



European Standardization Organizations

# Welcome to this 10-10 webinar!



*We start at  
10:00 CET*

The CEN & CENELEC Strategy 2030: highlights & implementation.

# Your webinar moderator

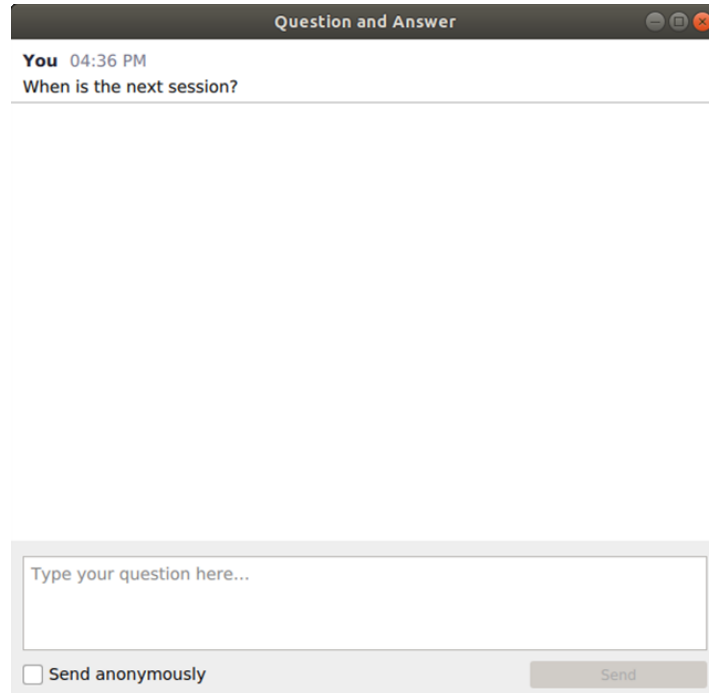


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# Get the most out of the webinar today



► Use the **Q&A panel** to submit your questions

A screenshot of a web-based Q&A panel. At the top, a dark grey header bar contains the text 'Question and Answer' and three small icons (minimize, maximize, close). Below the header, the text 'You 04:36 PM' is displayed, followed by the question 'When is the next session?'. A large, empty white rectangular box is provided for typing an answer. At the bottom of the panel, there is a text input field with the placeholder text 'Type your question here...'. Below this field is a checkbox labeled 'Send anonymously' and a 'Send' button.

► Talk about us on Twitter [@Standards4EU](https://twitter.com/Standards4EU) **#1010webinar**

# Your speakers today



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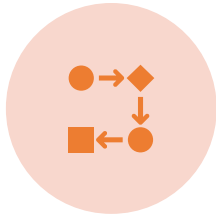




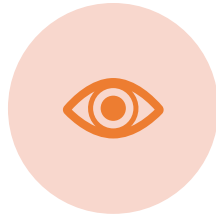
# Strategy 2030



STRATEGIC  
CONTEXT



PROCESS



VISION &  
MISSION



GOALS 1-5



WAY FORWARD



Q&A

## Strategic context



Looking back and forward

Drivers of change

# Looking back and forward



Moment in time to **reflect** after Ambitions 2020:

What have we achieved?

What can we improve?

Lessons learned for IP S2030?



Next cycle of **10 years**: making CEN and CENELEC **future-proof will require transformative changes**



