Standards supporting the European Single Market Strategy

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The Single Market Strategy

“The European Commission’s plan to unlock the full potential of the Single Market”
(Europa website)

• Set out in the Commission Communication, October 2015
• A series of initiatives targeting specific issues in the Single Market, including:
  • Intellectual property,
  • Public procurement,
  • Enforcement,
  • Helping SMEs grow.
Single Market Strategy: the role of voluntary standards

- Proposes the Joint Initiative on Standardization (JIS),
  - between "the Commission, the industry concerned, the European standardisation organisations and the standardisation community in general"
- Modernizing the public-private partnership,
- Proposes to issue guidance on service standards.

The Joint Initiative on Standardization – a CEN CENELEC perspective

- The JIS was created by the whole standardization community in Europe, working together on a voluntary basis,
- A signing ceremony was held on 13 June 2016 in Amsterdam, attended by senior political figures and with many other parties signing subsequently.
- The JIS comprises:
  - A shared vision, reflecting key values,
  - A recognition of each other’s importance in the system,
  - A series of proposed actions.
Joint Initiative shared vision and values

- It is agreed amongst the JIS participants that European standards:
  - Contribute to growth, jobs and societal welfare,
  - Are developed by industry and other stakeholders,
  - Support market needs and, where appropriate, public policy.

- The JIS signatories support:
  - The single market and the single standard model,
  - The New Approach concept of voluntary standards,
  - The voluntary, market-driven nature of standards.

- A Steering Group is overseeing the development and delivery of projects,
  - Actions to be announced in detail at the IEC General Meeting, on 14th October,
  - Will conclude by end 2019 (by the end of Juncker Commission).

Joint Initiative actions

**Awareness, education**
1. Economic and social impact of standards
2. Linking standards and innovation/research
3. Education on standardization
4. Improving awareness of standards at national level
5. Standards and the Construction Products Regulation

**Coordination, inclusiveness**
6. Standards market relevance group
7. Optimizing European standards policy
8. High quality standards delivered in a timely manner
9. Inclusiveness in the European standards system
10. Stakeholder participation in standards development at national level
11. Standards and public procurement

**Competitiveness and international**
12. Service standards
13. Promoting standards-friendly regulatory models internationally
14. Digitization
15. SMEs and international standards
Critical elements of the Joint Initiative

- We have an opportunity to achieve something unusual, with a high degree of political focus,
- We should not duplicate work: there are several actions where there is on-going activity in CEN and CENELEC (e.g. standards and research/innovation, societal stakeholders’ involvement, service standards),
- This initiative is a Joint Initiative. It aims to improve the public-private partnership: we must work together to identify issues and find solutions.

Summary of key issues – from a CEN CENELEC perspective

- Work on the JIS is critical to delivering CEN and CENELEC ambitions.
- The STEER initiative is moving forward:
  - STEER recommendations being discussed include:
    - an Industry Advisory Forum,
    - Joint sessions of the CEN and CENELEC Cas
    - A high level standardization board to agree common issues.
- We are developing a new Policy Engagement activity
- Strengthening the role of societal stakeholders and SMEs.