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# CEN and CENELEC response to the EC Consultation on Standards in the Digital Single Market: setting priorities and ensuring delivery

January 2016

## Executive Summary

CEN and CENELEC welcome the opportunity to respond to the EC consultation on setting priorities for standards in the Digital Single Market.

The European Digital Market is currently fragmented by consortia standards and competing standards inhibiting the creation of a true Single Market.

This prevents business and consumers from fully benefitting from a transformed economy enabled through full exploitation of digital technologies and the internet. 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 Digital Single Market requires a barrier-free Union in order to ensure an effective uptake of ICT 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 enable the seamless deployment of the Digital Single Market in Europe.

**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.

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 33 national members active in ICT 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.

An integrated European standardization plan for ICT 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 stakeholders for ICT technologies and their application to marketable products, systems and services.

CEN and CENELEC urge a coherent and streamlined approach for standardization plans. Having an ICT Rolling Plan, Annual Union Work Programme for standardization and Priority ICT Standards Plan will not be understandable and useable by all stakeholders.

ICT standardization requires cohesive and committed approach from all stakeholders to embrace the diverse and growing spectrum of technologies and applications.

The standardization expert base must attract experts in new and existing ICT 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).

It will be important to foster strong links between ICT-developers and solution providers.

The European Standardization System is a unique asset for Europe that **with the support and engagement of the Commission and the EU institutions will develop the needed ICT standards.**

**NB.** In responding to this Consultation, CEN and CENELEC **limit their input at this stage to an indication of the overall priority of the 10 domains** of standardization for the Digital Single Market as defined in the by the Commission (Q2.1).

Being active members of the Multi-Stakeholder Platform on ICT Standardisation (MSP), CEN and CENELEC have already actively participated in the establishment of these 10 key domains.

CEN and CENELEC through BT/WG 6 'ICT Standardization Policy' are currently developing an ICT standardization strategy that will frame the organizations' short and medium-term policies in this field.

CEN and CENELEC await with keen interest the overall conclusions of the Consultation and the priorities defined by all European stakeholders and their standardization needs for each of the subdomains and priority actions and are ready to work actively in the delivery stages.

## Detailed Replies

### II.1 Questions on general framework and problem statement

#### ***Q1.1 Do you share the Commission's analysis in Part 2 of this document?***

**YES.**

An 'integrated standardization plan' can be a key element of a cooperation framework that is crucial for 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 establish visible and agreed priorities in order to engage all manufacturing and services sectors.

#### ***Q1.2 - ICT is assuming a greater role in sectors of the economy which were not previously significant users of ICT. How do you see the role of ICT standards for the economy, in particular beyond the ICT sector?***

**Very Important.**

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'.

The Digital Single Market will create an area where the free movement of **goods, persons, services and capital** is ensured, both online and offline, and where citizens and businesses can easily access and exercise online activities under uniform conditions, regardless of location. Some of those conditions are outlined below and include in bold **examples of related CEN and CENELEC standardization activities**:

- Accessing (**eAccessibility**) and benefitting from the same online content and services (**cross-border trade, transport and postal/parcel services**)
- fostering creation of online businesses offering **services** to any EU country (**electronic invoicing**)
- simplified rules for **eCommerce (eBusiness)** enabling easier digital and online purchases
- adequate copyright and data protection (**privacy**)
- provided by accessible, affordable, safe and reliable, high speed broadband internet services through **infrastructure** and **broadband networks (data centres, cable infrastructure)**
- fostering the development of creative industries in the cultural and audiovisual sectors
- preventing **cybercrime (cybersecurity)**
- supporting digital and **eGovernment**
- promotion of eSociety by ensuring citizens (**consumers and employees**) have the necessary online (**ICT**) **skills** to benefit from the digital revolution and to stimulate digital innovation (**eCompetences, eSkills**)

**Q1.3 - Do you agree that setting priorities for ICT standards at EU level, accompanied by clear time-tables, could help standard-setting organisations in better organising their work and support the Digital Single Market?**

**YES.**

However, in order to allow all stakeholders to plan and provide input to ICT standardization, CEN and CENELEC strongly encourage streamlining and coherence between all plans and programmes for ICT standardization, namely:

- roadmap for completing the Digital Single Market and the **Priority ICT Standardization Plan.**
- annual **ICT Rolling Plan** that 'provides an overview of the needs for preliminary or complementary ICT standardisation activities to be undertaken in support of EU policy activities.'
- **Annual Union Work Programme for Standardization** that identifies fields, including ICT, for which the Commission intends to issue a standardization request to the European Standardization Organizations to develop standards.

***Q1.4. - What other steps should be considered to ensure that any such prioritisation would enjoy broad support of key stakeholders?***

One key step is recognition that **European Standardization** is a powerful tool to help achieve the overall objectives, and provides an adequate framework to set the best conditions to enable the seamless deployment of the Digital Single Market in Europe.

As the 'New Approach to technical harmonization' is about to celebrate its 30th anniversary, this model of public-private partnership 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' partnership with the European Commission under this framework offers the most effective model whereby **voluntary** European standards - **developed by all stakeholders** - 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 as well as guarantees of inclusivity and transparency.

This approach, that is 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.

