

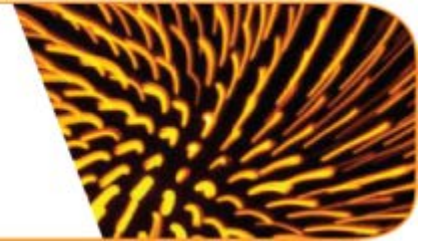
# European standards: Benefits for SMEs

ILNAS Event – 11 October 2012

# Who is CEN ?

- The European Committee for Standardization, whose members are the National Standardization Bodies of the EU and EFTA countries plus Croatia
- CEN is an international non-profit organisation, incorporated under Belgian law
- 2 Counsellors (European Commission, EFTA)
- CEN-CENELEC Management Centre (CCMC), Brussels

# A world system



## INTERNATIONAL

ISO

IEC

ITU



## EUROPEAN

CEN

CENELEC

ETSI



## NATIONAL

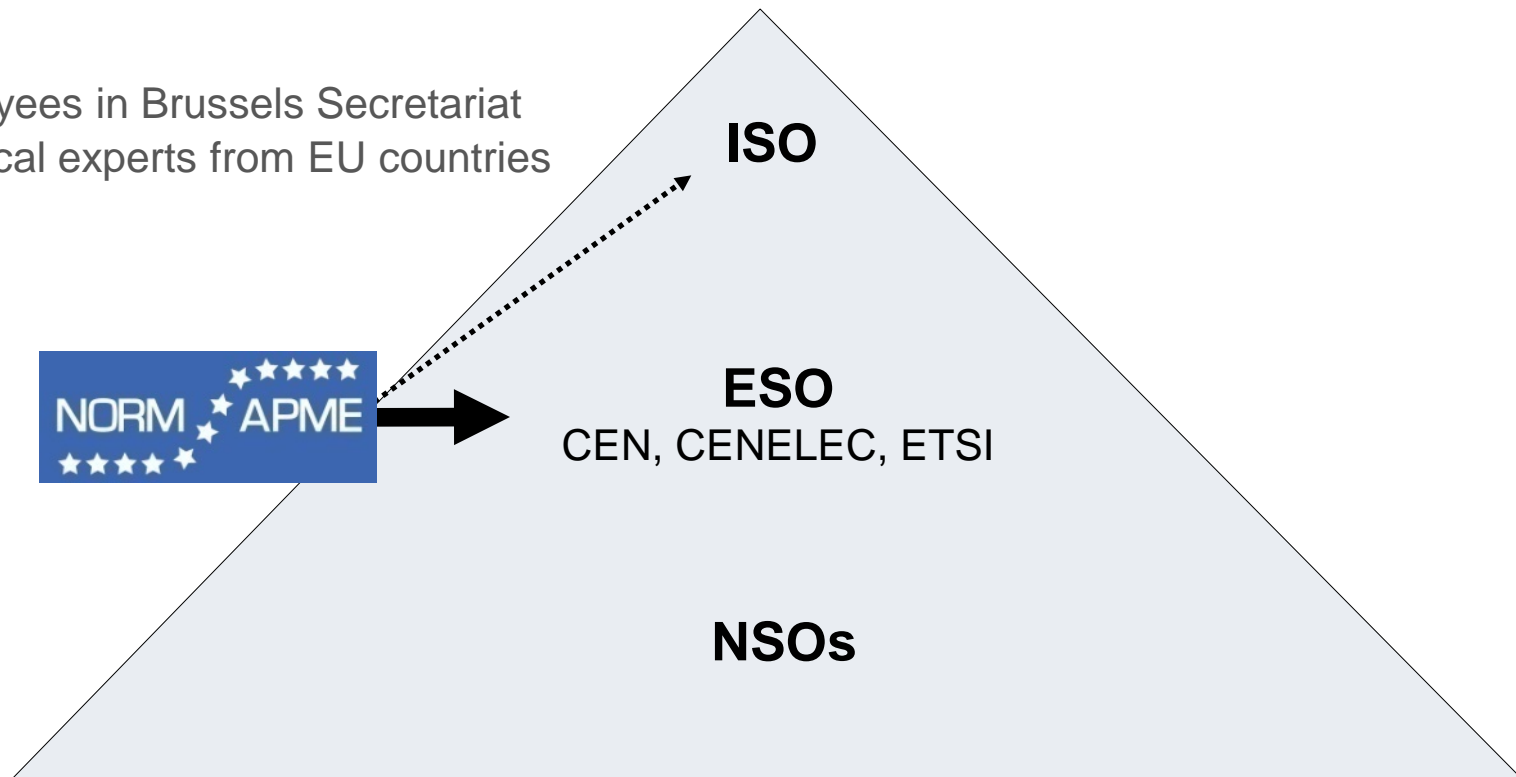
NSBs for CEN  
NCs for CENELEC

Companies for ETSI

# Who is NORMAPME ?

European organisation exclusively devoted to the interests of Crafts & SMEs in **all SME relevant sectors** of the European Standardisation System (ESS)

Team of:  
10 employees in Brussels Secretariat  
54 technical experts from EU countries



