Standardisation, Innovation, EU Neighbourhood Policies and beyond

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What is a standard?

→It is a document:

- voluntary in application

- established by all interested parties

- reflects consensus

- approved by a recognized body

- meant for common and repeated use

Added Value of European Standards

- Cooperation with international level
- 1 standard = access to 29 European countries + worldwide
- Keymark certification
  (CEN & CENELEC only)
- Conformity Assessment

The European Standardization Organizations

- CEN
  (European Committee for Standardization)

- CENELEC
  (European Committee for Electrotechnical Standardization)

- ETSI

  (European Telecommunications
   Standards Institute)

Strengths of the European system

Principles of ESO's

- Consensus
- Openness and transparency
- National commitment
- Technical coherence at the national and European level
- Correct integration with other international work
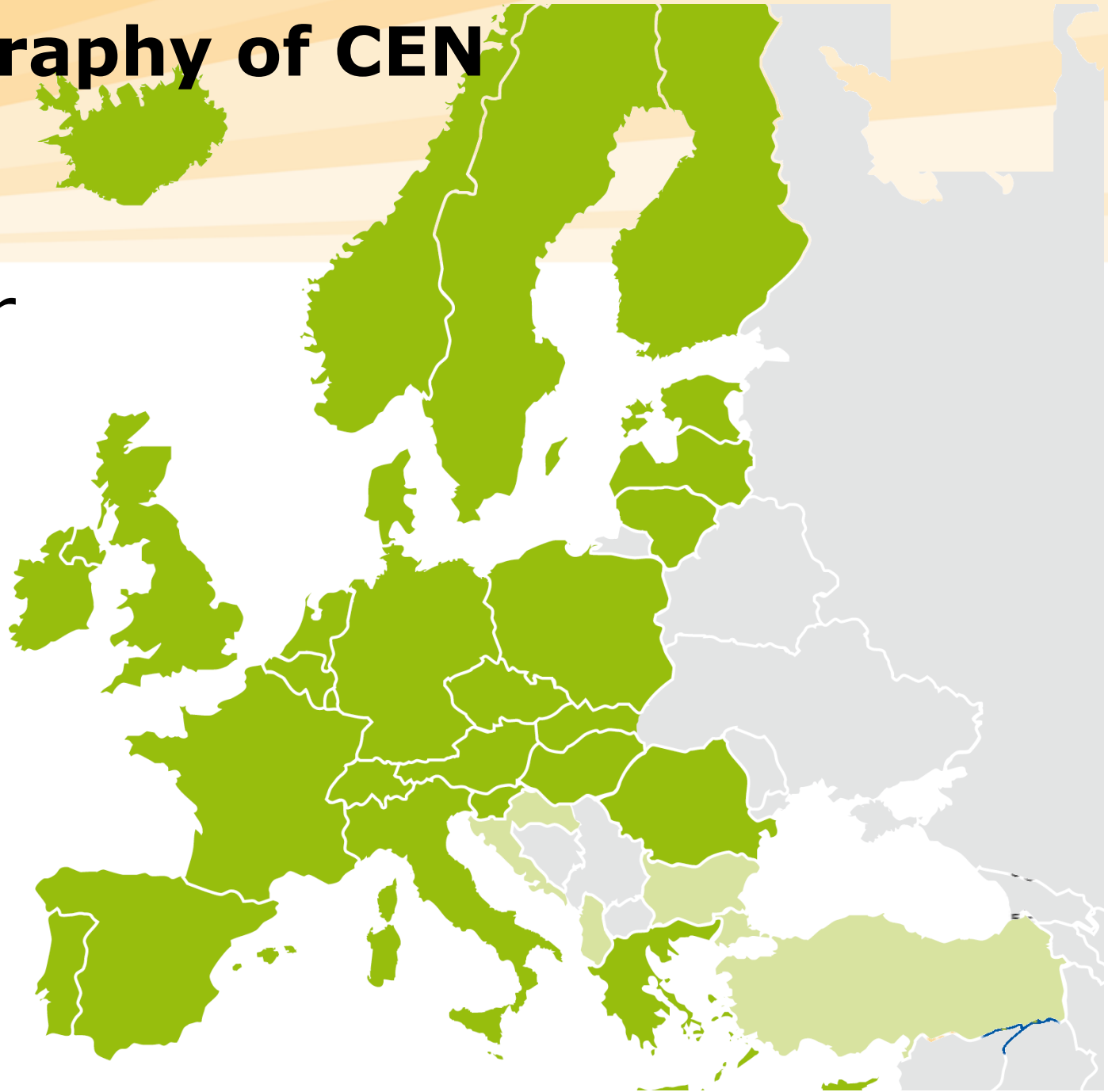- Market relevance
- WTO code

