

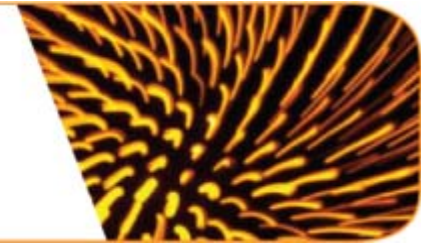
Helping to define and raise the quality level of the service provision of sports agents

EU conference on Sports Agents
Brussels - 2011-11-09 & 10

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Innovation department
CEN-CENELEC Management Centre

Content presentation



- Part 1
 - Introduction to CEN

- Part 2
 - Why a European standard on sports agents can help to raise the quality level of their services?

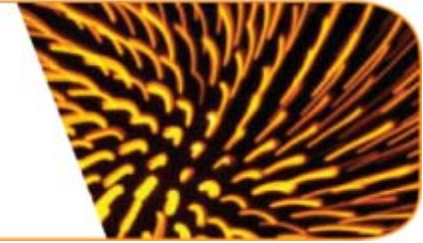
- Part 3
 - Next steps, how to proceed?

What is CEN (1)



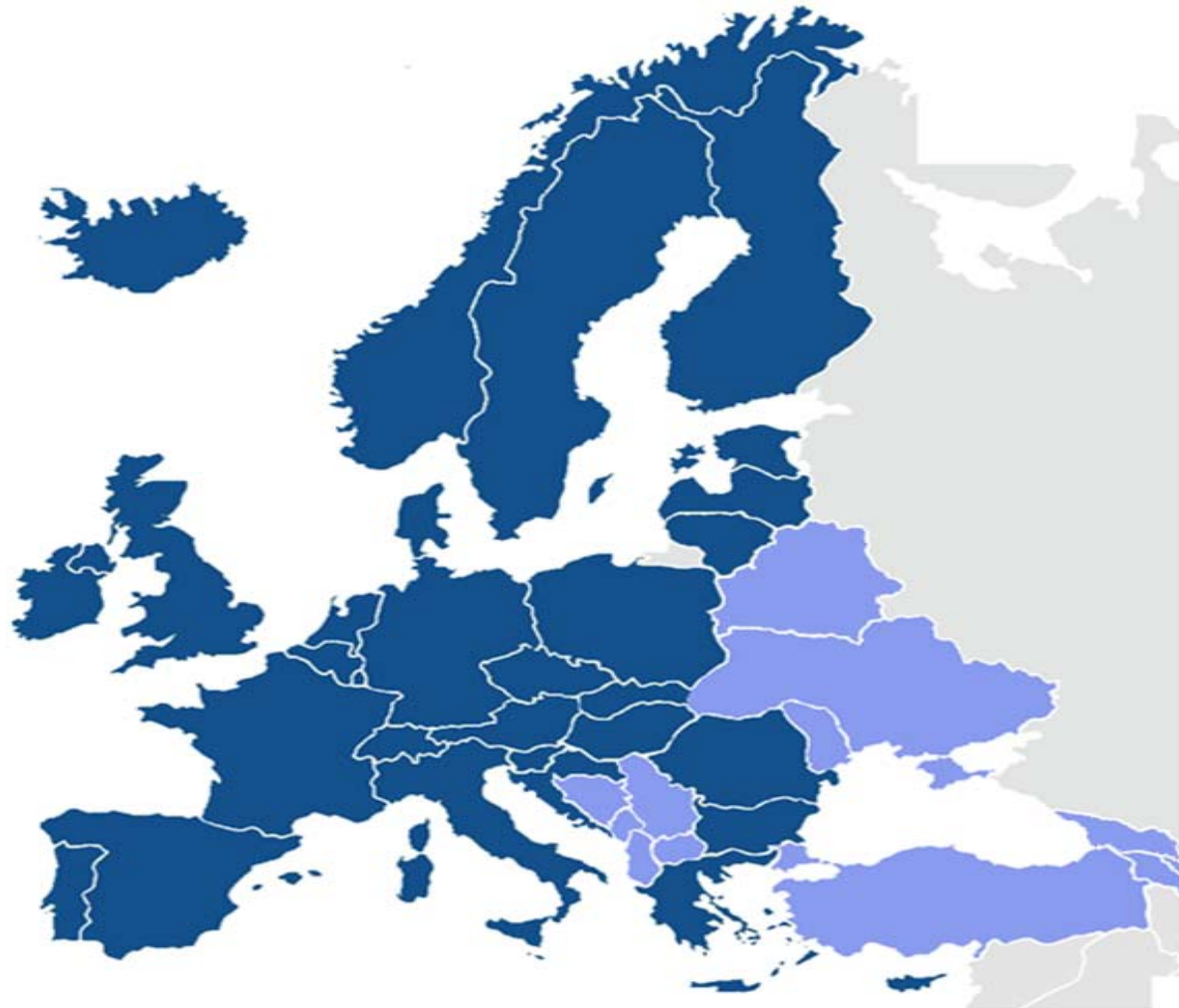
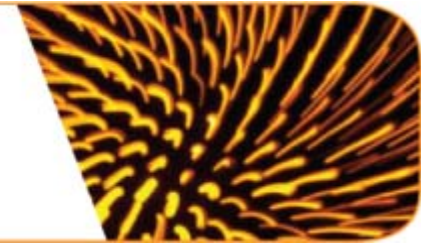
- The European Standardization Organization, whose members are the National Standardization Bodies of the EU and EFTA plus Croatia
- CEN is a private non-profit organisation, incorporated under Belgian law
- 2 Counsellors (European Commission, EFTA)
- CEN Management Centre (CMC), Brussels
- **Recognized by the European Authorities as one of the three competent standardization bodies for the EU (see Directive 98/34/EC)**