# NORMAPME in the ESS



## Membership in European Standardisation Organisations

NORMAPME is an associate member of CEN and CENELEC, full member of ETSI; NORMAPME members are European and international umbrella organisations, whether representing SMEs in a specific sector or horizontally

## Membership in Normapme

NORMAPME family consists of European and National industry/sectoral organisations representing SMEs and other cooperative partners

## Activities

Support to technical experts

Cooperation with National Standards Institutes and National associations

EU projects aimed at strengthening the position of SMEs in standardisation

# What is a standard ?

A repeatable way of doing something

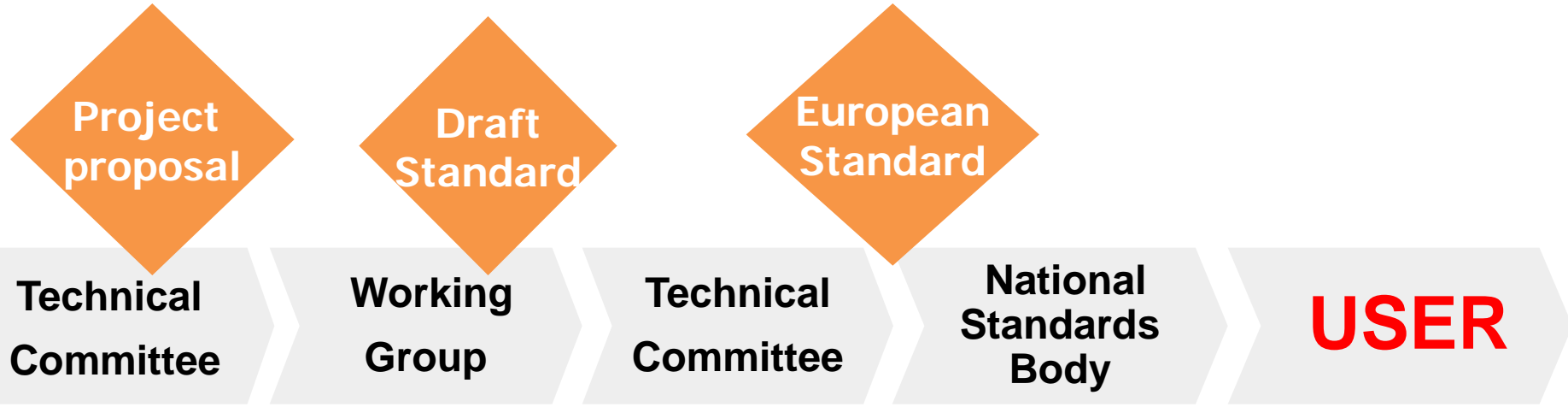
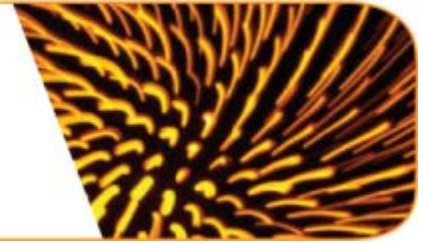
## EXAMPLE

EN 13176:2008  
Chemicals used for treatment of  
water intended for human  
consumption – Ethanol

- ....established by all interested parties
- ....reflects consensus
- ....replaces conflicting national standards



