



Standards: The world's common language

The increasing role of standardization in Free Trade Agreements negotiations : the case of TTIP

ILNAS World Standards Day Event
Luxembourg, 14th October 2015

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About CEN and CENELEC



2 organizations





1 network

CEN and CENELEC Network – broader perspective



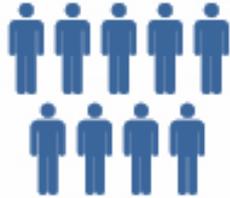
9
MoUs (regions)

5
Cooperation
Agreements
(countries)



- 2** Counsellors (EC + EFTA)
- 17** Partner organizations
- 235** Liaison organizations (7 from Research)
- 2** Associated bodies
- 5** European Institutional stakeholders
- 15** Other Partner Organization

CEN and CENELEC – development of standards



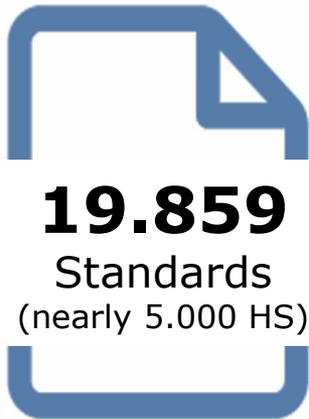
200.000
Experts



497
Technical
Committees



1.903
Working Groups



19.859
Standards
(nearly 5.000 HS)



430
CWAs



568
Technical
Specifications



511
Technical Reports

[Statistical pack](http://www.cencenelec.eu) on www.cencenelec.eu



Fundamentals – CEN and CENELEC standards are...

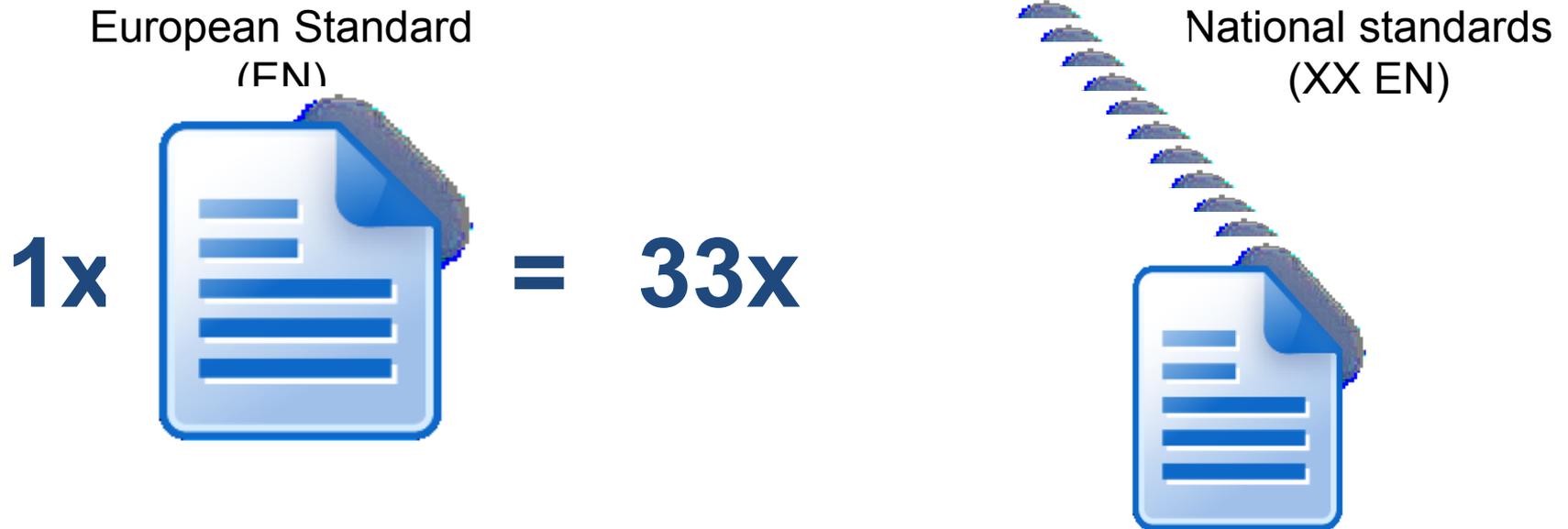


- Based on the **national delegation principle**
- Representing a **consensus** among all interested parties, including **industry & SMEs** and **societal stakeholders**
- **Voluntary**
- Developed by **independent organizations** clearly distinct from authorities

