



EUROPEAN COMMISSION
ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL

Regulatory Policy
Standardisation

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M 371 EN

SECOND PROGRAMMING MANDATE ADDRESSED TO CEN IN THE FIELD OF SERVICES

1. BACKGROUND

Policy Framework

As identified in the recent Commission Communication on the role of European standardisation in the framework of European policies and legislation:¹

‘The service sectors (e.g. business services, transport, energy, telecommunication, tourism and leisure) account for a large percentage of total employment (70% of overall employment is in market services)² in the market economy of the European Union.’

Of this figure, business-related services (defined as ‘the wide range of market services directly affecting the competitiveness of enterprises, both manufacturers and other services providers) make up the majority, as can be seen from the 2003 Commission Communication.³

The European standardisation system, whereby all interested parties transparently and openly develop standards on a consensus basis with which compliance is voluntary, could contribute to the single market in services. This contribution would take the form of **breaking down barriers to trade** and thus **fostering competitiveness**. At present, however, the uptake of standards in the service sector lags considerably behind its importance in the economy. The Council Conclusions on European standardisation of 21-22 December 2004⁴ stressed the need to seek to extend the use of European standardisation to other areas, including services, and called upon European service industries to increase the use of voluntary standardisation.

¹ COM (2004) 674 final

² Market services comprise all services with the exception of services of public authorities

³ ‘The competitiveness of business-related services and their contribution to the performance of European enterprises’ COM (2003) 747 Final

⁴ Document 14790/2/04 REV 2

Mandate M340

European Commission programming Mandate M340, addressed to CEN, CENELEC and ETSI and transmitted in October 2003, identified possibilities for European standardisation in the service sector. It requested the delivery of a programme of standardisation work to support the internal market for services, giving priority to areas where intra-community trade already existed or was desirable. The mandate also foresaw the issuing of subsequent standardisation mandates.

CEN response to mandate M340

DG Enterprise and Industry received CEN's Final Report in response to the programming mandate in February 2005. Following the transfer of responsibility for business related services to DG Internal Market and Services, this DG will also closely monitor the future developments of standards for the service sector.

The report highlighted CEN's strategic approach to service standardisation, whereby it plans to utilise all available resources to develop service standardisation. This includes a 'bottom up' approach – through which the National Standards Bodies bring standardisation projects forward to the European level as the market need arises – and a more 'top down' approach. The 'top down' approach involves CEN scrutinising various service sectors and activities in depth in order to draw out the standardisation needs.

Outcome and further actions

The Commission intends to issue standardisation mandates to CEN for work where a clear and current standardisation need has been identified through the first programming mandate by the 'bottom up' approach, for example in the case of call centres.

In addition, there are many areas within the service sector where there is a potential for standardisation to offer advantages in terms of removing barriers to trade and fostering competitiveness, but this potential remains unfulfilled. This is in part due to a lack of understanding of the nature and process of standardisation and the benefits it can bring.

The development of voluntary standards that concern or incorporate the safety of consumer services could help raise the level of consumer protection.

To this end, **further work is considered necessary** in terms of sectoral or horizontal **projects of standardisation programming.**

The mandate is given to build upon the priorities identified by the first phase of programming, and to take account of existing activities, as mentioned in CEN's Final Report. The identification of particular service areas should facilitate the selection of projects for the second phase of programming.

2. DESCRIPTION OF THE MANDATED WORK

CEN is invited to develop a standardisation work programme to follow on from its strategy on service standardisation in order to support further the internal market in services.

The mandated work should take the form of projects, whether **sectoral or horizontal**, that look in depth at a particular service area, industry or process. The projects should be chosen on the grounds of a clear need and impact upon trade at a European level or upon users of services at the European scale.

The projects will involve determining and making direct contact with all relevant stakeholders in the field selected. The stakeholders to be contacted should include representatives of service providers and service users, consumer representatives as appropriate, and other societal stakeholders.

An analysis should be performed, using the priorities developed from contact with these stakeholders and with their full involvement, in order to demonstrate the need and the possibilities for the use of standards. Such work may include the organisation of events at a European level to explain the nature and potential benefits of European standardisation in the sector and to eradicate any misunderstandings.

Key requirements for the projects are:

- Clarity of scope;
- Focus on the European level;
- Depth of planned work in terms of setting out real issues, needs and possibilities for standardisation;
- A detailed analysis of existing standards/guidelines etc in the chosen service area
- Identification of potential barriers to intra-community trade and the role of standards in breaking these down;
- Identification of issues relating to misunderstanding the nature of standardisation;
- Involvement of all relevant stakeholders (if possible identified in detail at the planning stage);
- Possibility to give rise to standardisation work at European level;
- An assessment of the economic impact of the resulting standard(s), in particular for SMEs.

Where standardisation projects consider consumer safety requirements, the project should identify the consumer safety related issues, and how the standards to be developed could help to tackle these.

The projects should take account of and make specific reference to standardisation activities already ongoing at national, European and international level. Annex 3 to the CEN final report in response to mandate M340 lists such national level activities.

The projects should have a maximum duration of 18 months, but there is no restriction on the minimum duration. Shorter projects – where the service sector or activity already nears maturity in terms of standardisation but requires some extra input to enable

standards programming – may be of equal value to more ambitious and longer duration projects.

The outcome of each project should be an input to the overall programme of standardisation work, where that work has market relevance. The focus should be on the identification of new service sectors and activities where European standardisation is needed, can be started following the project and has the potential for full stakeholder engagement.

The mandated work will be a counterpart to ongoing work in service standardisation following CEN's 'bottom up' approach, which is based on continuous and **incremental development of standards in the service sector**. This mandate should not in any way prevent the transfer of standards projects from national to European level, where this can be done **without** the need for additional exploratory work and stimulus.

The programme can include any of the deliverables open to the European Standards Organisations, and can cover any field within the service sector, but must not include standards in support of policies for e-Europe.

3. ORGANISATIONS TO BE ASSOCIATED

The **users of services** (i.e. the purchasers of services or service clients) may see great benefit in being able to use standards to compare the work of possible different providers and to assess the level of service received. Therefore the development of a standards programme for services should include service users as well as providers, in particular businesses and public authorities.

The representative bodies in standardisation at the European level – ANEC, ECOS, NORMAPME and ETUI-REHS – should also be associated in the mandated work.

4. IMPLEMENTATION OF THE MANDATE

CEN will submit the standardisation work programme to the Commission as soon as possible, and no later than **24 months** following the acceptance of the mandate. A **progress report** is also expected **12 months** after acceptance.

Follow-up

The progress of work under this mandate will be followed closely by the Commission DG Enterprise and Industry C/2 and DG Internal Market and Services E/3.