



## **CEN AND CENELEC GENERAL ASSEMBLIES**

**1 PURPOSE:** Decision in Meeting

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**2 TITLE:**

**Future Landscape of European Standardization: final draft recommendations**

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**3 ORIGIN AND STATUS:**

Following the decision of the CEN and CENELEC General Assemblies in 2005, a joint CEN/CENELEC Working Group was established to produce a common strategy paper describing the way CEN and CENELEC can fulfil the Future Landscape of European Standardization (see CEN AG Resolution 08/2005 and CENELEC Resolutions AG45/47 and AG45/48).

The FLES WG met four times in 2006. At its meeting in July 2006, the FLES WG agreed to set up four smaller Working Groups to look at the key areas of: Political Agenda; Decision Making (Sectors' Handling and Governance); Back Office; and Branding and Marketing.

At the meeting of the FLES WG in March 2007, the reports and proposals from the four Working Groups were discussed and it was agreed that the Working Group Chairmen should prepare final recommendations for agreement by the CEN and CENELEC AGs.

This document comprises the draft recommendations to the CEN and CENELEC General Assemblies for decision. It should be read in conjunction with documents CEN/AG N 736 and CLC/AG47/DG1381/DC which contain the Whitebook.

Note: Special attention has to be given on the future name of the European Standardization System which for the purpose of the FLES discussions is named (NewSys).

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**4 PROPOSAL:**

The CEN and CENELEC AGs to decide on the recommendations formulated hereafter.

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**6 RESPONSIBLE:**

**H. Ahls/ E. Santiago**

**Draft General Recommendation proposed by the FLES/WG Chairmen to the meetings of the CEN and CENELEC General Assemblies in June 2007**

**Subject: General Decision relating to FLES**

The FLES/WG Chairmen:

Bernhard Thies - FLES/WG Marketing and Branding  
Jacob Holmblad - FLES/WG Political Agenda  
Olivier Peyrat - FLES/WG Decision Making (Sectors Handling and Governance)  
Bogdan Topic - FLES/WG Back Office

The CEN and CENELEC General Assemblies:

- Considering the good spirit of cooperation between CEN and CENELEC Members during the FLES joint meetings and in the framework of the four specific WGs,
- Having taken note of the comments made on the WG reports presented during the March 2007 FLES meeting and especially due to challenging internal and external factors - reflected in the 6th version of the Whitebook - and taking note that there is a need to adapt the *existing European Standardization System* in order to meet those factors and challenges,
- Expressing their concern about
  - the visibility (inside and outside of Europe) of the European Standardization System and the need to have a more professional marketing of the concept and products of the *European Standardization System*,
  - the representation and involvement of the sectors and stakeholders interested in European standardization,
  - the availability of reliable processes and procedures to ensure the time schedule involved with the production of *European Standardization System* deliverables, primarily the EN,
  - the cost efficiency of the System, and economies of scale to be achieved through joint operations and coordination of governance structures of *European Standardization System* partners,
- Being convinced that the future European Standardization System (Newsys), should be strong, flexible, scalable, legible and open to all sectors ready to respect the basic principles such as openness, flexibility and national delegation,
- Recognizing the significant contribution brought by CEN and CENELEC to the European Standardization System and in consequence their obligations towards interested parties,

On the basis of what has been so far achieved in the framework of the Strategic and Operational Alliance exercise conducted in CEN/CENELEC, propose to the respective General Assemblies of CEN and CENELEC when meeting in June 2007 the following way forward in response to the concerns expressed above.

- 1) To promote the development of common policies regarding:
  - External Relations covering elements such as the Policy towards EU and EFTA, third countries' National Standards Bodies and National Electrotechnical Committees and their regional groupings,
  - Promotion of the European Standardization System (Newsys) and its products notably ENs in relation to their national implementation,
- 2) To investigate and analyse the cost/benefit of creating a structure reflecting equilibrium between democracy and efficiency which would:
  - accommodate European Standardization System (Newsys) common activities,
  - comprise the technical coordination including an arbitrage mechanism between the partners in the European Standardization System (Newsys) and
  - the governance of the latter
- 3) To further progress with the WG Operational Alliance which would support functions as those described as E5 (Visibility), E10 (Information Services), S5 (IT Architecture).

Furthermore the WG Chairmen:

- Propose to the respective General Assemblies that they monitor, supported by the CEN/Secretary General and CENELEC/Director General, the follow up of the above recommendation.
- Request the CEN and CENELEC Presidents to approach business sectors not covered by CEN or CENELEC areas to promote the European Standardization System (Newsys) with the objective of inviting those sectors to join the further development of the European Standardization System (Newsys) in order to benefit all European stakeholders and citizens.