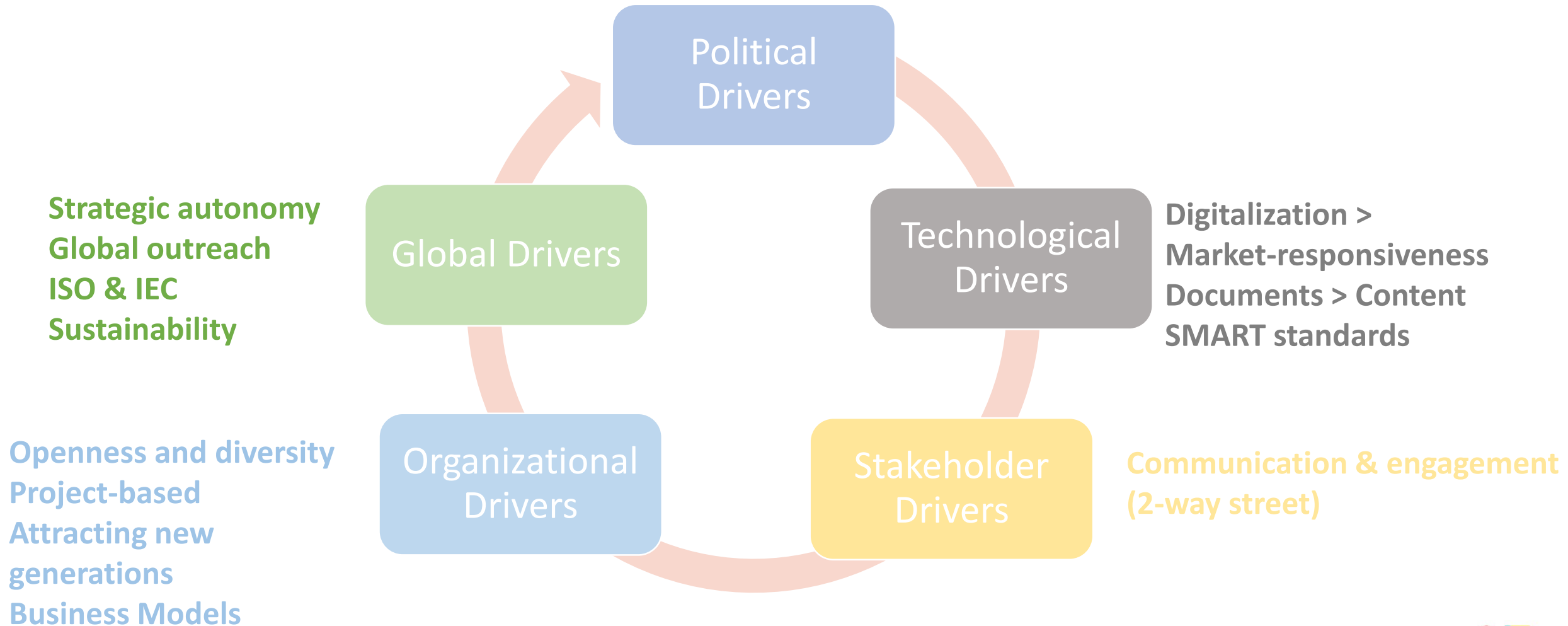
Proposed Strategy 2030 should be **agile**: modular, incremental approach to reach ambitious long-term goals

Flexible mechanisms for regular reviews and evaluations.

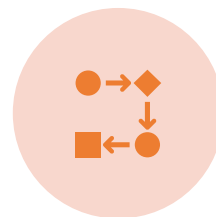


# Drivers of Change

Digital & Green Transition;  
NLF; Industrial recovery;  
strategic autonomy



## The Process



# Strategy Development Process

July  
2019

- Board Members Workshop 2020

Aug. –  
Sept.  
2019

- Members' consultation on Skeleton Draft

Dec-Feb  
2019-2020

- Stakeholder consultations at national, European & international level

Aug. 2020

- Members' consultation on revised draft

Sept. 2020

- Members' Workshop: validation of final draft

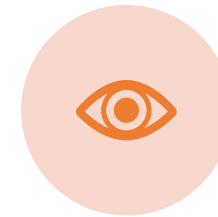
Oct. 2020

- Multi-Stakeholder Dialogue: "Standards – Driving Europe's Economic Recovery"

Nov. 2020

- Formal approval and adoption of S2030 by CEN/AG and extraordinary CENELEC/AG

## Vision & Mission



## Vision & Mission

### Vision-statement:

*Building a **safer, more sustainable and competitive Europe** through **European and International Standardization**.*

### Mission-statement:

*Through our **stakeholder networks**, we create **consensus-based standards** in order to generate **trust**, fulfil **market requirements**, enable **market access** and **innovations** for a **better, safer and more sustainable Europe**.*



## Goals



5 Goals – 11 Priorities



## 5 Goals

1. EU and EFTA recognize and use the strategic value of the European standardization system
2. Our customers and stakeholders benefit from state-of-the-art digital solutions
3. Increase the use and awareness of CEN and CENELEC deliverables
4. The CEN and CENELEC system to be the preferred choice for standardization in Europe
5. Strengthen our leadership and ambition at the international level



