



Strategic objectives for the European standardization system to 2020¹

European standardization will be integral to global competitiveness, growth, consumer confidence and innovation through the achievement of the following strategic objectives.

By 2020, the system:

- delivers cost-effective, timely, efficient, flexible, market-relevant standards, standards solutions and related services;
- creates standards that are used globally through our relationship with international and regional standardization bodies;
- uses standardization to consolidate and strengthen the European Single Market;
- removes technical barriers to trade and supports economic growth and well-being;
- anticipates future market, social and environmental trends, and identifies emerging opportunities and innovative or convergent technologies that would benefit from early, coherent standardization;
- reflects the breadth of interests in standardization and the diversity of its stakeholders and engages with them in an inclusive and collaborative way to develop standards solutions that meet their particular needs;
- values and invests in awareness-building and education and European technical expertise to maintain and improve the high-quality of standards.

Add signatures (ESOs, EC, Partners, etc.)

¹ ESS Definition according to EXPRESS (EXP 138 - JPG ESS N011 rev4):

The EUROPEAN STANDARDIZATION SYSTEM (ESS) comprises the three recognised European Standards Organisations (ESOs) - CEN, CENELEC and ETSI - their members and other involved stakeholders.

The objective of the ESS is the implementation of standardization throughout Europe to facilitate the exchange of goods, information and services through the elimination of barriers caused by provisions of a technical nature, and thereby to ensure a large unified European market promoting competitiveness and fostering innovation. At the international level, the ESS shall facilitate world trade and position Europe in the global market by taking an active part in world-wide standardization.

CEN and CENELEC's ambitions for 2020

Global influence

CEN and CENELEC

will foster the active engagement of European experts in international standardization, and will promote greater coherence between the international and European standards portfolios through a strengthened relationship with ISO and IEC.

will be the preferred standardization partners of business and industry to get first-mover advantage in global markets, thereby enhancing Europe's leadership and competitiveness internationally.

will establish strategic partnerships at international level with major foreign counterparts, to promote global market access. Through these partnerships, CEN and CENELEC will endeavour to strengthen ISO and IEC's role as the leading international standardization platforms.

European standardization will be a key component of trade discussions with countries outside of Europe, with a view to fostering a coherent set of standards and regulations in countries that are major European trade partners. This collaborative approach will be considered as a model to be replicated in other parts of the world.

Regional relevance

European standardization will be an important factor in increasing the global competitiveness of European industry. European standards will support the strengthening and diversification of Europe's industrial base.

The process of standardization will effectively engage the various aspects of European stakeholders' requirements, and CEN and CENELEC will develop standards in areas that are not standardised at international level.

European standardization will be a vital component of market harmonisation for services, as it is for goods, by removing trade barriers and cutting compliance costs. European and International standards will be used as the reference for conformity assessment and legitimate access to markets.

To encourage the adoption of European standards, CEN and CENELEC will promote accession to full membership of standards organizations in European countries that are not currently members.

Wider recognition

By standards users

CEN and CENELEC will adapt their system with improved user interfaces to provide a proactive mechanism for the identification of new market trends, and the development of standards solutions that reflect the evolving needs of all users,. This will in turn foster greater use of standardization deliverables by European market operators, who will value European standardization as a catalyst for competitiveness and for market access.

By standards makers

By strengthening their stakeholder engagement and their ability to offer a system approach for standardization and to promote technological integration, CEN and CENELEC will increase business recognition of European standardization as the platform of choice for standards development in Europe. The deeper awareness of standardization in education will encourage investment and involvement by the private sector and its use of standardization as a strategic tool to support business growth. CEN and CENELEC will foster the active engagement of standards users in the standards development process and will try to bridge the gap between users and makers.

By regulators

The role of European standardization in support of public policies and regulation will be further enhanced by a robust public-private partnership that will recognise the voluntary nature of standards.

European standards will continue to combine innovative developments with public interest and will be a key reference for market surveillance in Europe, through the active involvement of regulatory bodies and market surveillance authorities in the standardization process.

By society

The continued efforts of CEN and CENELEC to raise the visibility of European standards and to foster the appropriate involvement of societal stakeholders in standardization will generate greater consumer awareness and confidence in the benefits of standards for public safety, well-being and environmental protection.