The European standardization model



No standard conflicting with an EN in 33 countries



CEN and CENELEC vision on the role of standards to support trade flows

What standards do to support trade



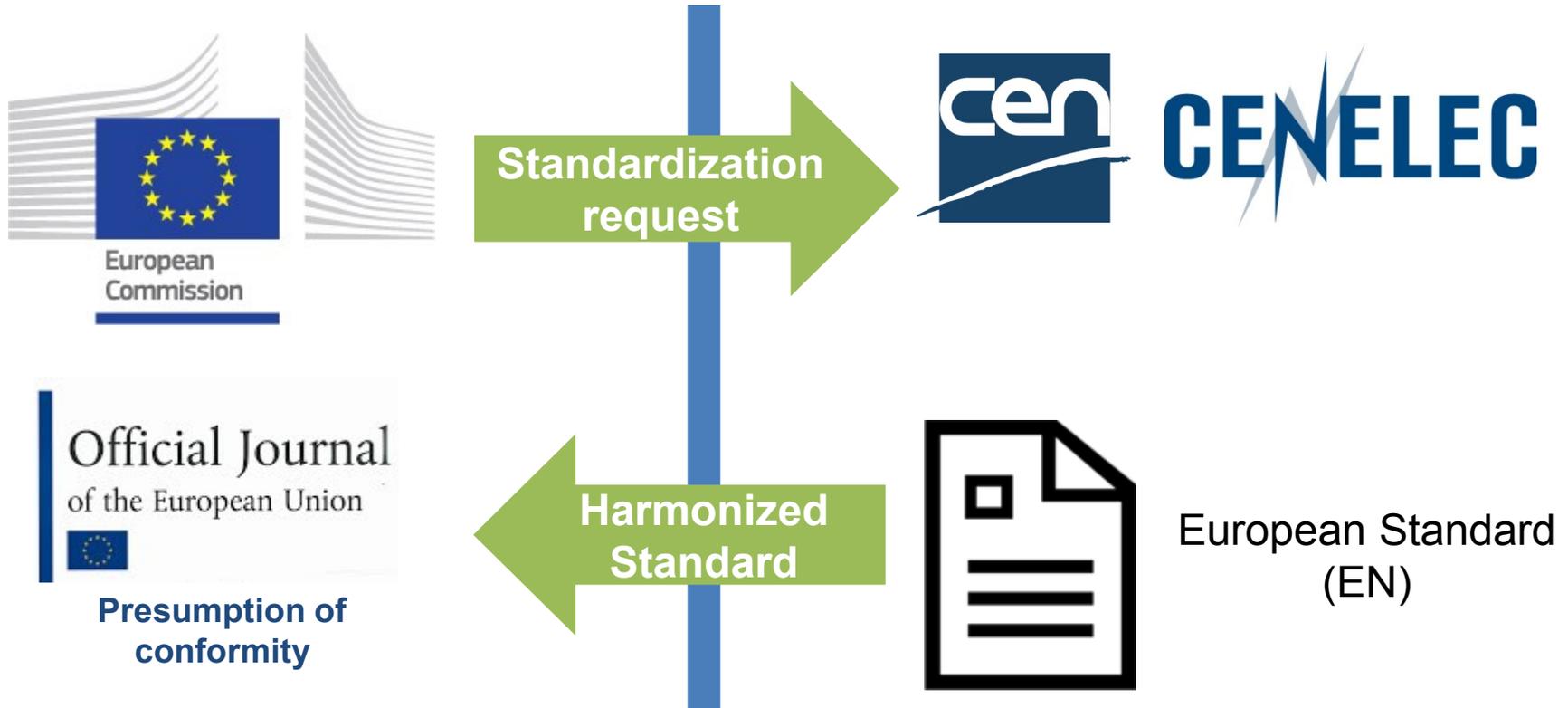
- Standards and compliance with legislation