Costs and benefits

- Costs:
  - CEN standardization system costs appr. 800 million Euro per year
  - 80% of the costs are carried by industry
- Revenues
  - 1% of the GNP is generated by standardization (DIN study)

The geography of CEN

■ Member

■ Affiliate

Territoires de l'Europe

L'UE au 1er janvier 2008 :

- États membres de l'Union européenne
- États candidats : les négociations n'ont commencé qu'avec la Croatie et la Turquie.
- États dont l'UE a reconnu la « vocation » à devenir membre
- États membres de la zone euro
- États membres de l'espace Schengen

Pour l'Estonie, la Hongrie, la Lettonie, la Lituanie, Malte, la Pologne, la Rép. tchèque, la Slovaquie et la Slovénie, les frontières aériennes ne seront ouvertes que le 30 mars 2008.

Les Açores (Portugal) qui sont hors cadrage font partie de l'espace Schengen.

[1] La convention s'appliquera après la ratification, par les États membres de l'UE, de l'accord d'association à Schengen signé entre l'UE et la Suisse. L'entrée en vigueur est prévue à l'automne 2008.

Politique européenne de voisinage :

- accords signés
- sans accords signés
- États membres du Conseil de l'Europe

56 États membres de l'OSCE Organisation pour la sécurité et la coopération en Europe

Sources : compilation de la Fondation Robert Schuman (http://www.robert-schuman.eu/), Portail de l'Union européenne (http://europa.eu/), Conseil de l'Europe (http://www.coe.int/) et OSCE (http://www.osce.org/)
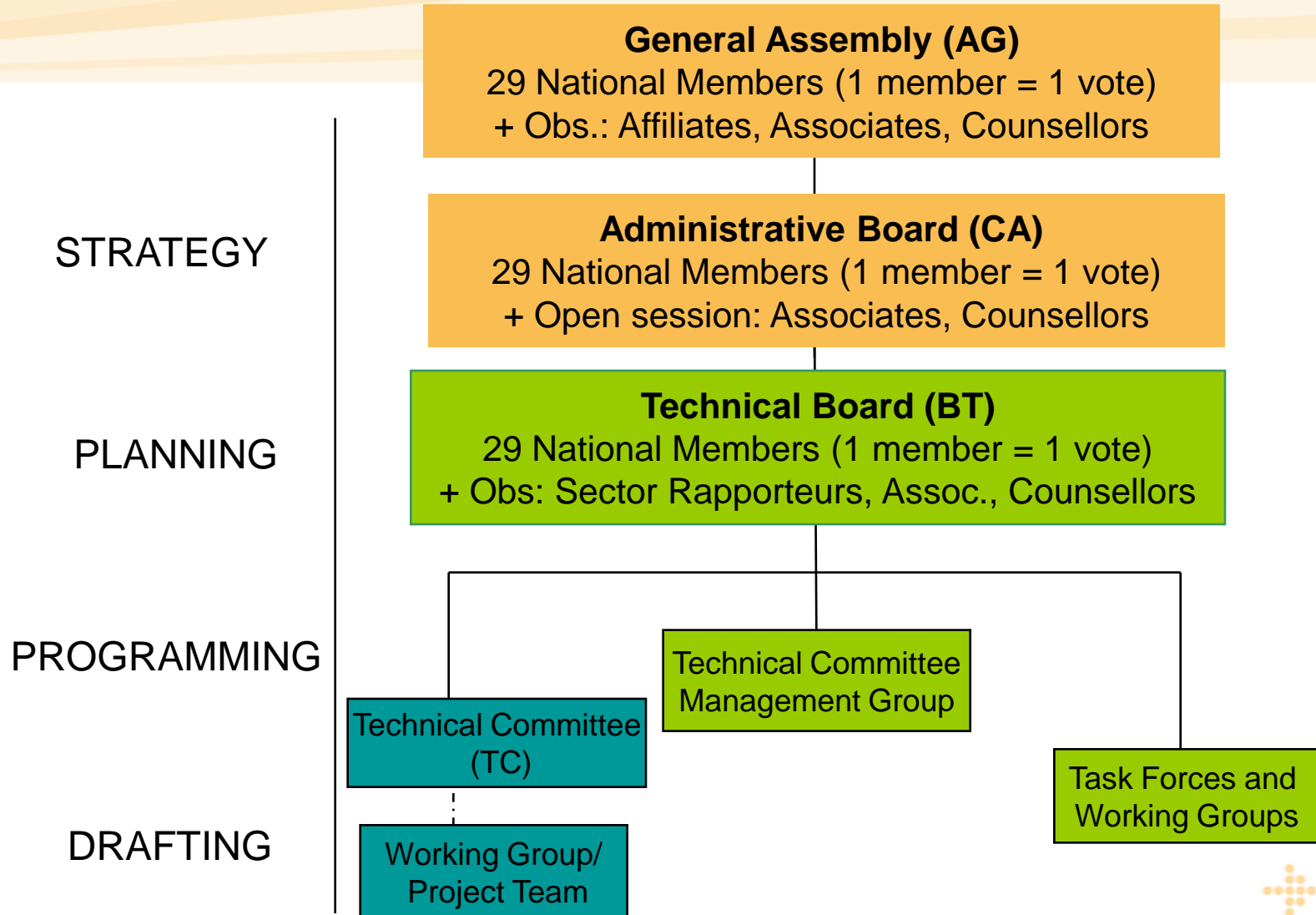
* Ancienne République yougoslave de Macédoine (ARYM)