What is CEN (2)



- Over 60 000 experts of all fields are active in CEN work
- Experts of authorities, industry, consumer organisations, etc. (i.e. the stakeholders) participate in the standardisation process, which is open and transparent

The geography



■ Member

■ Affiliate

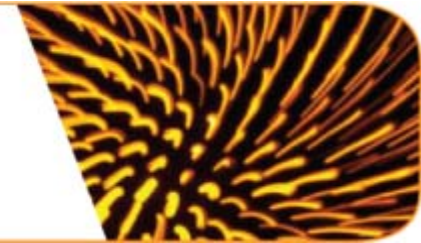
27 Members of EU

3 Members of EFTA

Croatia

19 Affiliates

How do we harmonize and contribute to the single market ?



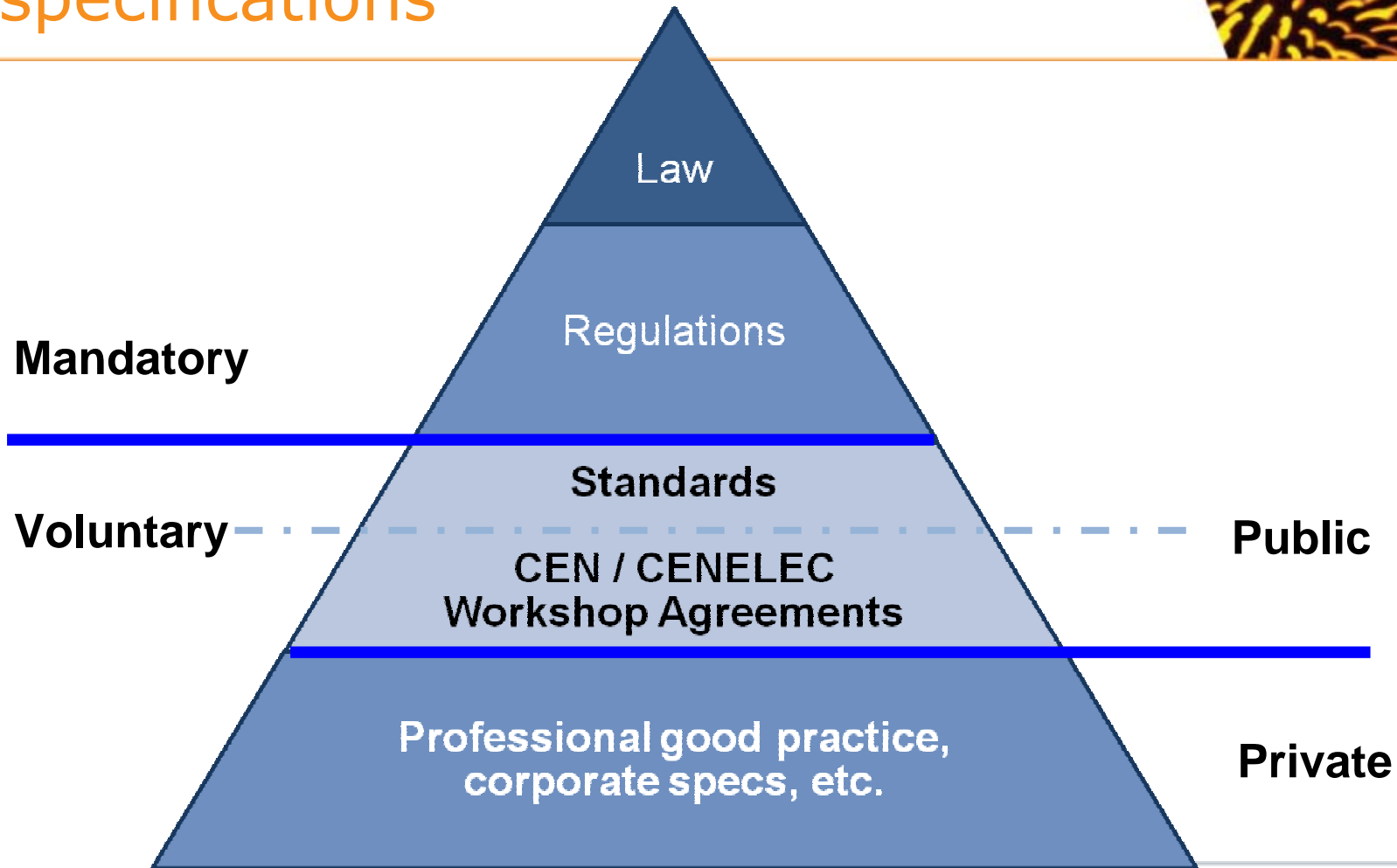
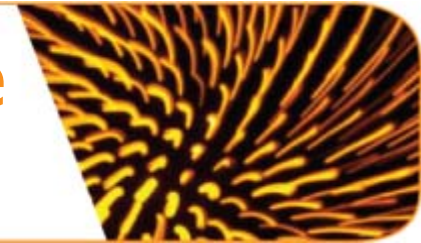
➤ European Standards (EN)