# How are European standards written ?

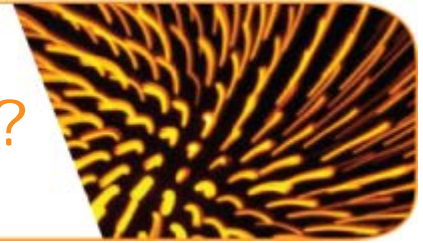


**36 months**

**6 months**



# What are the benefits of using standards ?



## Good use of standards reduces cost of operation

- Less product / process variation
- Reduced risk in exports
- Legal protection
- Increased efficiency

## SMEs, which use standards

- Gain closer contact with large-scale enterprises
- Export more
- Can more easily be convinced to use quality management systems
- Are ready for the next phase (environment, development of the e-Business...)

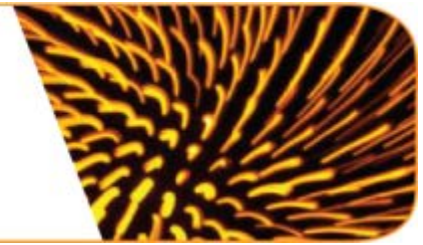


How can SMEs get involved ?

**Associations play an important role  
to get SMEs involved  
in standardisation**

## What has already been done for SMEs ?

### SME Working Group (SME-WG)



- 58 recommendations approved by CEN-CENELEC in 2009
- Creation of SME-WG
- ***Toolbox of Solutions***: to be developed and made available online

# What has already been done for SMEs ?

## SMEST II

<http://www.smest.eu>

The image shows a screenshot of the SME Standardisation Toolkit (SMEST II) website, specifically the 'Existing models to use' page. The browser window is titled 'SME Standardisation Toolkit (SMEST 2) - CEN-CENELEC - Windows Internet Explorer'. The URL is <http://www.cencenelec.eu/sme/SMEST/Models/Pages/default.aspx>.

The website header includes the CEN-CENELEC logo and the tagline 'European Standardization Your Key to Success'. The navigation menu includes: ABOUT US, EUROPEAN STANDARDISATION, RESEARCH & INNOVATION, IPR & PATENTS, INTERNATIONAL COOPERATION, SME, NEWS. There is also a search bar and links for 'Subscribe / FAQ / Sitemap / Acronyms / Contact us'.

The main content area is titled 'Existing models to use' and contains the following text: 'Here you find a complete list of all best practice examples in this Toolkit. You can sort and filter them according to the corresponding categories below.' Below this text are filters for 'Category', 'Country', 'Measure', and 'Language', along with a 'SORT BY: category / country' option and an 'RSS' icon.

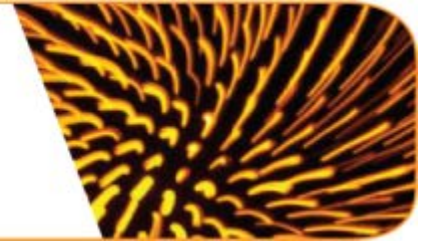
The list of examples includes:

- PROMOTE PARTICIPATION - UNITED KINGDOM - published on 2012-05-11**  
**Including SMEs in Standardisation**
- RAISE AWARENESS - AUSTRIA - published on 2012-04-26**  
**Austrian Standards Media Service**
- RAISE AWARENESS - AUSTRIA - published on 2012-04-26**  
**Focusing on SMEs - Special offers for SME**
- RAISE AWARENESS - GERMANY - published on 2012-04-26**  
**Press releases (DIN)**
- RAISE AWARENESS - GERMANY - published on 2012-04-26**  
**Several videos about DIN**

The footer contains the copyright information: 'Copyright © 2011 CEN CENELEC. All rights reserved. / 2012-05-23 / Terms of use / Accessibility / Privacy / Copyright' and social media links for Facebook, Twitter, and LinkedIn.