- Technical alignment and market access

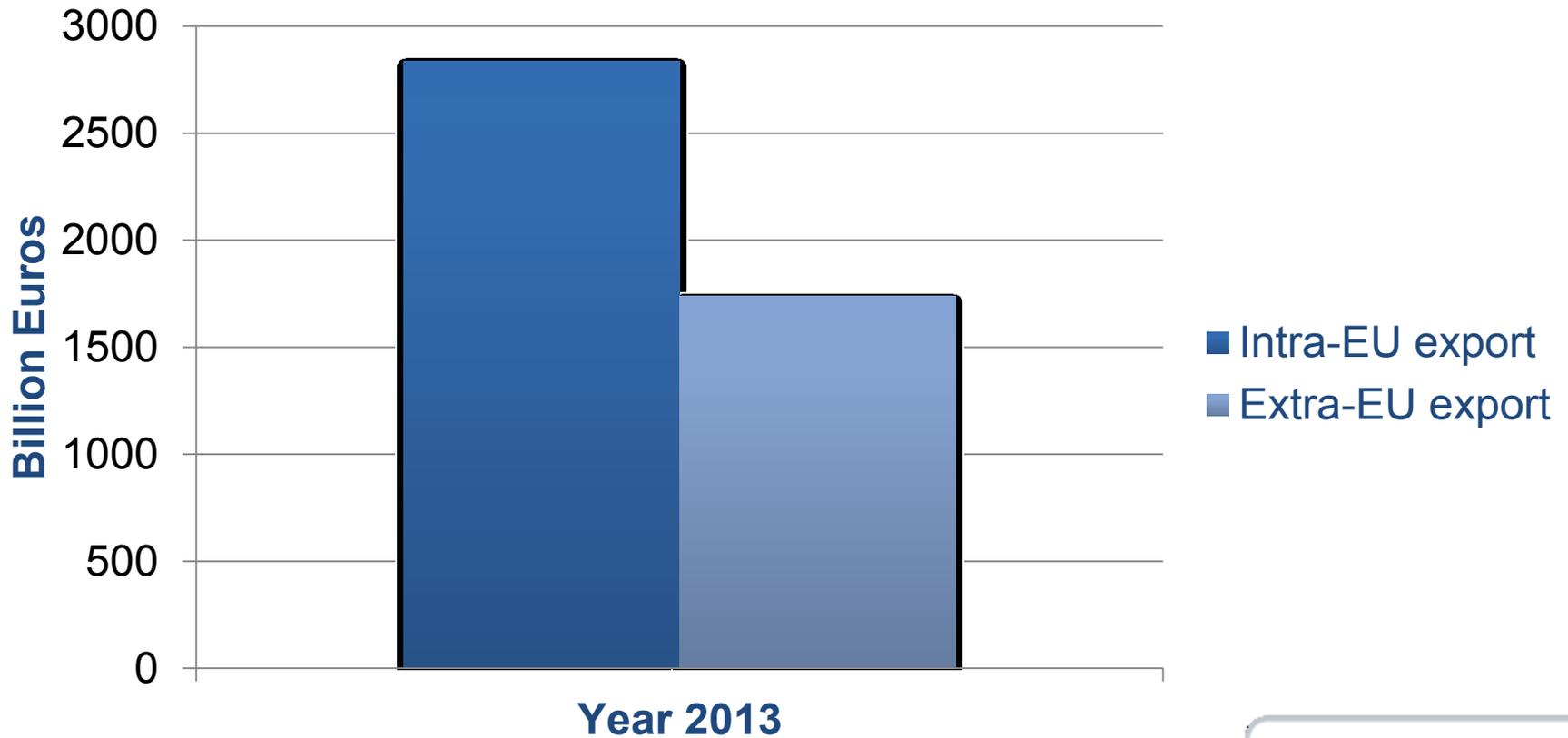


The EU success story: European Standards and the New Approach



