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?

- Project proposal
  - Technical Committee
- Draft Standard
  - Working Group
- European Standard
  - Technical Committee
  - National Standards Body
- USER

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...)

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[Logo: CEN, CENELEC, NORM APME]
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
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:

**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:
What has already been done for SMEs?

**SME Helpdesk**

- 1 email – 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)
- Slovenia: Mikro y male podjetia – MMP – [www.sist.si](http://www.sist.si)
What has already been done for SMEs?

SME Week - Conference 2013

- 28th 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
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 > VDMA Themen > Technik & Umwelt > VDMA-Einheitsblätter](http://www.vdma.org)
- Europe: Education about standardisation: [http://www.cencenelec.eu/News/Events/Pages/EV-2012-005.aspx](http://www.cencenelec.eu/News/Events/Pages/EV-2012-005.aspx)
Thank you for your attention
Questions?

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