



Role of European Standards

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Is there a role for European Standards?

Services in Europe



Some examples:

- Maintenance services
- Postal services
- Real estate agent services
- Security services
- Translation services
- Engineering consultancy services
- Chiropractor services

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What do these services have in common?



- Important B2B, B2C and public service sectors
- Driven by large industry, SMEs, consumers, public services etc.
- Shifted from national/ regional to become 'European' services
- Facing barriers to trade and mobility
- Organized at European level in sectoral association
- Adopted a pro-active attitude: what can we do to address the above?

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The solution?



- EN 13269: 2006 - Maintenance - Guideline on preparation of maintenance contracts
- EN 14012: 2008 - Postal services - Quality of service - Complaints handling principles
- EN 15733: 2009 – Services of real estate agents - Requirements for the provision of services of real estate agents
- EN 15602: 2008 – Security service providers - Terminology
- EN 15038: 2006 – Translation services - Service requirements
- prEN WI 00395001 - Engineering consultancy services
- prEN 16224 - Health care provision by chiropractors

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Who are we?



European Committee for standardization
(non-electrotechnical and non-communications)



European Committee for electrotechnical
standardization



European Telecommunications Standardization
Institute

The **three** recognized European bodies for standardization in support of the European legal framework (Directive 98/34/EC)


Mission: To prepare *voluntary* standards that help to develop the Single European Market

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What do we do?



CEN and CENELEC offer a **platform** for stakeholders to come to a **consensus** (*standard*) that they commit to implement at **national level**

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A **single** European standard



... replaces 31 national standards in Europe

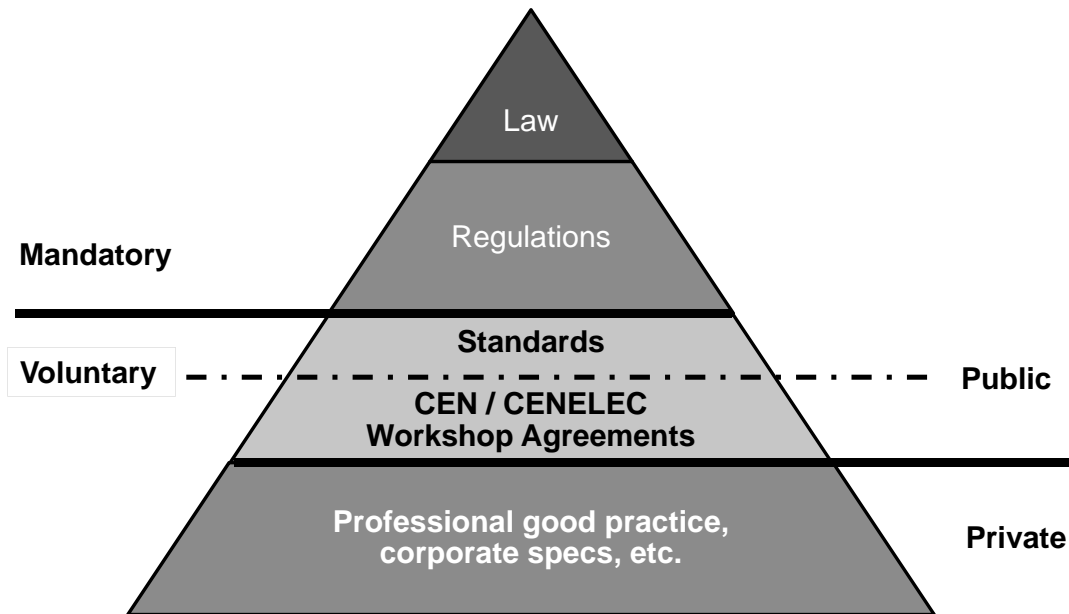
... creates access to a market of almost 500 million



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Where do we stand?



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CEN and CENELEC members

- Represent all national stakeholders: industry, authorities, social partners, consumers, SME etc.
- Ensure consensus building at national level
- Appoint national experts to participate in standardization work
- Commit to implement European standards identically at national level
- Withdraw conflicting national standards

The reality of the Internal Market



Service Sector – banking to tourism	80% of EU gross value added
International and intra-EU trade	13% of European service output (GVA)

- The Internal Market? Free movement of goods, services, capital and labour
- The Reality? Service movement lags considerably behind goods!

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Why standards?



- Size alone makes standardisation in services a question of strategic importance:
 - quality and consistency of services,
 - economic efficiency,
 - fair trade as well
 - wider societal concerns from public health to environmental impact, etc.
- Europe 2020 – from goods to services

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Potential benefits through ENs:



- Improving the quality of services
- Improving transparency
- Developing consistent terminology and service descriptions
- Developing performance indicators
- Improving contractual relationships
- Responding to changes in markets and business models
- Addressing (and solving) cross-border trade barriers

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Barriers faced today:



- Low awareness of the benefits of standardization
- Confusion as to the role of standardization
- Competing interests
- The cost of developing standards
- Lack of organisation and representation within parts of the service sector
- Existing national regulations and legislation
- Any further?

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Thank you for your attention!

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