CEN and CENELEC response to the public consultation on building the European data economy

April 2017

Executive Summary

CEN and CENELEC welcome the opportunity to respond to the public European Commission consultation on building the European data economy, which will help complete the Digital Single Market. The current Digital Single Market is fragmented by consortia technical specifications which inhibit the creation of a true Single Market.

This market fragmentation prevents business and consumers from fully benefitting from a transformed economy enabled through the free flow and exploitation of data. Today, European business and consumers trying to operate and trade across borders face 28 rules for consumer protection, data protection, contract law and tax rates.

The creation of a true European data economy requires a coordinated approach, including a barrier-free Union in order to ensure an effective uptake of digital products and services across the European market.

European Standardization is a powerful tool to help achieve the EU objectives, and the **European Standardization System** provides an adequate framework to set the best conditions to improve and enable the **interoperability, portability and security of data services.**

European Standards underpin the Digital Single Market

Voluntary European standards are **innovation-friendly**, **market-driven** tools – the output of a **coherent**, **inclusive**, **results-driven**, **dynamic** system built on **partnerships** with all industry and societal stakeholders.

For more than 30 years the 'New Approach to technical harmonization', has been the model in Europe for the public-private partnership that has proved its full potential to deliver a real trade-friendly regulatory environment that boosts the competitiveness of business in a technical-barrier-free European market.

Indeed, the European Standardization Organizations[1] partnership with the European Commission under this framework offers a model whereby voluntary European standards support EU regulations and policies in defined areas, and may give presumption of conformity to those regulatory requirements. This system has proved its value, even more so in a context of economic turmoil, as it is highly innovation-friendly and market-driven, while ensuring the expected level of safety and protection of societal and environmental interests.

This approach, at the heart of the European Standardization System, fits perfectly in the current focus on better regulation and the push for efficient rules, minimum burdens for business and consumers, effective competition and high-quality services across pan-European markets. It has functioned very well to support the strengthening of the European Single Market for Goods, and it is now also progressing in the area of Services. So, this successful experience could be extended to other sectors of the market if this model was applied to all other areas of standardization activities, thereby facilitating the smooth deployment of the Digital Single Market.

CEN and CENELEC commitment to international standardization through their respective partnership with ISO and IEC, makes Europe the region that has the greatest level of alignment with international standards, thereby boosting the global competitiveness of European business. This global outreach potential is key in the context of the Digital Single Market, which provides the framework for border-free exchanges of services, and for which Europe could take a leading position worldwide.

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[1] The European Standardization Organizations (ESOs) are recognized under EU Regulation 1025/2012 as the Organizations mandated to produce European Standards in response to European Standardization requests. The ESOs are CEN (European Committee for Standardization), CENELEC (European Committee for Electrotechnical Standardization) and ETSI (European Telecommunications Standards Institute).

CEN and CENELEC **links with ISO and IEC** are key strengths in international markets and full advantage should be taken of using international standards within Europe, where supported by stakeholders.

Through 34 national members active in standardization for over 20 years, CEN and CENELEC have a strong European network with **global outreach** through ISO and IEC that can provide the framework for Europe to capture global market opportunities.

It is widely accepted that economic growth relies on **research, innovation and successful transformation of business**. Digital technologies are transforming every area of economic life, so new sources of growth will come undoubtedly also from the exploitation of transformative technologies such as big data across industries and sectors.

CEN and CENELEC have been active in ICT standardization for more than 20 years. Their strong network cover a wide range of sectors, some of them ICT related, and others that might use or are using ICT. They have also developed a close partnership with the European research and innovation community, thereby creating the framework for **innovation and research results to be smoothly channelled to the market.**

The various concepts of Partnerships offered by CEN and CENELEC also enable fora and consortia deliverables to be processed through the European Standardization System, giving them an additional layer of recognition and acceptance, and ensuring their regional harmonization. Moreover, CEN and CENELEC deliverables, ranging from full consensus documents i.e. European Standards (ENs) to lower-level-consensus documents such as Workshop Agreements, offer the **flexibility to adapt to the market needs and the expected speed for the delivery** of the technical solution.

Relying on the European Standardization System to provide the ICT standardization solutions will help achieve the European policies for a strong digital economy and a truly connected European Digital Single Market, as European Standards ensure the **interoperability** of products and services.