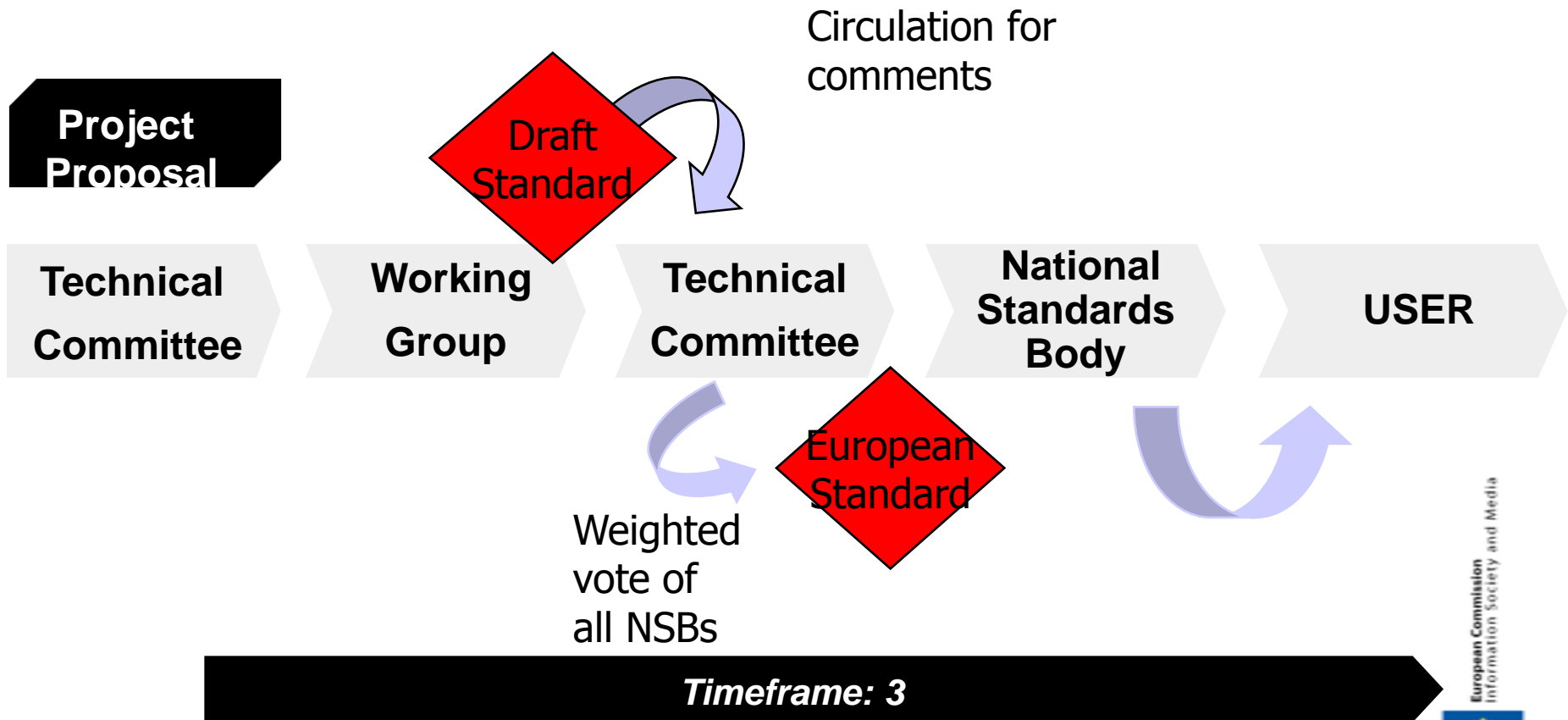Atelier de cartographie de Sciences Po pour la Fondation Robert Schuman, novembre 2007, CFRS.

