



European Standardization Organizations

Welcome to this 10-10 webinar!

Lessons learned for CEN & CENELEC from the COVID-19 crisis

*We start at
10:00 CEST*

Your webinar moderator



Els Somers

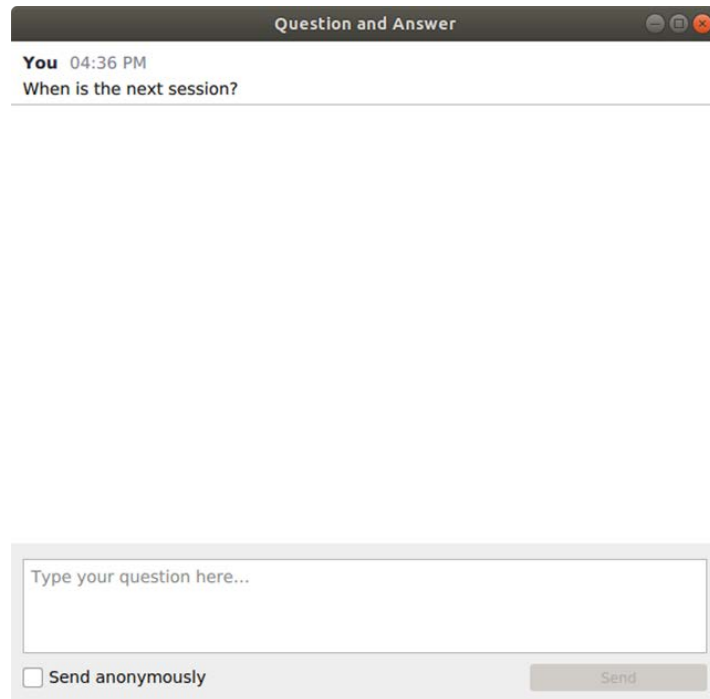
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Engagement

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- ▶ Use the Q&A panel to submit your questions



The screenshot shows a 'Question and Answer' window. At the top, it says 'Question and Answer' with window control icons. Below that, a message from 'You' at '04:36 PM' asks 'When is the next session?'. Below the message is a large text input field with the placeholder text 'Type your question here...'. At the bottom left of the input field is a checkbox labeled 'Send anonymously'. At the bottom right is a 'Send' button.

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Your speakers today



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▶ **Crisis-responses to the COVID-19 pandemic**

- ▶ COVID-19 Crisis-Management Network (CMN)
- ▶ Business continuity
- ▶ Standards and standardization
 - ▶ European level
 - ▶ National level
 - ▶ International level

▶ **Initiatives generated by the crisis**

▶ **Lessons learned & best practices identified**

- ▶ Digital Transformation
- ▶ Stakeholder & Policy Engagement
- ▶ Resilient business models

▶ **Key take-aways & way forward**

COVID-19

Crisis-responses to the COVID-19 pandemic

[Link](#)

- ▶ Ad-hoc CEN-CLC crisis-response network established in March 2020 (now dissolved)
- ▶ Mandate:
 - ▶ to coordinate and facilitate a dynamic exchange between CEN and CENELEC Members, focusing on activity areas directly affected by the COVID-19 crisis
 - ▶ to identify and address issues of common concern requiring coordination at European level
 - ▶ identify and exchange best practices, lessons learned from Members' experiences
- ▶ Series of thematic e-meetings > actions at European, national and international level
 - ▶ technical assessment of equivalence
 - ▶ free availability of European standards
 - ▶ support services and guidance materials
 - ▶ Members' survey on impact and best practices

- ▶ Ensuring **business continuity by providing flexibility**
 - ▶ Virtual meetings and access to remote participation tools (Zoom, Teams)
 - ▶ Lower threshold → increased and more diverse stakeholders interested to participate in standardization activities
 - manufacturers of Personal Protective Equipment (PPE)
 - import-export companies of PPE and medical devices
 - small businesses and start-ups
 - national, regional and local authorities
- ▶ **6-month extension** to the standard development process
- ▶ **Flexible standard development process** for Technical Committees to autonomously plan and organise their work
 - ▶ Webinar [‘Part 1: Principles and operational aspects’](#)
 - ▶ Webinar [‘Part 2: IT tools for planning & monitoring’](#)
 - ▶ Webinar [‘Part 3: Clarifications & improvements’](#)

