



**CENELEC**



## CEN and CENELEC's ambitions to 2020

## Realizing our ambitions

At their General Assemblies (AGs) in Copenhagen on 20 June 2013, the members of CEN and CENELEC approved a document setting out a set of six goals that the two organizations will work towards during the next 7 years.

The 'CEN and CENELEC's ambitions to 2020' represents the result of extensive consultations and discussions with members and other stakeholders. It identifies priorities that provide a common framework within which the two organizations will develop their activities in the coming years.

The ambitions as elaborated here 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.



Friedrich Smaxwil  
CEN President



Tore Trondvold  
CENELEC President

# 1. Global influence



CEN and CENELEC<sup>1</sup>

- 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 and regional 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 and regions outside 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 promoted as a successful model throughout the world.

# 2. Regional relevance



Common standards in Europe are a decisive factor for the European single market. European standards will support the strengthening and diversification of Europe's industrial base. The European regulatory system will increase its reliance on CEN and CENELEC standards.

The standardization process will effectively engage with stakeholders in Europe to develop standards that meet their requirements. CEN and CENELEC will develop standards where the market driver is European and is not being dealt with by international standardization.

European standardization will be a vital component of market harmonization for services, as it is for goods, by removing trade barriers and cutting compliance costs. Consistency with international standards will be sought whenever possible. European and International standards will be used as the reference for access to markets and in particular for conformity assessment.

The regional relevance of European Standards will attract European countries outside EU and EFTA to full membership.

<sup>1</sup> CEN and CENELEC is understood to be the Associations composed of national members and a central secretariat. CEN and CENELEC are a network of national members, acting as full European partners. They are deeply connected to the diversity of stakeholders that they bring together across European countries. This diversity collectively adds value to the network which benefits from the strength of each national member.

## 3. Wider recognition



### ***By standards users***

CEN and CENELEC will provide a proactive mechanism for the identification of new market trends and the creation of new solutions to meet evolving market needs. This will encourage the greater use of European standards in organizations which value competitiveness and seek market access.

More standards users will become standards makers.

### ***By standards makers***

CEN and CENELEC will increase business recognition of European standardization as the platform of choice for standards development in Europe and will assert the value of standardization to business. 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. Industry engagement in the standards development process will be strengthened and sustained.

### ***By regulators***

The role of European standardization in support of public policies, directives and regulations will be further enhanced by a robust public-private partnership that will recognize the voluntary nature of standards. European standards, resulting from a comprehensive national consultation process, will continue to support the European market access model.

European standards will continue to combine innovative developments with public interest and to 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 effective participation of societal stakeholders in standardization, will generate greater public awareness and confidence in the benefits of standards in areas such as public safety, well-being and environmental protection.

European standards will be relevant and increasingly recognized and trusted.

## 4. 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 adapted to meet evolving needs and technological opportunities in order to reduce time to market, ensure cross-fertilization among increasingly convergent sectors and facilitate the uptake of new technologies.

Standards solutions and related services provided by CEN and CENELEC, such as advice and guidance on standards, their application and related issues, will be designed and developed in a way that makes them understandable, easy to apply, responsive to end-user needs, and within the timeframe required by the specific market.

The knowledge and expertise developed by CEN and CENELEC will be widely disseminated for the benefit of the network<sup>2</sup>.

The reputation and value of the European standardization system will be strengthened, inside and outside Europe.

<sup>2</sup>'network' is understood to be CEN and CENELEC and their stakeholders.

## 5. Innovation and growth



European standards will support the deployment of innovation and encourage market acceptance of innovative solutions. European standards makers will be closely cooperating with the research and development community, and the timely inclusion of research results in standardization activities will become routine.

CEN and CENELEC will be a natural channel for innovators to bring their ideas for the development of standards, to facilitate market acceptance of innovative products, to increase their relevance, and to provide interoperability and compatibility with new and existing products, services, systems and processes.

Informal platforms will come to CEN and CENELEC to gain European acceptance of their specifications.

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

## 6. Sustainable system



CEN and CENELEC will ensure the financial sustainability of European standardization through business models that evolve within a fast-changing environment. The costs and responsibility of developing and maintaining standards will be borne by the standards makers and users, in order for the system to remain independent and market relevant.

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

## About the European Standardization System

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 Standardization Organizations (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 recognized 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 recognized organizations 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 33\* European countries. European Standards (ENs) approved by CEN and CENELEC are accepted and recognized in all of these countries.

CEN and CENELEC work to promote the international harmonization of standards in the framework of technical cooperation agreements with ISO (International Organization for Standardization) and IEC (International Electrotechnical Commission).

\* number of full members in 2013