Sectors in CEN

- Aerospace
- Chemicals
- Construction
- Consumer Products
- Environment
- Food
- General Standards
- Health and Safety
- Healthcare

- HVAC (gas appliances)
- ISSS (ICT)
- Materials
- Mechanical Engineering
- Security and defence
- Services
- Transport and Packaging
- Utilities and Energy
- Others

CEN System

General Assembly (AG)
29 National Members (1 member = 1 vote)
+ Obs.: Affiliates, Associates, Counsellors

STRATEGY

Administrative Board (CA)
29 National Members (1 member = 1 vote)
+ Open session: Associates, Counsellors

PLANNING

Technical Board (BT)
29 National Members (1 member = 1 vote)
+ Obs: Sector Rapporteurs, Assoc., Counsellors

PROGRAMMING

Technical Committee
Management Group

Technical Committee
(TC)

Task Forces and
Working Groups

DRAFTING

Working Group/
Project Team

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Drafting European Standards

Project Proposal

Draft Standard

Circulation for comments

| Technical Committee | Working Group | Technical Committee | National Standards Body | USER |

European Standard

Weighted vote of all NSBs

Timeframe: 3

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Drafting CEN Workshop Agreements

Business Plan	Kick-off Meeting	Adoption of CWA	CWA
TIMEFRAME: 6 – 12 MONTHS →			
Describing *– Scope* *– Objectives* *– Financing* *– Schedule*	*Confirming* *– Business Plan* *– Rules of the Workshop* *– Chairmanship* *– Secretariat*	*– Consensus of Participants* *– Working preferably via Internet*	*Published by CEN National Members*