CEN and CENELEC are working closely together in a number of areas in order to provide a system approach to standardization activities in areas that require the cross-expertise of different sectors and for which interoperability is key. The three ESOs are also working closely together to provide an adequate response to the **convergence of technologies** and to avoid overlap in the standardization work. In this respect, numerous joint standardization activities are ongoing such as in the domain of 'smart and sustainable cities and communities'.

This cooperation framework is crucial when it comes to ICT as it is a matter that is extremely transversal and that is now impacting even the most traditional sectors such as gas and electronic appliances. Therefore, to ensure that ICT standardization supports European growth, it is vital to engage with the manufacturing and services sectors.

Under the CEN – CENELEC Strategic Plan for Digital Transformation, the CEN and CENELEC governing bodies will address better integrating **open source communities** in standardization through a strategic implementation project in the second half of 2017.

Standardization and Data Economy

An integrated European standardization plan, addressing **data challenges**, can play an important role by bringing a collective focus and planned efforts to the development of priority standards for the ever-widening and diverse digital stakeholders and their application to marketable products, systems and services.

Relying on the European Standardization System to provide the standardization solutions needed for the **data economy**, will help achieve the European policies for a strong digital economy and a truly connected European Digital Single Market.

The standardization expert base can attract experts from new and existing data-driven technologies to work alongside those from more traditional sectors including manufacturing and industrial automation, construction, transport, energy, healthcare, and cross-cutting fields such as the smart cluster (-cities, grids) and lifestyle (home automation, security, wearables).

The European Standardization System is a unique asset for Europe that with the support and engagement of the European Commission and the EU institutions **will develop a solid and predictable framework for data flow within the Single Market**.

CEN and CENELEC await with keen interest the overall conclusions of the Consultation, the priorities defined by all European stakeholders and their needs for technical standards for data in order to implement meaningful portability in a technologically neutral manner and are ready to work actively in the delivery stages.

Detailed Response to portability of non-personal data, interoperability and standards

In setting the necessary conditions for the European data economy, CEN and CENELEC highlight the following developments, to be taken into account when establishing the priorities for standardization of data. These activities are indicative and serve to highlight the range of data management aspects that can be successfully addressed through standardization. CEN and CENELEC would welcome the opportunity to support the **'Sector-specific experiments on standards'** for data portability proposes in EC Communication 'Building a European Data Economy' COM(2017) 9 final.

- ***CEN Workshop on a "Unique Identifier for Personal Data Usage Control in Big Data" (CEN WS ISÆN)*** aims to design Self-Sovereign Identifier(s) to measure data for use by policy makers, companies, and individuals.
  Self-Sovereign Identifier(s) will offer end users the possibility by to sign and mark their data streams. Such Self-Sovereign Identifier(s) will be called the ISÆN: Individual perSonal data Auditable addrEss Number.

- **CEN Workshop 'Aquaculture Smart' and Open Data Analytics as a Service**
  This Workshop aims to define some technical requirements that will enable innovation in the aquaculture sector, turning the available local and heterogeneous large volumes of data in a universally understandable open repository of data assets.

- **ISO/TC 69** Application of Statistical Methods has initiated a work item on application of statistical methods for Big Data.

- **JTC1/WG 9 Big Data**:
  ISO/IEC CD 20546 Information Technology - Big Data - Definition and Vocabulary
  ISO/IEC AWI TR 20547-1 Information technology - Big data reference architecture - Part 1: Framework and application process

ISO/IEC AWI TR 20547-2 Information technology - Big data reference architecture - Part 2: Use cases and derived requirements
ISO/IEC AWI 20547-3 Information technology - Big data reference architecture - Part 3: Reference architecture

About CEN and CENELEC

CEN (European Committee for Standardization) and **CENELEC (European Committee for Electrotechnical Standardization)** are recognized by the European Union (EU) and by the European Free Trade Association (EFTA) as European Standardization Organizations responsible for developing and defining standards at European level. These standards set out specifications and procedures in relation to a wide range of products and services.

The members of CEN and CENELEC are the National Standards Bodies and National Electrotechnical Committees of 34 European countries including all of the EU member states plus Iceland, Norway, Serbia, Switzerland, Turkey and the former Yugoslav Republic of Macedonia.

European Standards (ENs) are developed through a process of collaboration among technical experts nominated by business and societal stakeholders. Once adopted, these standards are implemented and published in all of the 34 countries covered by CEN and CENELEC.

CEN and CENELEC also promote the international harmonization of standards in the framework of technical cooperation agreements with ISO (International Organization for Standardization) and IEC (International Electrotechnical Commission). For more information, please see: www.cencenelec.eu