# Survey-questions: national consultations

**Q1. Contact information**

|  |  |
| --- | --- |
| Title: |  |
| First Name: |  |
| Name: |  |
| Select your organisation: |  |
| Country: |  |

## Vision and Mission

### Vision:

The vision of an organisation defines its ultimate goal and purpose. It should answer the question “why do we do what we do?”

|  |  |
| --- | --- |
| **Q2. Do you recognize CEN and CENELEC in the following vision-statement?** ***“****We build a safer, more sustainable and competitive Europe through international standardization.”* | Entirely  Mostly  Slightly  Not at all |

*Please explain*

**Q3. Which, if any, keywords are missing?**

*Please explain*

**Q4. Which, if any, keywords are redundant?**

*Please explain*

### Mission

The missionof an organization represents “what” it does, and “how” it does it in order to achieve the vision. It describes our business, purpose and primary objectives.

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| --- | --- |
| **Q5. Do you recognize CEN and CENELEC in the following mission-statement?**  *We use our networks to build consensus across industry and society in order to generate trust, stimulate market access and drive innovations for a better life* | Entirely  Mostly  Slightly  Not at all |

*Please explain*

**Q6. Which, if any, keywords are missing?**

*Please explain*

**Q7. Which, if any, keywords are redundant?**

*Please explain*

## Goals

**Goals** are broad primary objectives which define the organization’s future direction.

Do you agree that CEN and CENELEC should focus on the following goals?

|  |  |
| --- | --- |
| **Q8.** *Goal 1. EU and EFTA to recognize and use the strategic value of the European standardization system* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| **Q9** *Goal 2. Our customers to benefit from state-of-the-art digital solutions* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| **Q10.** *Goal 3. Increase the use and awareness of CEN and CENELEC standards* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| **Q11** *Goal 4. Engage the next generations of standard-makers in European standardization* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

**Q12. Are there any other major goals that are important for the relevance and success of CEN and CENELEC, which are currently not covered by the goals listed above?**

*Please explain*

**Q13. Please rank the four goals from the most important (1), to the least important (4)**

|  |  |
| --- | --- |
| Goal 1. EU and EFTA to recognize and use the strategic value of the European standardization system |  |
| Goal 2. Our customers to benefit from state-of-the-art digital solutions |  |
| Goal 3. Increase the use and awareness of CEN and CENELEC standards |  |
| Goal 4. Engage the next generations of standard-makers in European standardization |  |

## Priorities

Strategic priorities will enable CEN and CENELEC to reach their goals, deliver the mission and move toward the vision.

**Do you agree that CEN and CENELEC should focus on the following priorities?**

|  |  |
| --- | --- |
| *Q15 Develop a strategic value proposition regarding the role of CEN and CENELEC standards for European public policy (Goal 1)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q16. Revitalize the public private partnership within the New Legislative Framework (Goal 1)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q17. Produce standards for the digital economy (Goal 2)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q18. Transform the standards development process (Goal 2)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q19. Ensure the long-term financial stability of the European Standardization System (Goal 2)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q20. Increased awareness about the strategic value of our work (Goal 3)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q21. Modernize our governance and production structures (Goal 4)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q22. Develop a more strategic engagement with other standard-makers (Goal 4)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

|  |  |
| --- | --- |
| *Q23. Strengthen global outreach and influence (Goal 4)* | Agree  Somewhat agree  Somewhat disagree  Disagree |

*Please explain*

**Q24. Please rank the priorities below from most important (1) to least important (9)**

|  |  |
| --- | --- |
| 1. Develop a strategic value proposition regarding the role of CEN and CENELEC standards for European public policy |  |
| 1. Revitalize the public private partnership within the New Legislative Framework |  |
| 1. Produce standards for the digital economy |  |
| 1. Transform the standards development process |  |
| 1. Ensure the long-term financial stability of the European Standardization System |  |
| 1. Increased awareness about the strategic value of our work. |  |
| 1. Modernize our governance and production structures |  |
| 1. Develop a more strategic engagement with other standard-makers |  |
| 1. Strengthen global outreach and influence |  |

**Q25. Are there any other major priorities that are important for the success of CEN and CENELEC that are not covered by the priorities listed above?**

*Please explain*

## Additional questions

**Q28. Should Sustainable Development, and specifically a link with the UN Sustainable Development Goals, be considered as key elements of the CEN and CENELEC strategy?**

*Please explain*

**Q29. What level of importance should be given to strengthening the global outreach and influence of CEN and CENELEC (goal/priority/mainstreamed/other)?**

*Please explain*

## Other

**Q30. Do you have any other comments or suggestions? Add any feedback you received that went beyond the scope of the above survey questions.**