ICT Standards Overview

- Success cases in Europe
- Benefits of participation in standardisation for FP6-FP7 projects
- But... new some challenges
- Meeting the challenges
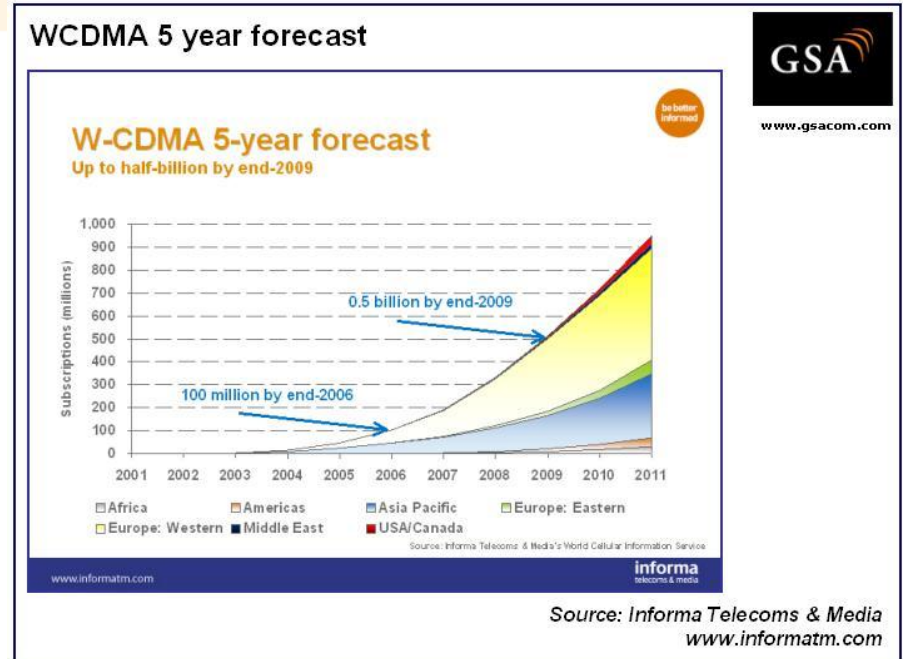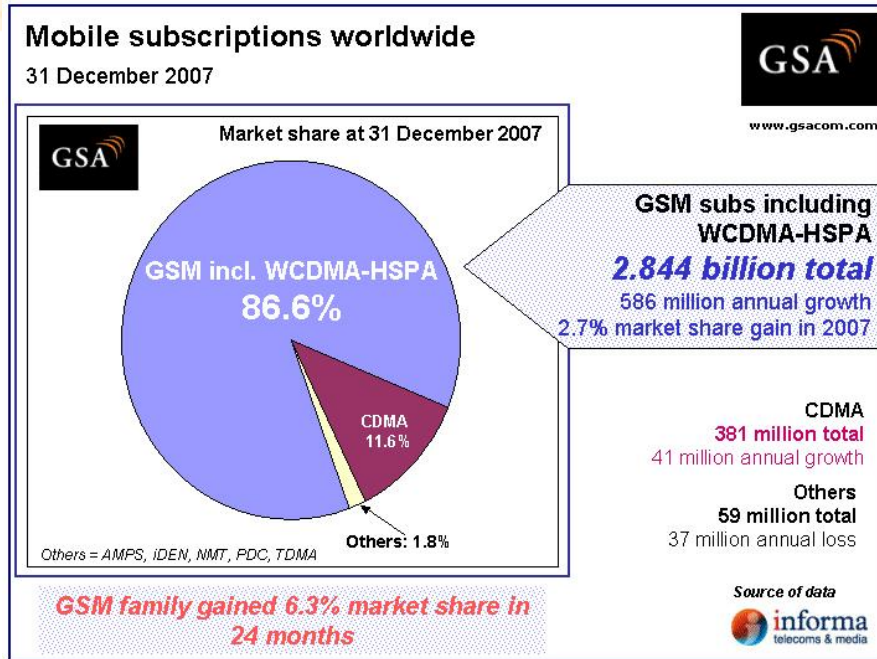- How the standardisation policy can help

Standardisation as a key instrument

Dynamic standardisation is an important enabler of innovation:

- Providing a level playing field
- Providing interoperability, while leaving ample room for competitive and innovative solutions
- Improving fair trade and create trust in the market.
- Bringing safety in the investments and quality
- Simplify regulation

GSM WCDMA Europe

Mobile subscriptions worldwide
31 December 2007

Market share at 31 December 2007

GSM incl. WCDMA-HSPA
86.6%

CDMA
11.6%

Others: 1.8%

Others = AMPS, iDEN, NMT, PDC, TDMA

GSM family gained 6.3% market share in 24 months

GSM subs including WCDMA-HSPA
2.844 billion total
586 million annual growth
2.7% market share gain in 2007