4300+ harmonized standards supporting EU legislation

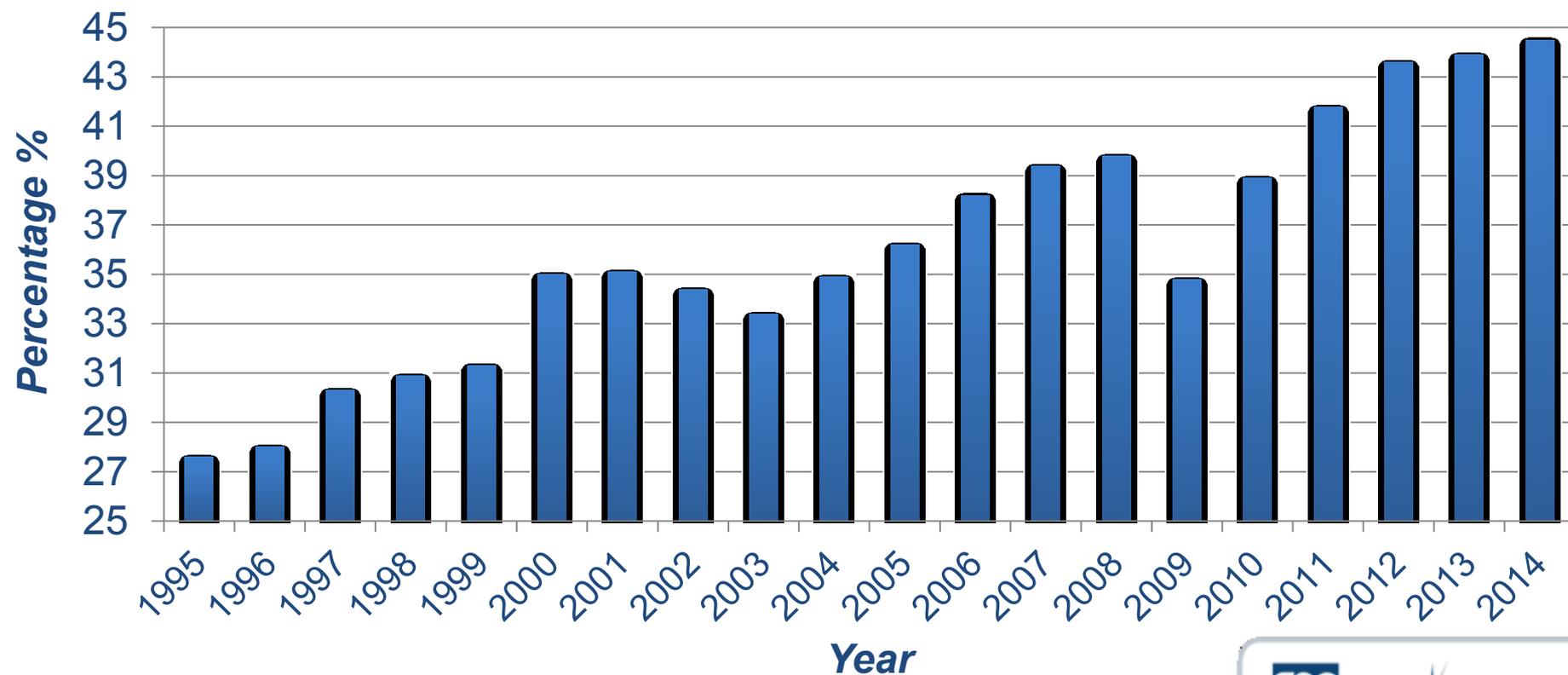
To be kept in mind...