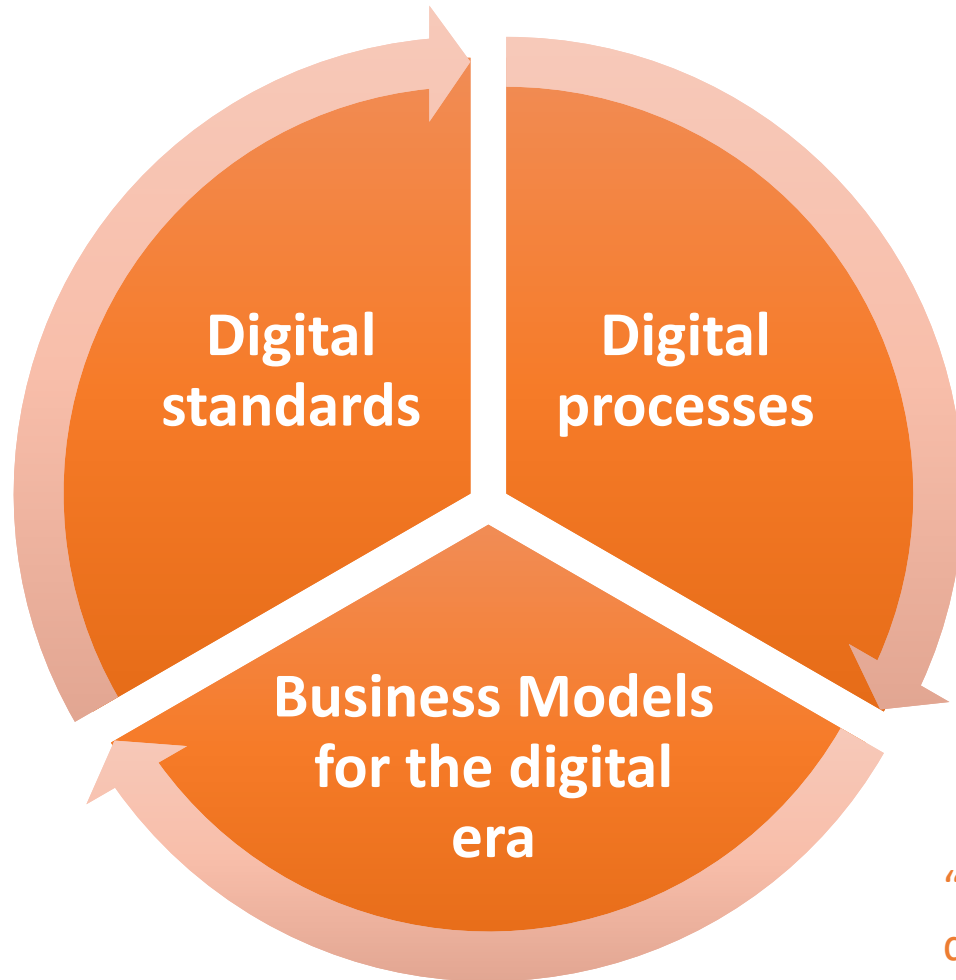
# Goal 1 – EU and EFTA recognize and use the strategic value of the European standardization system



- 1. Renew the public private partnership with the EU to enable a well-functioning Single Market (New Legislative Framework (NLF))**
  - ▶ Better understanding of roles and how to improve collaboration
- 2. Promote the value that CEN and CENELEC standards bring in supporting European public policy → EC recognizing and promoting the value of ESOs\***
  - ▶ Release the full innovative, competitive and geostrategic capacity of the EU economy
- 3. Combatting climate change → ESOs\* to help EC implement the Green Transition**
  - ▶ Jointly guide economy and society towards a climate-neutral Europe

*\*ESOs = European Standardization Organizations (CEN, CENELEC & ETSI)*

## Goal 2 - Our customers and stakeholders benefit from state-of-the-art digital solutions



1. Produce standards fit for the digital economy
2. Transform our standards development processes
3. Transforming our business models for the digital era

“develop and deliver state-of-the-art digital solutions, to drive the creation and use of standards”

## 1. Increase the use and awareness of CEN and CENELEC deliverables

- ▶ Communicate the unique added value of the European Standardization System at national and European level
- ▶ Develop evidence base and tailored engagement strategies to convince different stakeholder communities of the use and added value of standardization

## 2. Enhanced engagement for a better understanding of user needs

- ▶ Enhance customer intimacy > optimise user experience > increase value added > increase use of our deliverables

## Goal 4 – The CEN and CENELEC system to be the preferred choice for standardization in Europe



### An inclusive CEN and CENELEC system as the gateway for standardization in Europe

- ▶ Open, accessible, seamless and responsive standardization system for all stakeholders
- ▶ Empowered, systematic stakeholder involvement
- ▶ Promote project-driven, multi-disciplinary ways of working

*"Together, these measures will make CEN and CENELEC more open towards the outside world, allowing us in turn to **attract new generations of standard-makers, to be more responsive to changing market needs, and ultimately, to produce better standards.**"*

## 1. Enhance global outreach and influence through strengthening ISO and IEC

- ▶ 'International first' standardization policy
- ▶ Increased leadership, engagement and influence
- ▶ Improved coordination and efficiency at the European level
- ▶ Proactively champion and lead other international initiatives

## 2. International standardization to be a lever for sustainable development

- ▶ Standardization critical catalyst for sustainability
- ▶ CEN & CENELEC Members to play progressive role internationally



## Way forward



# Connecting the dots



Development and adoption of S2030 Implementation Plan (January-June 2021)



Alignment with Strategic initiatives

- At international level: ISO and IEC
- At national and European level: CEN and CENELEC Members & ETSI



Link up with EU Standardization Strategy and EU Industrial Strategy 2.0

# Question time

► Use the Q&A panel to submit your questions

Question and Answer

You 04:36 PM

When is the next session?

Type your question here...

☐ Send anonymously Send



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# Thank you for your participation!

*Next webinars:*

5 February - [Webinar 'Exploring a potential Shared Digital Infrastructure for CEN and CENELEC'](#)

10 February - [10-10 webinar: Standardization requests – State of play](#)

15 February – [Webinar 'Building Information modelling \(BIM\) supports digitalization of standards for the construction sector'](#)