# What has already been done for SMEs ?

## Guide 17 and User Guide on ISO 26000



### CEN CENELEC Guide 17

- Aimed at standards writers
- Guidance for writing standards taking into account micro, small and medium-sized enterprises (SMEs needs)
- Available in 25 languages:
  - <http://www.normapme.eu/en/page/81/sme-guide-contact-point>
  - [ftp://ftp.cencenelec.eu/EN/SMEs/Guide/Guides17\\_ListPerCountry.pdf](ftp://ftp.cencenelec.eu/EN/SMEs/Guide/Guides17_ListPerCountry.pdf)

### NORMAPME User Guide on ISO 26000

- Guidance on Social responsibility
- Support to the efficient use of ISO 26000 by European SMEs
- Only includes recommendations that may be relevant
- Available in 6 languages:
  - <http://www.normapme.eu/en/page/45/corporate-social-responsibility>

## What has already been done for SMEs ?

### SME Helpdesk

- 1 email – [sme@cencenelec.eu](mailto:sme@cencenelec.eu)
- Network of national SME contacts (*all countries*)
  - Some members have launched dedicated SME webpages
- CEN-CENELEC Guide 17 – available in 25 languages
  - Support : NORMAPME SME Guide Contact Point
- FAQ page
- Testimonials from SMEs at national level
- [SMEs and Standards](#): tools and support (*to be developed online*)

## What has already been done for SMEs ?

### SME Committees



SME Committees were created by Standards Institutes:

- Regular meetings
- Information exchange
- Develop measures or tools addressing SMEs needs

Examples:

- Germany: Kommission Mittelstand - KOMMIT – [www.mittelstand.din.de](http://www.mittelstand.din.de)
- France: Comité de Concertation Normalisation et Artisanat – CCNA - [www.afnor.org/profils/situation/artisans/le-ccna-comite-de-concertation-normalisation-et-artisanat](http://www.afnor.org/profils/situation/artisans/le-ccna-comite-de-concertation-normalisation-et-artisanat)
- Slovenia: Mikro y male podjetia – MMP – [www.sist.si](http://www.sist.si)

## What has already been done for SMEs ?

### SME Week - Conference 2013



- 28<sup>th</sup> May 2013, Brussels
- Target: 200-250 people
- Objective: business value of standardization for SMEs
- Audience: trade associations, EEN, members, SMEs, etc

*All info will be available on the SME webportal*

[http://ec.europa.eu/small-business/index\\_en.htm](http://ec.europa.eu/small-business/index_en.htm)

# What associations should do ?

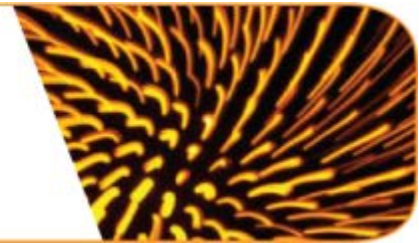
## 10 recommendations



- Establish **good contacts** and communication with your Standard Institutes
- Create **forums for regular dialogue** with your Standards Institute
- Ensure that the **needs and wishes of your SMEs are taken into account** in standardisation
- Provide **advice** and expertise and coordinate the collection and sharing of **information** → *appoint a technical adviser in your association!*
- Help making **standards available in the language** of your country
- Organise **trainings**
- Produce **practical guides** about how to use or implement standards
- Develop **online tools** that make information about standards accessible
- Help with the creation of **bundles of standards** appropriate for different professions



# Examples



- Germany: Technical guidelines and agreements to facilitate the use of standards:  
[www.vdma.org](http://www.vdma.org) > [VDMA Themen](#) > [Technik & Umwelt](#) > VDMA-Einheitsblätter
- Europe: How to become a NORMAPME expert:  
<http://www.normapme.eu/en/page/80/become-an-expert>
- Europe: Education about standardisation:  
<http://www.cencenelec.eu/News/Events/Pages/EV-2012-005.aspx>
- Austria: Standards Media Service  
<http://www.austrian-standards.at/en/medienservice/>
- Netherlands: Dedicated SME website of Standards Institutes  
<http://www.nen.nl/web/Normen-ontwikkelen/MKB.htm>
- Netherlands: Eurocodes in MKB  
[http://www.eurocodes.nl/dynamics/modules/SFIL0100/view.php?fil\\_Id=826](http://www.eurocodes.nl/dynamics/modules/SFIL0100/view.php?fil_Id=826)
- Netherlands: University master class in standardisation  
[http://www.eur.nl/postacademisch/executive\\_masterclass/international\\_standardisation/](http://www.eur.nl/postacademisch/executive_masterclass/international_standardisation/)



# Thank you for your attention

## Questions ?

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