Historical perspective



Weight of export in GDP (Aggregated EU-28)



An evolution of the global trade landscape



- ✓ Progressive elimination of traditional barriers to trade
- ✓ Higher interdependence among national & regional economies

⇒ **An increasing role for standards as trade enablers, creating a level-playing field**



Looking at the rest of the world



In Europe, harmonization means 1 solution instead of 33

And... Whenever possible, Europe's preference goes to

1 global solution



**Vienna (ISO-CEN) and
Dresden (CENELEC-IEC) Agreements**

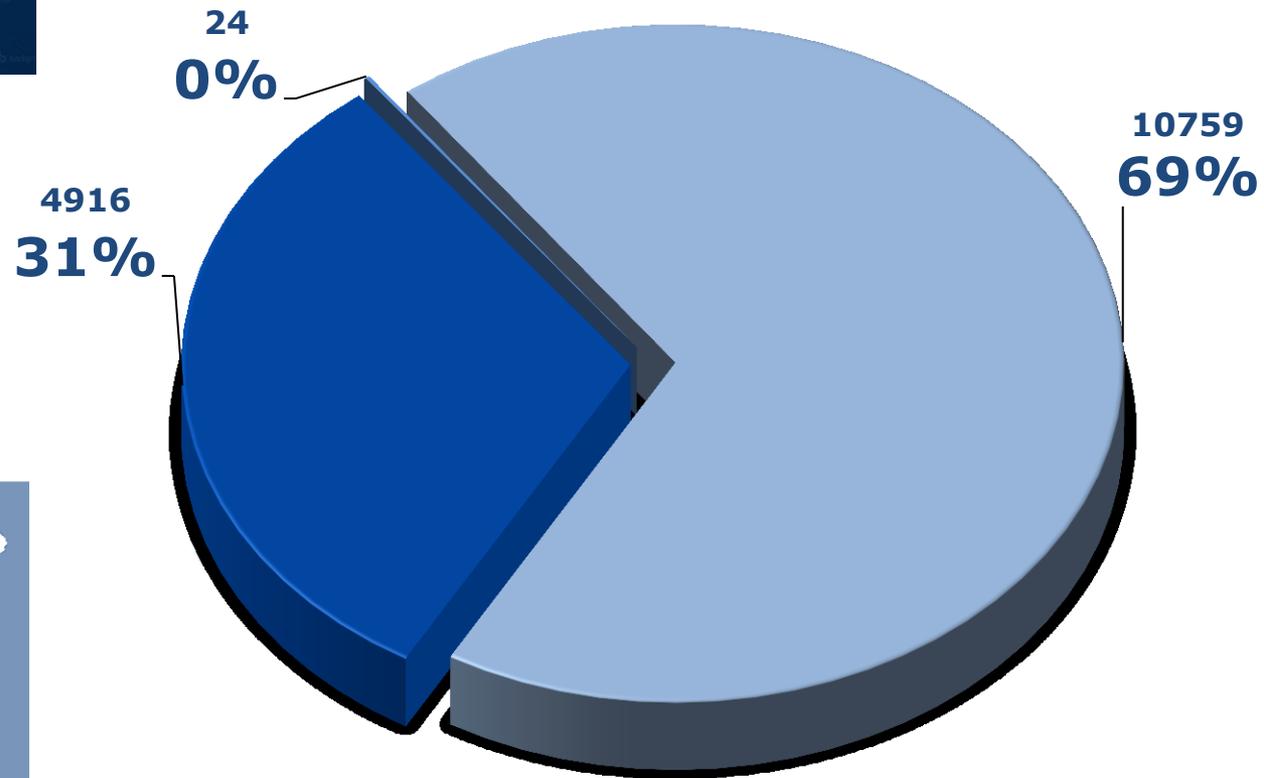
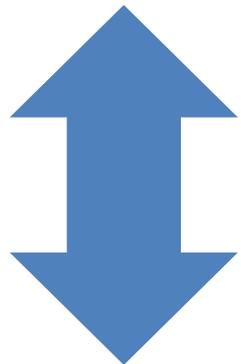
1 goal:

Whenever possible, Identical European and International standards



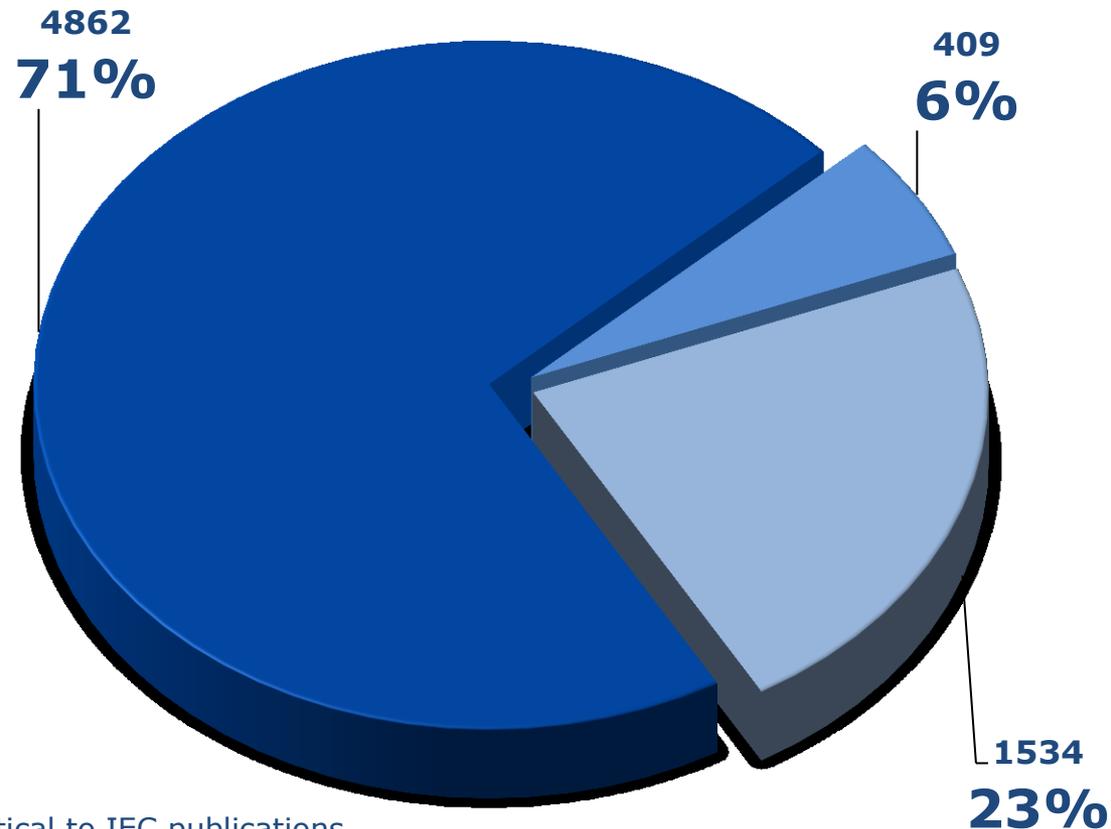
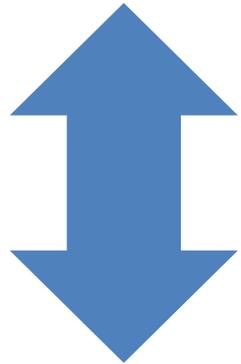


CEN - Portfolio - Relation to ISO



- Identical to ISO publications
- Based on ISO publications
- No relation to ISO publications

CENELEC - Portfolio - Relation to IEC



- Identical to IEC publications
- Based on IEC publications
- No relation to IEC publications

**CEN and CENELEC international
cooperation work**
*Supporting the removal of Technical
Barriers to Trade and regulatory
convergence*



Our international objectives



Goal: Foster technical alignment, remove TBTs and support regulatory convergence between Europe and its trade partners

⇒ Promote the contribution to / alignment with **ISO** and **IEC** globally (*1 standard, 1 test...*)

⇒ Promote the **European standardization model**

Our international approach



- A variety of **agreements** (Affiliate or PSB status, Cooperation Agreements and MoUs, License Agreements)
- Technical and/or strategic **projects** (Technical Assistance, Visibility)
- A close interaction with EU institutions to support **Regulatory Dialogues** and **Trade negotiations**