- Over 14 000 ENs exist today, with about 1 000 new publications every year
- Over 3.000 ENs are **referenced** in the Official Journal of the European Union
- “soft regulation” and “self regulation”

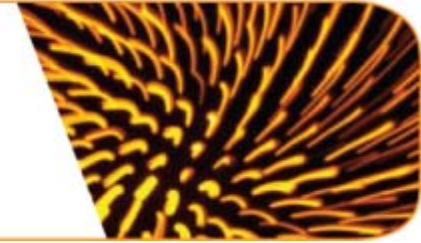
➤ CEN Workshop Agreements (CWA)

- Consensus-based documents, directly made by the stakeholders
- Often used in innovative areas, e.g. biofuels or information technology

Standards, regulations and private specifications



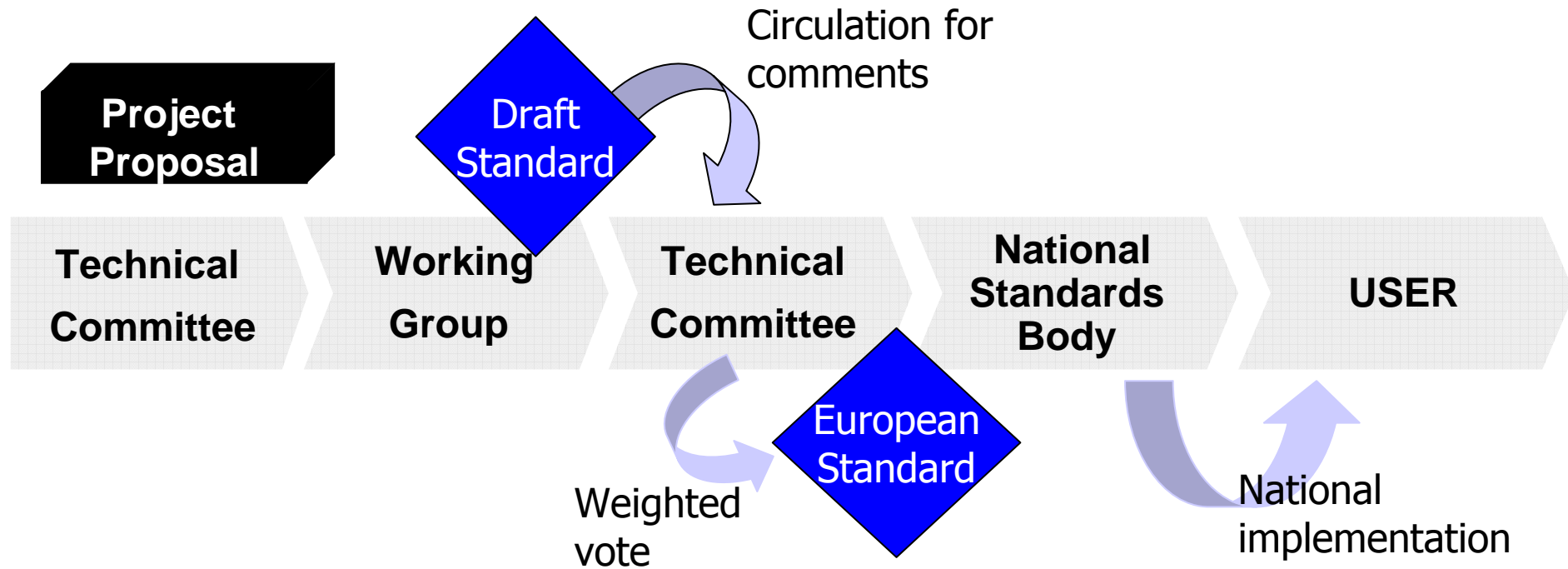
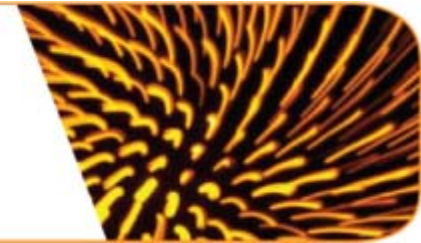
What is a standard ?