CDMA
381 million total
41 million annual growth

Others
59 million total
37 million annual loss

Source of data
informa
telecoms & media

www.gsacom.com

WCDMA 5 year forecast

W-CDMA 5-year forecast
Up to half-billion by end-2009

0.5 billion by end-2009

100 million by end-2006

Africa   Americas   Asia Pacific   Europe: Eastern
Europe: Western   Middle East   USA/Canada

Source: Informa Telecoms & Media's World Cellular Information Service

informa
telecoms & media

www.informatm.com

www.gsacom.com

Source: Informa Telecoms & Media
www.informatm.com

1.43 billion handsets to be sold in 2011, 1.14 billion sold in 2007 and 987 million sold in 2006

R&D Exploitation through Standards, a natural feature of the ICT programme

UWB: PULSERS, > 1Gb/s, key contributor to **standardisation and spectrum regulation in Europe (ETSI+CEPT)**

4G: WINNER, 4G EU technological basis established, ready to start standardisation race. Main **EU contributor to ITU WRC 07**

SVC: DANAE, established part of the technological basis for the **MPEG 21** standard

DRM: ENTHRONE, MEDIANET: **MPEG 21 reference DRM** framework (ICPC)

PLC: OPERA, initiated the **ETSI PLC** standard initiative.

SDR: E2R, founding project of the **ETSI SDR** Committee

DVB-H: INSTINCT, advancement of interoperability framework between **OMA BCAST and DVB CBMS**

DVB-SH: MAESTRO (MODIS...), at the origin of the **DVB-SH** standard.

DVB-RCS: IBIS/SATLIFE, techno flying on the Amheris/Amazonas satellite

CEN: MYCAREVENT, Work item on mobile collaborative ways to support repair and maintenance of vehicles (**through DIN**)

OMG: SODIUM, Generic Service Model and the Visual Service Composition Language **(VSCL) driving standard**

...and many more

Benefits of participation in standardisation

- Dissemination of results (higher international recognition)
- Widen the potential exploitation of the projects outputs
- Benefit from the collective expertise of specialist, increasing the quality of the proposals and reducing time
- Build a competitive advantage
- Possibility of testing according internationally agreed principles
- Participation in standards gives new opportunities for launching projects

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Challenges and Gaps between EU Projects and the Standardisation process

- Timing and speed gap
- Different focus gap
- Less recognition in standard participation than writing a scientific paper
- One stop shopping with the standards bodies
- Efficiency (cost and effort) gap
- Lack of standardisation of the standard procedures in the standardisation bodies
- Project's effort needed to go from theory to practice (lack of demonstrators)

Meeting the Challenges…

- Standards as an evaluation criteria for funding of research projects

- EU legislator as an "adopter" (referencing standards in laws and regulations), as "promoter" (standards in public procurement) and as "consumer" (using standards-based products)

- Using the potential of the internal market, critical mass to capitalize on investments in research and innovation.

- Promoting cooperation between stakeholders (FP and the different funding schemes, European Institute of Technology, Joint Technology Initiatives,…

Standardisation policy

- Standardisation would remain, a voluntary activity industry led and market driven

- Role of standardisation policy?
  - Ensure balance between industry expectations and public interests
  - Create the appropriate conditions for "technical consensus building process" and a strategic dialogue between stakeholders

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Conclusion

- Co-existence and Cooperation of formal and informal standardisation bodies.

- Effort welcome from Standards Organisations for a more accessible approach (widespread published standards, clarify and optimise standards procedures, "help desks", work-shops,…)

- Standards as an evaluation criteria for funding of research projects

- Access to standardisation for all stakeholders, specially, SMEs

More Information

- FP7 web site with **ICT WP 2007/2008 for download**
  http://cordis.europa.eu/fp7/ict

- The ICT Challenge 1 web site
  http://cordis.europa.eu/ict/ch1/

- ICT Standardisation
  http://ec.europa.eu/enterprise/ict/policy/standards/ict _index_en.htm

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