Focus on **CEN & CENELEC Agreements**



- Support EU neighbouring countries get closer to the region / access the EU (**Affiliate** status – see [CEN-CENELEC Guide 12](#))
- Support strategic partnerships and increased trade with EU's partners (**PSB status** – see [CEN-CENELEC Guide 13](#), **Cooperation Agreements & MoUs, License Agreements** – see [CEN-CENELEC Guide 10](#))



Focus on CEN & CENELEC Projects



- **Technical Assistance**
 - Project Management
 - Country reports / studies
 - Seminars / conferences / Trainings / workshops
 - Study visits
 - Networking
- **Visibility Projects:**
 - 'One-(wo)man-show'
 - Permanent presence on-site
 - Support the development/strengthening of a strategic partnership
 - Market Intelligence & lobbying

Focus on CEN & CENELEC support to regulatory activities



- Two areas of focus: **Regulatory Dialogues & Trade Negotiations**
- **Main objectives:**
 - Support ISO & IEC as the main way to foster technical alignment globally
 - Provide strategic/technical expertise to the European Commission
 - Bring the views of the standardization community in the dialogues/negotiations run by authorities
 - Support regulatory convergence by facilitating technical cooperation (hence technical alignment)

CEN & CENELEC support to regulatory activities

Areas covered



The Transatlantic Trade and Investment Partnership (TTIP)

CEN & CENELEC proposing solutions to bridge the standardization gap between the EU and the US



Focus on...TTIP



2 strong standardization models, but very different



EU

- ✓ 3 Standardization Bodies responsible for specific sectors
- ✓ 1 standard = identical in 33 countries, no conflicting standard
→ EU Single Market
- ✓ Tendency to use SDoC + market surveillance

US

- ✓ >600 SDOs with overlapping sectors of activity
- ✓ ≠ standards at State level
→ fragmented market
- ✓ Tendency to use pre-market 3rd-party certification

2 strong standardization models, but very different



EU

- ✓ Clear link with EU legislation, enabling stakeholder information & participation before standards publication
- ✓ ISO & IEC: the international standards bodies
- ✓ 31% CEN catalogue = ISO
72% CENELEC catalogue = IEC

US

- ✓ Any executive authority (federal/sub-federal) can prescribe any published standard
- ✓ Many US SDOs considered as international standards bodies at the same level as ISO & IEC
- ✓ No statistics on uptake of ISO/IEC standards (low)