Stakeholders' questions and feedback during the crisis

- ▶ Feedback mechanism following the publication of a standard
- ▶ Landing pages with Frequently asked questions at national and European level to gather relevant COVID-19 information (e.g.)
 - ▶ what are PPE and medical devices and the legal framework?
 - ▶ who are the competent authorities for the conformity assessment for these products?
 - ▶ how do Chinese COVID-19 standards compare to European ones?
- ▶ Use of online video tutorials, communication campaigns at national level
- ▶ Helplines, sectorial guides, online trainings and webinars (e.g. guides on how to place PPE and medical devices on the market)

European Level

- ▶ **Free availability of medical devices and PPE standards** used in the context of the COVID-19 pandemic
 - ▶ surgical masks, medical gloves for single use, surgical clothing and drapes
 - ▶ PPE masks, protective clothing against infective agents and liquid chemicals, personal eye-protection
- ▶ Temporary and exceptional measure
 - ▶ enable companies **reconvert their production lines** to ensure supply of health equipment's
 - ▶ tackle the **severe shortage** of PPE and medical devices in Europe
- ▶ The publication of a **CWA 17553:2020 'Community face coverings'** on 17 June 2020
 - ▶ upon an urgent request of the European Commission
 - ▶ CEN agreed to develop and published CWA 17553:2020 'Community face coverings'
 - ▶ fast-track approach (1 month) under the stewardship of **AFNOR**, the French Standardization Body
 - ▶ Conversion of CWA 17553:2020 into **Technical Specification**
 - ▶ **CEN/TC 248 'Textiles and textile products'**

National level

- ▶ **CEN and CENELEC Members continued making freely available** additional standards at **national level** consider necessary to fight against COVID-19
- ▶ Total of 156 additional deliverables were freely made available
- ➔ Exceptional measure initially limited to **2020-05-18**, extended until **2021-03-31**
- ➔ **More than 350 000 downloads (non exhaustive)**

International level

- ▶ The Standardization Administration of China (SAC) carried out a **technical assessment to check the equivalence** between the European and Chinese **medical device and PPE standards** :
 - ▶ surgical masks, medical gloves for single use
 - ▶ PPE masks, protective clothing against infective agents and liquid chemicals, personal eye-protection
- ▶ Need for **European validation** of SAC's comparative analysis
- ▶ **Outcome**
 - ▶ similarities and significant differences between SAC and European standards
 - ▶ comparison is **NOT** legal basis for a third party to choose Chinese products
 - ▶ comparison on the technical information based on text of the standards

International level

- ▶ Requests from several countries to **adopt** European standards during the pandemic
- ▶ Angola, the Emirates, Ghana, the GSO, Jamaica, Indonesia, the Philippines, Qatar, Singapore, South Africa, Sri Lanka, St. Lucia, Uganda and Zambia
 - ▶ [EN 14683:2019](#) 'Medical Face Masks – Requirements and Test Methods', (**14 countries**)
 - ▶ [EN 149:2001+A1:2009](#) "Respiratory protective devices - Filtering half masks to protect against particles - Requirements, testing, marking", (**8 countries**)
 - ▶ [EN 1499:2013](#) "Chemical disinfectants and antiseptics. Hygienic handwash. Test method and requirements (phase 2/step 2)" (**5 countries**)
 - ▶ [EN 1500:2013](#) "Chemical disinfectants and antiseptics - hygienic hand rub- test method and requirements (phase 2/step 2)" (**5 countries**)

- ▶ Development of a European deliverable on COVID-19 health and safety protocols for tourism ➡ request of the European Commission:
 - ▶ adoption of the **ISO PAS 5643** 'Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry' (once published by ISO) as a European deliverable ([CWA 5643-1:2021](#) Under Approval)
 - ▶ The development of **CWA 5643-2** 'Tourism and related services — Requirements and guidelines to prevent the spread of Covid-19 in the tourism industry – **European visual identity**' ([prCWA 5643-2](#) Under Drafting)
- ▶ Developed by **CEN/WS EUROSAFETOUR**
- ▶ Kick off meeting (26 February 2021) and publication date May 2021
- ▶ Under the stewardship of **UNE**, the Spanish standardization body