**Draft Key Objectives with Draft Recommendations to CEN/CENELEC AGs**

- 1. Ensure safety valve mechanisms in order to avoid ping pong games across the European Standardization System (Newsys), to solve technical disputes, to provide arbitration and to improve coherence**

**DRAFT RECOMMENDATION 1**

**Subject:** European Standardization System (Newsys) safety valve mechanisms for improving technical coherence

The CENELEC and CEN General Assemblies

- meeting in Cyprus respectively on the 26<sup>th</sup> and 28<sup>th</sup> June 2007,
- having decided by virtue of their respective resolutions CEN/AG XXX and CENELEC/AG WWW to support the results of the FLES exercise and recommendations resulting from that exercise,
- recalling that among those recommendations there is broad consensus to develop European Standardization System (Newsys) safety valve mechanisms in order to address the market needs in a better and more timely manner,
- noting that such safety valve mechanisms should contribute to the overall improvement of the coherence of the European Standardization System (Newsys),
- noting that such safety valve mechanisms should be able to prevent, or limit the number and scope of technical disputes,
- with a view that the corresponding mechanisms should be scalable, in order to take into account possible evolutions of the European Standardization System (Newsys), so as to accommodate market needs not yet covered by the existing key components of the European Standardization System (Newsys),

decide the creation of:

- a common European Standardization System (Newsys) group to discuss matters on Internal Regulations, reporting to the respective BTs of the European Standardization System (Newsys), and more specifically replacing former groups in CEN and CENELEC dealing with internal regulations,
- request the Chairs of CEN/BT and CENELEC/BT (as the structures in charge in CEN and CENELEC) to assist the CEN/SG-CENELEC/DG in the preparation of Terms of Reference for such a function and for such a Group for further decision by the respective AGs before the end of 2007.

## **DRAFT RECOMMENDATION 2**

**Subject:** European Standardization System (Newsys) safety valve mechanisms for solving technical disputes and providing arbitration

The CENELEC and CEN General Assemblies

- meeting in Cyprus respectively on the 26<sup>th</sup> and 28<sup>th</sup> June 2007,
- having decided by virtue of their respective resolutions CEN/AG XXX and CENELEC/AG WWW to support the results of the FLES exercise and recommendations resulting from that exercise,
- recalling that among those recommendations there is broad consensus to develop European Standardization System (Newsys) safety valve mechanisms in order to address the market needs in a better, more efficient and more timely manner, by not allowing prolonged to and fro exchanges across the European Standardization System (Newsys),
- noting that such safety valve mechanisms should be able to solve technical disputes, as well as provide arbitration by making binding decisions,
- with a view that the corresponding mechanisms should be scalable, in order to take into account possible evolutions of the European Standardization System (Newsys), so as to accommodate market needs not yet covered by the existing key components of the European Standardization System (Newsys),

decide the creation of:

- a common European Standardization System (Newsys) mechanism for solving technical issues between the respective structures in charge of technical coordination and policy of the European Standardization System (Newsys) and providing arbitration, with decisions exerting a binding capacity over the BTs,
- request the Chairs of CEN/BT and CENELEC/BT (as the structure in charge in CEN and CENELEC) to assist the CEN/SG-CENELEC/DG in the preparation of Terms of Reference, taking into account the recommendations and proposals of FLES WG C (in particular through the recommended analysis and adaptation of the rules of arbitration of the International Chamber of Commerce) for such a mechanism, for further decision by the respective AGs before the end of 2007.

2. **Implement a European Standardization System (Newsys) External Policy, for non-sector specific matters aiming at creating ways and means for a better coordination towards the political system**
  
3. **Consider the creation of a common Vice-President External Policy (Mr/Mrs Solana of the European Standardization System (Newsys))**

### **DRAFT RECOMMENDATION 3**

**Subject:** European Standardization System (Newsys) External Policy

The CENELEC and CEN General Assemblies

- meeting in Cyprus respectively on the 26<sup>th</sup> and 28<sup>th</sup> June 2007,
- having decided by virtue of their respective resolutions CEN/AG XXX and CENELEC/AG WWW to support the results of the FLES exercise and recommendations resulting from that exercise,
- recalling that among those recommendations there is broad consensus to develop a European Standardization System (Newsys) common approach - as far as External Policy non-specific sector issues are concerned - in order to:
  - promote the values of the European Standardization System (Newsys) (use of international standards (ISO/IEC/ITU) as the base for the work, voluntary use of the European Standardization System (Newsys) deliverables, national principle for vote and implementation, openness to stakeholders, etc, etc,
  - increase the consistency of a European message concerning standardization inside and outside Europe,
  - support political actions of the EC/EFA in their Regulatory Dialogues with third parties' countries' governments,
  - support liaison officers having a post in countries or regions outside Europe.