CEN, CENELEC & TTIP

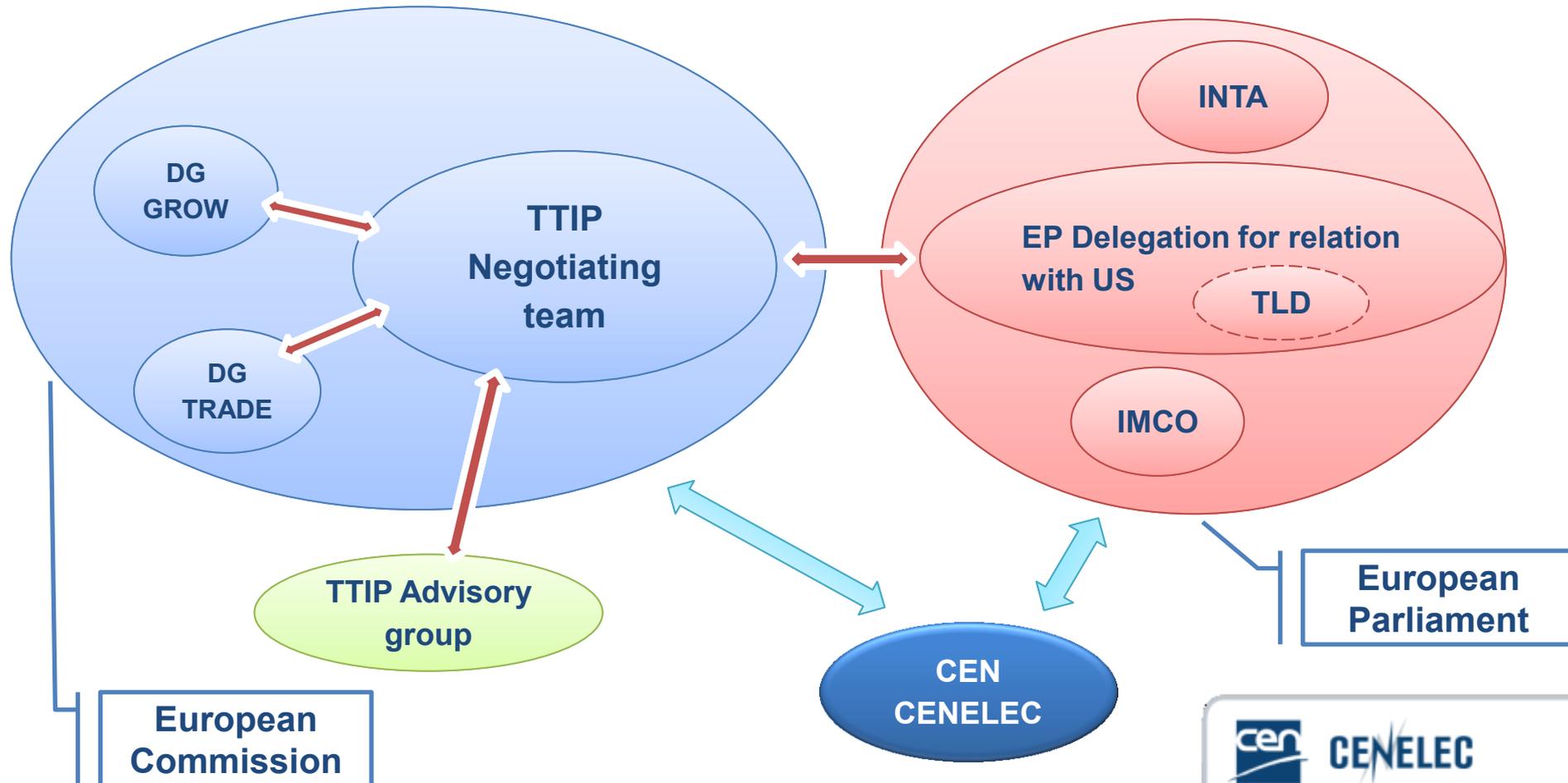
What we do



- Expertise
- Influence
- Support

CEN, CENELEC & TTIP

Main regulatory interlocutors



CEN, CENELEC & TTIP

For further reading



- [CEN and CENELEC comments on the Initial EU Position Paper on Technical Barriers to Trade in the TTIP context \(September 2013\)](#)
- [CEN and CENELEC Open Letter to European Commission President José Manuel Barroso, Vice-President Antonio Tajani and Commissioner Karel De Gucht, Regarding standardization-related aspects of the Transatlantic Trade and Investment Partnership negotiations between the European Union and the United States \(October 2013\)](#)
- [CEN and CENELEC provide clarification on standards-related aspects of issues to be addressed during EU-US trade talks \(October 2013\)](#)

CEN, CENELEC & TTIP

For further reading



- [CEN and CENELEC response to the public consultation on the proposed revision of the US Office of Management and Budget \(OMB\) Circular A-119 "Federal Participation in the Development and Use of Voluntary Consensus Standards and in Conformity Assessment Act"](#) (May 2014)
- [CEN and CENELEC Paper - The risks of mutual recognition of voluntary industry standards within the context of a future EU-US trade agreement \(TTIP\) and alternative approaches](#) (June 2015)
- [CEN, CENELEC and ETSI exchange Q&A documents with their US counterpart ANSI to enhance mutual understanding](#) (July 2015)

Wrap-up



CEN & CENELEC objective

A TTIP agreement that

- ✓ ensures **balanced market access** opportunities
- ✓ preserves and enhances the benefits and achievements of the **EU Single Market** and **New Approach...**

...Based on **innovative & cooperative solutions** respecting the EU and US market structures





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