



# 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

# 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?

# 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

# 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



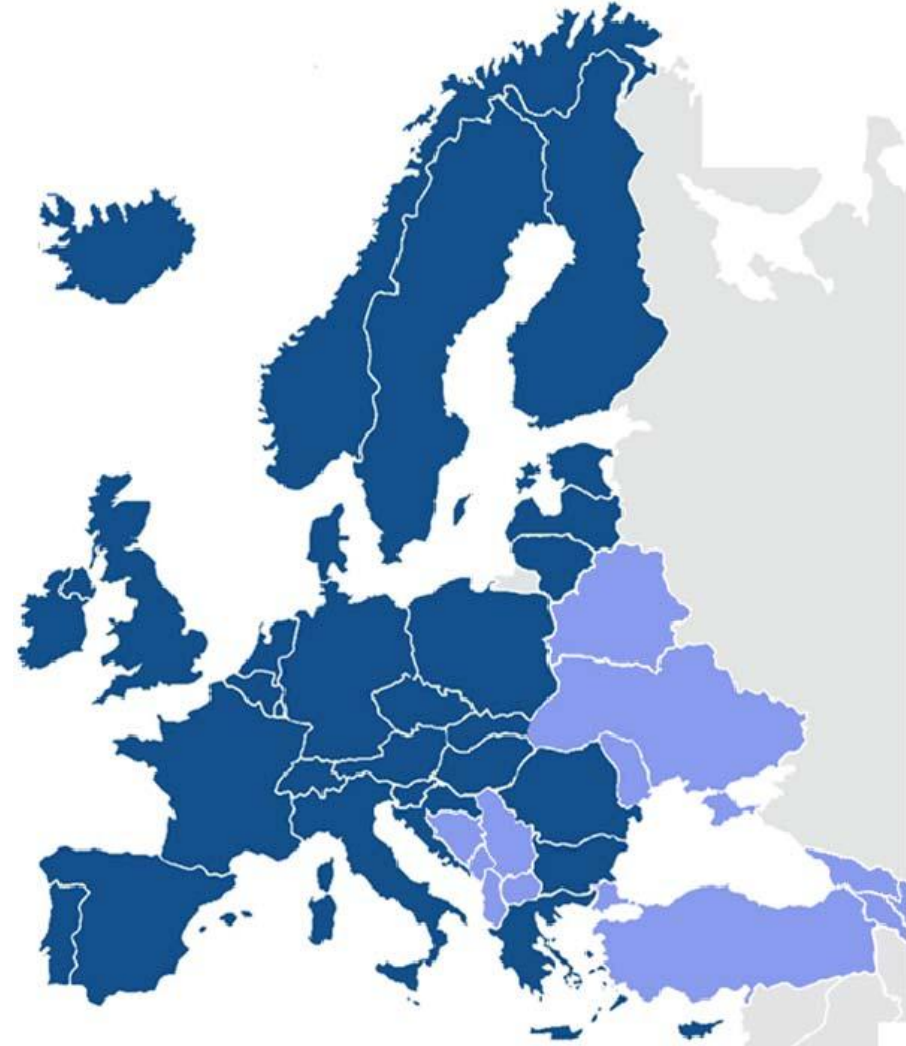
What do we do?



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

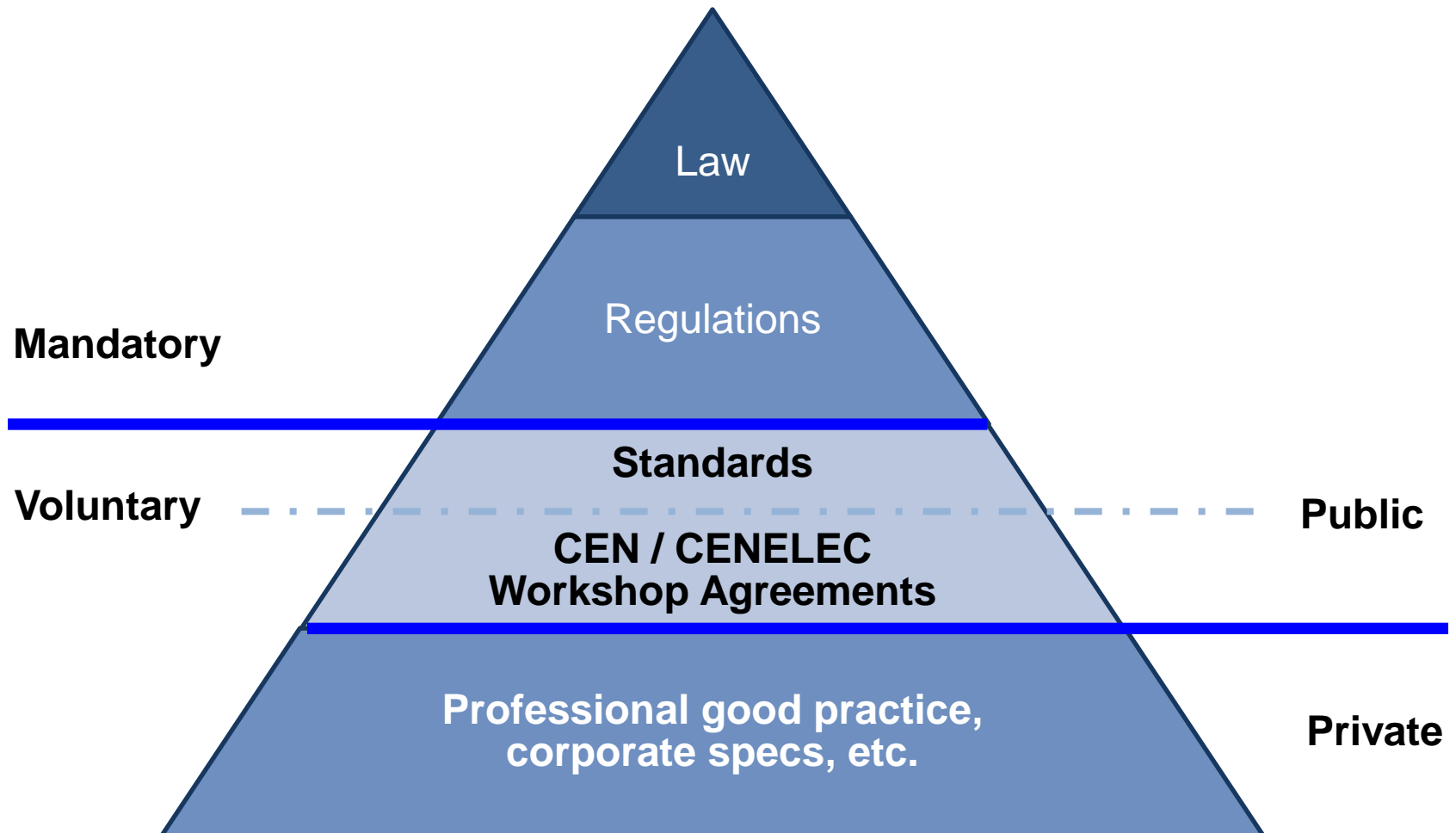
# A **single** European standard

- ... replaces 31 national standards in Europe
- ... creates access to a market of almost 500 million





# Where do we stand?



# 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



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

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

# 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

# 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

# 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?



Thank you for your attention!

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