Awareness
- Provide Information
- Promote Participation
- Existing Models to Use
- Model Submission
- Project background

The main content area is titled "Existing models to use" and includes the following text:

Home > SME > SME Standardisation Toolkit > Existing Models to Use

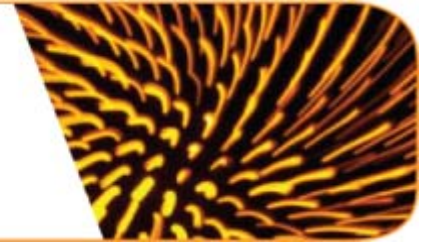
Here you find a complete list of all best practice examples in this Toolkit. You can sort and filter them according to the corresponding categories below.

Category: [v] Country: [v] Measure: [v] Language: [v] SORT BY: category / country RSS

The list of examples includes:

- PROMOTE PARTICIPATION - UNITED KINGDOM - published on 2012-05-11
Including SMEs in Standardisation
- RAISE AWARENESS - AUSTRIA - published on 2012-04-26
Austrian Standards Media Service
- RAISE AWARENESS - AUSTRIA - published on 2012-04-26
Focusing on SMEs - Special offers for SME
- RAISE AWARENESS - GERMANY - published on 2012-04-26
Press releases (DIN)
- RAISE AWARENESS - GERMANY - published on 2012-04-26
Several videos about DIN

The footer contains the copyright information: Copyright © 2011 CEN CENELEC. All rights reserved. / 2012-05-23 / Terms of use / Accessibility / Privacy / Copyright. Social media icons for Facebook, Twitter, and LinkedIn are also present.

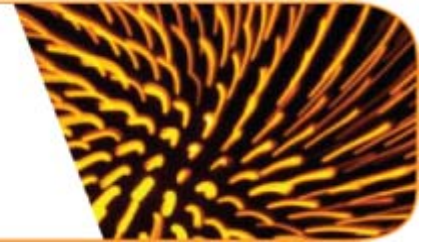


CEN-CENELEC Guide 17

- Aimed at standards writers
- Guidance for writing standards taking into account micro, small and medium-sized enterprises (SMEs needs)
- Available in 25 languages:

ftp://ftp.cencenelec.eu/EN/SMEs/Guide/Guides17_ListPerCountry.pdf

Other supporting tools



- SME Helpdesks: sme@cenelec.eu + 42 national SME helpdesks
- Dedicated SME webpages (incl. FAQ)
- SME monthly newsletter
- Testimonials from SMEs at national level
- Best practices
- Social networking: LinkedIn 'SMEs and Standards'

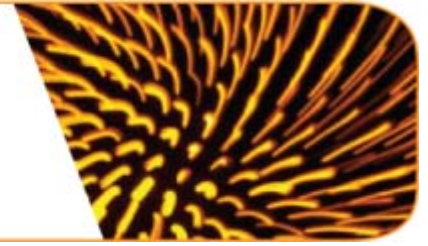
Future activities



- **eLearning tool about standardization**
 - Modular approach
- **eCommenting project**
 - public commenting on draft standards
- **SME Conference - 28th May 2013, Brussels**
 - business value of standardization for SMEs
 - Showcase the many SME focussed initiatives put in place
 - Give visibility to the new projects
 - Audience: trade associations, EEN, members, SMEs, etc.

http://ec.europa.eu/small-business/index_en.htm

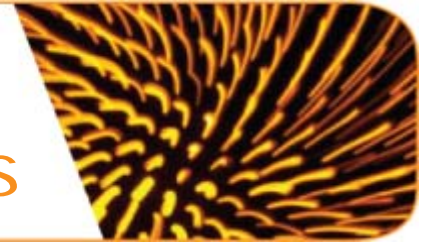
How can SMEs get involved ?



**Associations play an important role
to get SMEs involved
in standardisation**

What associations should do ?

10 recommendations



- Establish **good contacts** and communication with your Standard Institutes
- Create **forums for regular dialogue** with your Standards Institute
- Ensure that the **needs and wishes of your SMEs are taken into account** in standardisation
- Provide **advice** and expertise and coordinate the collection and sharing of **information** → *appoint a technical adviser in your association!*
- Help making **standards available in the language** of your country
- Organise **trainings**
- Produce **practical guides** about how to use or implement standards
- Develop **online tools** that make information about standards accessible
- Help with the creation of **bundles of standards** appropriate for different professions

CESIP

2 types of information



Bird-view information

"product-group" information

Expert Manuals

Project experts have prepared manuals detailing requirements to enter the Chinese market. [General Information on entering the Chinese Market \(PDF Format\)](#)

Project experts have prepared sector-specific guides to market entry in each of the following sectors:

- [Electrical Equipment Sector Guide \(PDF Format\)](#)
- [Medical devices Sector Guide \(PDF Format\)](#)
- [Machinery Sector Guide \(PDF Format\)](#)
- [Environmental protection Sector Guide \(PDF Format\)](#)

product -type specific information :
hand hold tools

CESIP: standards search



| Chinese Standards | European Standards |
|---|---|
| Expert manuals | Expert manuals |
| Browse By Sector | Browse By Sector |
| Browse by Technical Committee | Browse by Technical Committee |

Search for Chinese Standards

text

ICS codes

A screenshot of a search interface for Chinese Standards. The form includes several sections: "Free Text Search" with input fields for Chinese Standard Number, CCS, English Title, and Chinese Title; "ICS Codes" with a dropdown menu and a search prompt; "Technical Committee Name" with a dropdown menu and a search prompt; "Publication Year" with a dropdown menu; "Related International Standard" with a dropdown menu; "Voluntary/Compulsory" with checkboxes for Voluntary, Compulsory, and Instructional Technical File; "National/Industry" with checkboxes for National and Industry; "Status" with checkboxes for Published and Under development; "Equivalence with International Standards (ISO/IEC/ITU)" with checkboxes for IDT, EQV, MOD, NEQ, and Not related to an International standard; "Sector" with checkboxes for Electrical Equipment, Medical devices, Machinery, and Environmental protection; and a "Search" button with the note "Search results open in a new window".

Conclusion:

CESIP: « feed back » function !

CESIP – user feedback to CESIP team
-What doesn't work?
-what needs improving?



Europe-China Standardization Information Platform

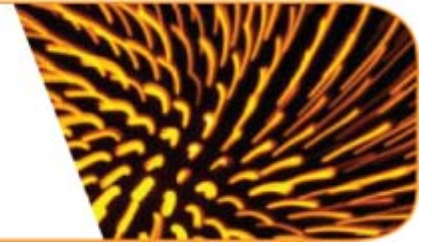
The Europe-China Standardization Information Platform has information on standards in sectors:

- Electrical Equipment
- Medical devices
- Machinery
- Environmental protection

Please provide [feedback](#) so that we can improve this service

| Chinese Standards | European Standards |
|---|---|
| Expert manuals | Expert manuals |
| Browse By Sector | Browse By Sector |
| Browse by Technical Committee | Browse by Technical Committee |
| Search for Standards | Search for Standards |

The list reflects the status of European standards of 27 June 2012



Thank you for your attention Questions ?

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