decide:

- the creation of a common European Standardization System (Newsys) Committee for external issues in which the CEN CACC External Policy and the CENELEC CGF would form the base of such a Committee,
- the creation of the function of a European Standardization System (Newsys) Officer who would lead such a Committee while representing the European Standardization System (Newsys) for external issues,
- that after a period of one year of existence this common European Standardization System (Newsys) Committee should make a report to the respective AGs for possible adjustments of the ToR in the light of the experience gathered.

request the CEN Vice-President Policy and the CENELEC Vice-President in charge of CGF to assist the CEN/SG-CENELEC/DG in the preparation of Terms of Reference for such a function and for such a Committee for further decision by the respective AGs.

**4. Develop a common position outlining how more support can be given to more effective and adequate Market Surveillance within the New Approach sectors**

**DRAFT RECOMMENDATION 4**

**Subject:** Conformity Assessment and Market Surveillance

The CEN and CENELEC General Assemblies,

recognizing the importance of European Standards (ENs) in the realization of the Internal Market by removing technical barriers to trade

- support - at the instant that a new legislative approach is developed at EU level - the European Standardization System (Newsys) initiative to establish a European Forum to discuss Conformity Assessment issues,
- decide, through the Chairmen of the CCB and CENELEC/BT, to contact EC/ETFA to see how the European Standardization System (Newsys) can help to support the new legislative approach regarding a better Market Surveillance in Europe.

**5. Implement, as common support functions, the proposals of the CEN/CENELEC WG Operational Alliance given under**

- a) **E5 Visibility**
- b) **E10 Information Services**
- c) **S5 IT Architecture**

**DRAFT RECOMMENDATION 5**

**Subject:** Common support functions in CEN/CENELEC back offices

The CEN and CENELEC General Assemblies request the CEN/SG and CENELEC/DG to implement the following actions:

**E5 - Visibility**

- 1) To improve the representation of CEN and CENELEC in meetings with external partners
  - identify the number of meetings in each organization,
  - elaborate a proposal to attend specific meetings on an alternate basis,
  - and/or agree on the most appropriate representation

- 2) To decide on the feasibility of a CEN/CENELEC catalogue
- 3) To finalize the 2007 CEN/CENELEC Common Directory regarding TCs and SCs

#### E10 - Information Services

- 1) To establish a common set of Frequently Asked Questions
- 2) To explore the possibility of sharing an InfoService portal like the existing ISO/IEC
- 3) To study the feasibility of setting up a virtual CEN/CENELEC Library

#### S5 – IT Architecture

To further develop the current cooperation between CEN/CMC and CENELEC/CS on IT infrastructure with the completion of the identified opportunities summarized as follows:

- optical fibre connection between CEN/CMC and CENELEC/CS
- Common CEN/CENELEC McAfee anti-virus server + MS WSUS
- Common CEN/CENELEC MOM server
- Joint hardware and software support contract

6. **Ask all National Members if they are willing to promote the European Standardization System (Newsys) and to fund a promotional campaign.**

**IF YES, the following items should be taken into account:**

**Promote the European Standardization System (Newsys) as a strong European brand and ensure a clear brand is made in relation to national implementations.**

**Communicate the brand through an effective logo, advertising, brochures, training courses and other appropriate media, ensuring a clear and consistent message. Ensure that employees and technical experts are involved and that they understand the brand and believe in it.**

**Manage the brand by continually looking for opportunities to make improvements and to adapt to changes in the business or in the market.**

There is a need to develop clear and coherent messages regarding the SYSTEM and its PRODUCTS. A name for the SYSTEM should be found which would relate without any ambiguity to its main product: the EN. This should be supported by a LOGO.

**DRAFT RECOMMENDATION 6**

**Subject:** branding and marketing

The CEN and CENELEC General Assemblies:

- decide to ask all National Members if they are willing to promote the European Standardization System (Newsys)- and to fund a promotional campaign
- decide that the existing FLES WG should work out all the relevant items (costs, name, logo, etc....)