Initiatives generated by the crisis

- ▶ Need for sustainability for PPE
- ▶ Interest and commitment of experts to go in this direction
- ▶ PPE workshop on 'sustainability in PPE: addressing the challenges through standardization' → 400 participants
→ diverse audience → 8 March 2021
- ▶ Highlighted the challenges, experiences → standardization
- ▶ Recordings and materials - [link](#)



COVID-19

Lessons learned & best practices



CENELEC

CEN – European Committee for Standardization
CENELEC – European Committee for Electrotechnical Standardization



CENELEC

LESSONS LEARNED DURING THE **COVID-19 PANDEMIC**



▶ Ensuring virtual business continuity

- ▶ digital tools and virtual meeting platforms as an important enabler for a wider multi-stakeholder engagement in standardization processes

▶ Need to upscale and fast-track ongoing digitalization and ICT initiatives

- ▶ Develop SMART standards for different use cases
- ▶ Offer agile, collaborative online production processes for faster standard development
- ▶ Inform and align digital transformation initiatives at international level (ISO & IEC)

▶ Beyond technical innovation

- ▶ Need for smart mixes between physical and virtual engagement (make best use of both formats) and revise working arrangements and meeting policies accordingly
- ▶ Importance of social interaction, transparent communication and continuous skill and performance management

- ▶ **COVID-19 crisis contributed to better, more tangible understanding of the purpose and value of standards**

- ▶ **Stakeholders**

- ▶ Over 60% of Members reported overall increase in (digital) engagement with stakeholders
 - ▶ Over 60% of Members managed to reach new (types of) stakeholder audiences, often previously hard to reach

- ▶ **Policy makers**

- ▶ At national level: noticeable increase and enhancement in working relations with policymakers and regulatory authorities
 - ▶ At EU level: better mutual understanding of the challenges at stake in the European Standardization System > renewed momentum to address long-standing pain points

- ▶ **Best practices from COVID-19 communication strategies**

- ▶ landing pages, social media campaigns, intensive press and media coverage, online courses, webinars and/or targeted outreach strategies, campaigns around freely available standards, use of TC specialists

- ▶ **Focus now: consolidate gains in outreach and understanding into concrete business opportunities.**

Resilient business models (BMs)

- ▶ **Increased openness to explore alternative business models to enhance organizational resilience**
 - ▶ COVID-19 crisis exposed vulnerabilities in our financing and business models: more diverse revenue-models were impacted less
 - ▶ Members showed exceptional agility and innovation in development of business cases around new services and products > to be further explored
 - ▶ BMs differ greatly among CEN and CENELEC Members > CCMC to further facilitate open exchange for a further exploration of alternative, crisis-resilient and future-proof business models for the digital era.



Key take-aways & Way forward

- ▶ COVID-19 intensified number of ongoing trends > taken onboard in the CEN and CENELEC **Strategy 2030**, approved in November 2020.

EU and EFTA recognize and use the strategic value of the European standardization system

1. Our customers and stakeholders benefit from state-of-the-art digital solutions
 2. Increase the use and awareness of CEN and CENELEC deliverables
 3. The CEN and CENELEC system to be the preferred choice for standardization in Europe
 4. Strengthen our leadership and ambition at the international level
- ▶ Insights helped **prioritize** different elements in S2030 Implementation Plan, to be approved in June & Nov. 2021.

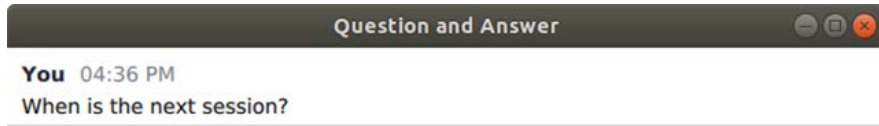
▶ [Press release](#)

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Question time

▶ Use the Q&A panel to submit your questions



Type your question here...

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European Standardization Organizations

Thank you for your participation!

Next webinars:

2021-05-27 - [Webinar for Standard Drafters: Using Word more confidently & efficiently](#)

2021-06-10 - [10-10 webinar: CEN approach on addressing environmental issues in standardization](#)