Moreover, as the European Standardization System is based on a 'unique standard' model, it prevents fragmentation in the market, and provides coherence and transparency for market operators. Indeed, the 33 Members of CEN and CENELEC adopt the European Standards identically at national level, and remove any national conflicting standards. This provides equal market access opportunities to business that operate inside the European Single Market and beyond, and offers a level-playing field for them to compete with innovative differentiation factors.

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.

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**.

***Q1.5 - What would be the most effective instrument at EU level to ensure that any such prioritisation is taken up by relevant standard-setting organisations? (please select and rank up to 3 instruments)***

1. Priorities stated in the Rolling Plan for ICT Standardisation
2. Standardization requests issued to EU standard-setting organisations and included in the Annual Union Work Programme for European standardisation

See reply to Q1.3 above, about the need for coherence and streamlining of approach to ICT standardization work programmes.

***Q1.6 - What would be the impact of a priority ICT standards plan defined at the level of the EU on Europe's effort to pursue leadership in global standard-setting?***

**POSITIVE .**

The global outreach potential is hugely important in the context leveraging the EU Digital Single Market, which provides the framework for border-free exchanges of services, and for which Europe could take a leading position worldwide.

This is enabled through CEN's and CENELEC's commitment to international standardization through their respective partnership with ISO and IEC, that makes Europe the region that has the **greatest level of alignment with international standards**, thereby boosting the global competitiveness of European business.

Many CEN and CENELEC members are **active in ISO and IEC with their work on Digital Manufacturing, Intelligent Transport Systems, eHealth and many other topics** and in ISO/IEC JTC 1 'Information Technology' that includes in its programme standardization work on smart cities, big data, Internet of Things, IT security, cloud computing and sensor networks.

***Q1.7 - What would be the impact of a priority ICT standards plan defined at the level of the EU on the ability of European companies to capture new global market opportunities?***

**POSITIVE.**

Same reasons as Q1.6

***Q1.8 - Besides establishing a priority ICT standards plan, what other measures could the Commission (or other EU institutions) take to ensure that standardisation plays its role in achieving a Digital Single Market?***

Fully recognise and support the European Standardization Organizations to develop the identified standards for ICT, through proactive engagement and partnership by all relevant Commission Services and EU institutions.



Close collaboration with the ESOs to ensure that all relevant research and innovation actions and actors (e.g. Horizon 2020 programmes and projects) take up standardization so that their results can be smoothly channelled to the market.

Sustained horizontal Commission action to promote understanding of the role of European Standardization and its use by all relevant Services, including for non-traditional sectors and topics.

***Q1.9 - How should standard-setting organisations best respond to the increasing speed of technological development and the integration of technologies in business processes across all industrial sectors?***

***A - Regarding the adaptation of existing standards to new developments***

European standards developed by CEN and CENELEC are subject to a periodic review and if necessary adaptation to ensure their contact market relevance. A priority plan for ICT standards should also identify existing areas for which European standards exist.

***B - Regarding the introduction of new standards for new technologies/products***

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 achieve the expected time for the delivery of the technical solution.

For instances when stakeholders desire timely delivery of standards, CEN and CENELEC have adapted their systems accordingly.

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.

**Q1.10 - How do you see the involvement of European ICT Standardization experts in international standardisation organisations (ITU, ISO, IEC) and global standard setting organizations (i.e. IEEE, IETF, OASIS, W3C, ECMA international)?**

**A - The SCOPE (or LEVEL?) of involvement:**

**Should be increased.**

The current climate amongst ICT standardizers is characterized as competition for attention rather than collaboration. To mitigate this, ICT fora and consortia should be encouraged to work with and through the ESOs, where their role and input can be formally recognised.

To address the increasing range of topics in line with every expanding range of ICT technologies, products and applications, the standardization expert base should increase appropriately. To do so, a collective effort to attract (and educate about standardization) new industry experts (including from SMEs) and representatives of (for example) consumers, environment, research and academia will be necessary.

**B - The QUALITY of involvement:**

**Should be improved.**

The quality improvement relates to the knowledge and expertise that experts will have to bring to standardization. Experts on the ICT technologies will be needed alongside experts from more traditional sectors (construction, energy, transport) who will employ ICT in their products, systems and services. Experts will be needed who can cover nearly all industry and consumer fields with knowledge of cross-cutting ICT technologies to be used in (amongst others) manufacturing and industrial automation, construction, transport, energy, healthcare, the smart cluster (-cities, grids) and lifestyle (home automation, security, wearables).

## II.2 Questions on priority domains for standardisation in the Digital Single Market

**Q2.1 - Please identify and rank the domains (up to 5) and subsequently subdomains (up to 3 per domain) within each domain that you consider a priority. If specific domains or subdomains are missing, please add them.**

	1	2	3	4	5
Domain 1: 5G communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 2: Cloud computing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 3: Cybersecurity	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 4: Data driven services and applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 5: Digitisation of European Industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 6: eHealth and aging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 7: Intelligent Transport Systems (ITS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Domain 8: Internet of Things	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domain 9: Smart Cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Domain 10: Smart and Efficient Energy Use	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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### 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 33 European countries including all of the EU member states plus Iceland, Norway, 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 33 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](http://www.cencenelec.eu)