- A standard is a document
 - Established by all interested parties (e.g. also yourself)
 - Reflecting consensus
- In addition, a European Standard
 - Is automatically transposed in national standards and therefore conflicting national standards are to be withdrawn
- European Standards are, from a legal point of view, voluntary in their use, but at the same time “unavoidable” in practice
- A tool to underpin the details of Directives
 - e.g. Medical Device Directive



Drafting European Standards ?

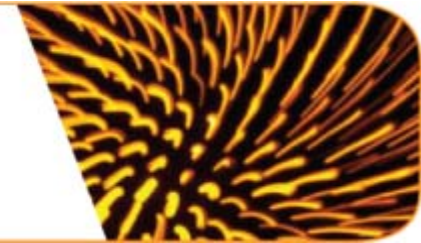


Timeframe: 36 Months

6 Months



Our international partner: ISO



➤ Main differences CEN-ISO



- ISO works at worldwide level
 - Consensus building process on ISO standards must take account of all regional interests
 - No automatic transposition of ISO standard at national level
-
- Collaboration agreement between CEN and ISO (Vienna Agreement) avoids duplication of work

EUROPEAN STANDARD
NORME EUROPÉENNE
EUROPÄISCHE NORM

EN 748

September 2004

ICS

Supersedes EN 748:1995 + A1:1998

English version

**Playing field equipment - Football goals - Functional and safety
requirements, test methods**

Equipements de jeux - Buts de football - Exigences
fonctionnelles et de sécurité, méthodes d'essai

Spielfeldgeräte - Fußballtore - Funktionelle und
sicherheitstechnische Anforderungen, Prüfverfahren

This European Standard was approved by CEN on 24 June 2004.

CEN members are bound to comply with the CEN/CENELEC Internal Regulations which stipulate the conditions for giving this European Standard the status of a national standard without any alteration. Up-to-date lists and bibliographical references concerning such national standards may be obtained on application to the Central Secretariat or to any CEN member.

This European Standard exists in three official versions (English, French, German). A version in any other language made by translation under the responsibility of a CEN member into its own language and notified to the Central Secretariat has the same status as the official versions.

CEN members are the national standards bodies of Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.



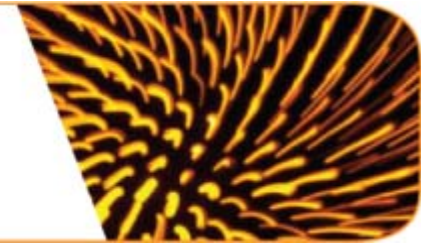
EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

Management Centre: rue de Stassart, 36 B-1050 Brussels

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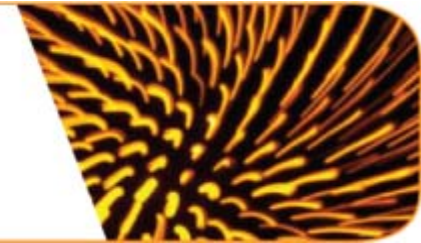
Ref. No. EN 748:2004: E