European standards will be increasingly recognised and trusted in a socially networked world.

Network of Excellence

CEN and CENELEC will deliver a level of performance and quality that matches best practice. Their processes, structures and deliverables will be continuously adapted to meet evolving societal and environmental needs and technological opportunities. The development process will facilitate the integration of innovation into standardization, by reducing time to market, ensuring cross-fertilisation between increasingly convergent sectors and facilitating the acceptance of new technologies.

CEN and CENELEC will provide added-value services through advice and guidance on standards, their application and related issues. The products and services will be designed and developed in a way that makes them easy to understand, responsive to end-user needs, and within the timeframe required by the market.

The knowledge and expertise produced by the European standardization system will be widely disseminated for the benefit of the network².

The European standardization identity will be strengthened, inside and outside Europe.

Innovation and Growth

European standards will be powerful instruments to make innovation successful and accepted by the market. European standardizers will be natural partners of the research and development community and the earlier inclusion of research results in standardization activities will become routine.

Innovative solutions developed by informal platforms will be channelled through CEN and CENELEC to facilitate market uptake, and to provide interoperability and compatibility with new and existing products, services, systems and processes.

CEN and CENELEC will actively engage in the development of standards that support sustainable growth and long-term social wellbeing.

European standardization will be well engaged with the service sector in support of the growing demand for cross-border services and will set a benchmark for service quality in Europe and beyond.

CEN and CENELEC will ensure that SMEs get the full value out of standardization by facilitating their active engagement in standardization, and designing SME-friendly products and services.

² 'network' is understood to be CEN and CENELEC and their stakeholders.

Sustainable system

CEN and CENELEC will ensure the financial sustainability of European standardization through business models that evolve with a fast-changing, constantly online and interconnected society. The costs of developing standards will be borne by the standards' makers and users, in order to remain independent and market relevant.

CEN and CENELEC will increase the understanding of standardization through public awareness and education, to encourage the renewal of the expert base and the long-term sustainability of the standardization system.

Meeting the ambitions

The ambitions as elaborated above describe CEN and CENELEC's direction of travel to achieve the overall strategic objectives set for the European Standardization System by 2020. In order to facilitate the fulfilment of these objectives and to understand what lies behind these ambitions, CEN and CENELEC will develop their implementation plans.

The CEN and CENELEC implementation plans will provide strategic actions and metrics that will support the overall objectives, in line with the expected results that are defined in this document. The implementation plans will complement this strategic paper and will evolve according to progress and change. The implementation plans will be approved by CEN and CENELEC in 2013 and will come into force in 2014.

About the European Standards Organisations

The objective of European standardization is to agree on a coherent set of common specifications through effective and efficient procedures that respond to the needs of business and meet consumer expectations. European standardization is a voluntary activity based on consensus and carried out by and for all interested parties. European standards are developed through the platforms provided by the European Standards Organisations (ESOs), the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC) and the European Telecommunications Standards Institute (ETSI). The ESOs are the officially recognised Standards Bodies under European legislation (Regulation 1025/2012) that are entrusted with the development of European standards that support European regulations and policies.

About CEN and CENELEC

CEN (European Committee for Standardization) and CENELEC (European Committee for Electrotechnical Standardization) are officially recognised organisations responsible for developing and defining standards at European level. These standards set out specifications and procedures in relation to a wide range of products and services. The members of CEN and CENELEC are the National Standards Bodies and National Electrotechnical Committees of 33³ European countries including all of the EU member states plus 3 EFTA countries (Iceland, Norway and Switzerland) and 3 EU candidate countries (Croatia, Turkey and the former Yugoslav Republic of Macedonia).

European standards (ENs) are developed according to the principle of national delegations, whereby the members are responsible for developing European consensus. European Standards approved by CEN and CENELEC are accepted and recognised in all of these countries and any national conflicting standards are automatically withdrawn.

CEN and CENELEC also work to promote the international harmonisation of standards in the framework of technical cooperation agreements with ISO (International Organization for Standardization) and IEC (International Electrotechnical Commission). For more information please see www.cencenelec.eu.

³ situation in 2013