Some examples



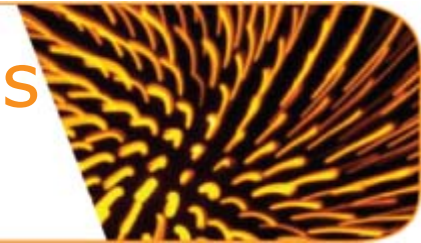
- European standards on service provisions (and qualifications of staff)
 - EN 15733:2009 “Services of Real Estate Agents – Requirements for the provision of the services of real estate agents”
 - EN 14153-1:2003 *“Recreational diving services - minimum requirements for the training of recreational scuba divers - Level 1 - Supervised Diver”*
 - EN 15927:2010 *“Services offered by hearing aid professionals”*
 - prEN 16224 *“Health Care provision by Chiropractors”*
 - prEN 16372 *“Aesthetic surgery services”*
- Tattoo service provisions (proposed new activity)
- Etc.

Part 2



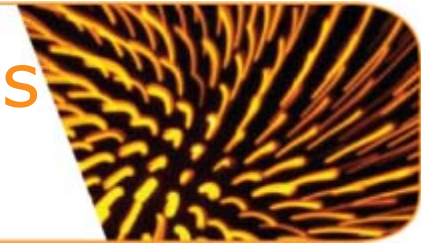
Why a European standard on sports agents can help to raise the quality level of their services ?

Why a European standard on sports agents services ? (1)



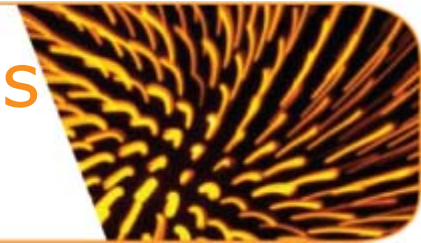
- Objectively to “**measure**” competence, quality (and price) amongst the sports agents
- To set out the requirements for an **appropriate service level** to sports professionals and athletes
- To set out an **equal level playing** field amongst the sports agents
- To build **trust and confidence** of clients (increase market potential)

Why a European standard on sports agents services ? (2)



- It could be used in the framework of **certification/licensing** and quality labelling, to distinguish service providers, to distinguish sports agents, to give confidence to potential clients
- CEN is a **neutral platform**
- An **alternative to Regulations** (soft regulation)

Why a European standard on sports agents services ? (3)



A European standard **could** address:

- The service level offered to the client
- Training and education
- Ethical requirements and code of practise
- Competences and qualifications
- Quality management system
- etc.

Certification (licensing) ?

- European standards are the benchmark for licensing/certification programmes/schemes

- Your own logo?



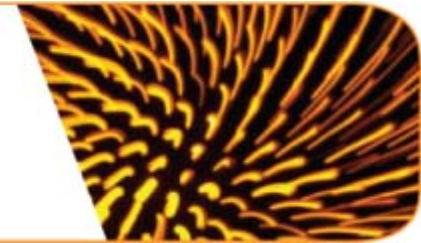
- (Commercial) advantage:
 - Visibility: create confidence in the agent's services
 - Visibility: distinguish yourself from others

Part 3



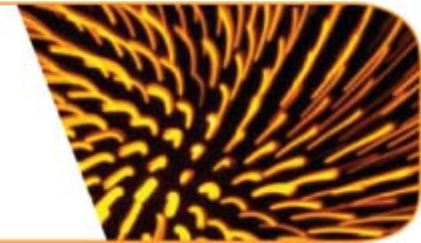
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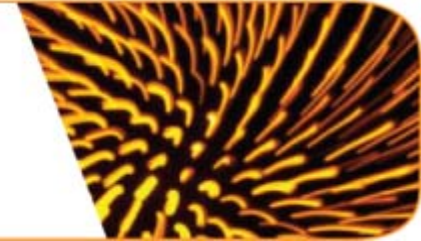
- Stakeholder consensus in principle to move ahead inside CEN
- We consider with stakeholders the content of a formal project proposal (“Form A”), designation of Secretariat (needs funding!)
- Project can be launched whenever agreement on “Form A” proposal – consultation/vote of CEN Members on the proposal
- **In parallel**, Commission prepares draft standardisation mandate to elaborate sport agent standards – normally drafts are discussed with us and interested stakeholders
- Mandate endorsed by Committee of EU/EFTA Member States

Conclusion



- CEN platform is the **alternative to regulation** by European Authorities
- Elaborate your own European Standard on sports agents, to effectively create a **fair competition & confidence in the sports agents**
- Consider using a licensing/certification scheme/logo to show your quality level

Questions ?



Thank you
-
Panel Discussion

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