

Innovation and Standardization

Beama Installation Annual Conference

19 September 2007
London

CENELEC

EUROPEAN COMMITTEE
FOR ELECTROTECHNICAL STANDARDIZATION

CONTENT

- I. About CENELEC
- II. The electrotechnical standardization system
- III. Standardization fostering innovation
- IV. Standardization and research
- V. Future trends
- VI. Conclusions

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OBJECTIVES

- Satisfy needs of European Industry and stakeholders in the market place
- Support a harmonised conformity assessment process
- Improvement of all aspects of product/service quality and safety
- Support IEC in achieving its mission

1 standard - accepted everywhere

GEOGRAPHICAL DIMENSION

- 30 Members
 - ✓ 27 EU Members
 - ✓ 3 EFTA Countries
- 8 Affiliates
- 38 Cooperating Partners



CENELEC MEMBERS

- Represent all national stakeholders: industry, authorities, social partners, consumers
- Ensure consensus building at national level
- Appoint national experts to participate in standardization work
- Commit to implement European standards identically at national level
- Withdraw conflicting national standards

CENELEC AFFILIATES

- New Guide 12 on Affiliation
- Affiliate status aligned with European Neighbourhood policy
- Possibility to be observer in technical work
- New concept of PSB for countries not eligible to become Affiliates

COOPERATING PARTNERS

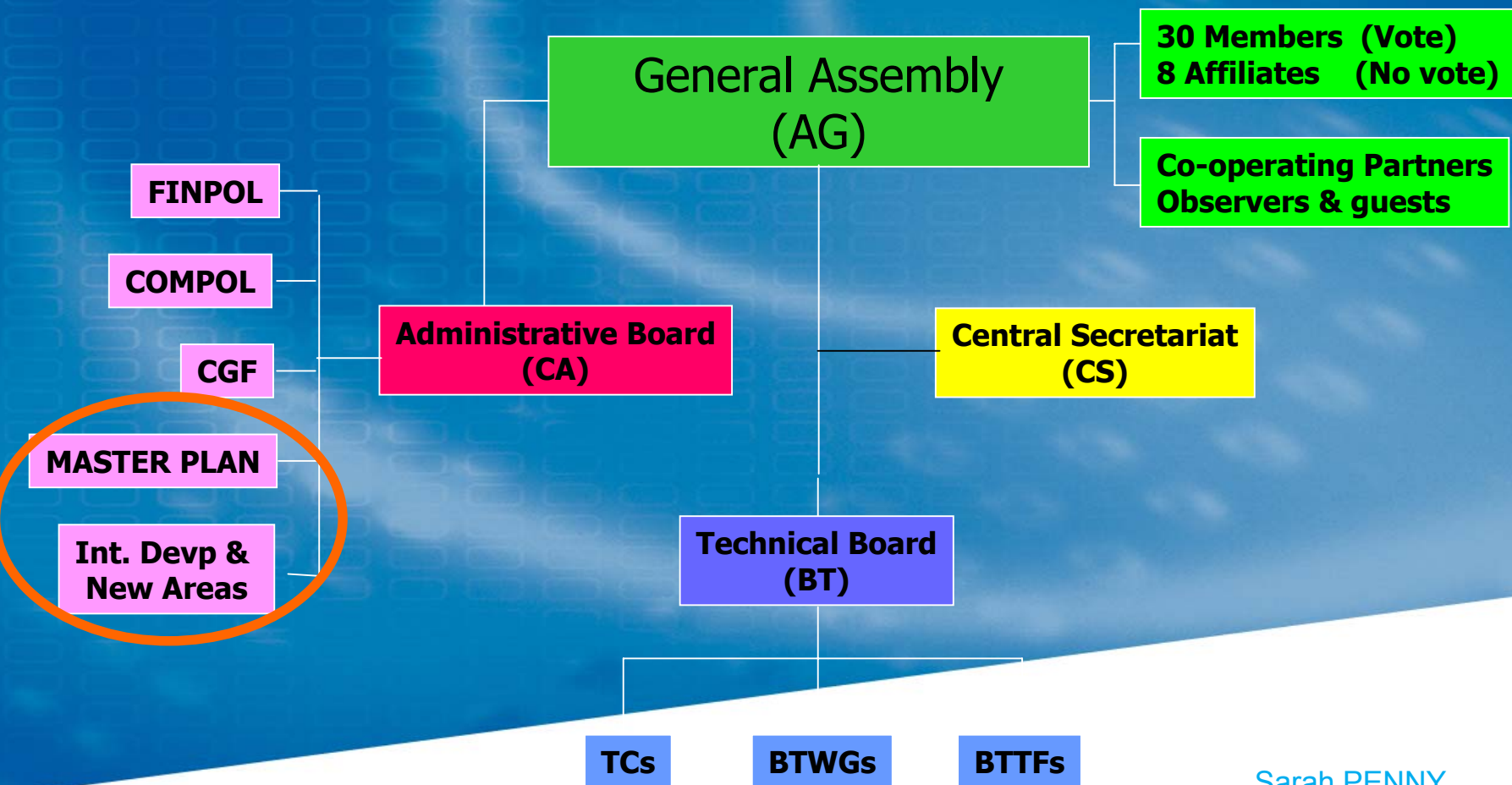
Observership

- advisory role on standards programmes
- draft proposal for incorporation in ENs
- delivery of expert advice on legislative consequences of adopted ENs

Objective

- direct collaboration with the Industry
- direct input of relevant interested parties

CENELEC STRUCTURE



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THE TECHNICAL BOARD (BT)

**30 CENELEC members
(1 per country)**

Delegates



**Technical body
consensus**

Observers



**Other
CENELEC
technical
bodies**

**CEN
&
ETSI**

**European
Industry,
Trade Unions,
and
consumers
organizations**

**European
Commission
& EFTA**

**8
Affiliates**

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TECHNICAL COMMITTEES (TC)

Function

- responsible for the preparation of standards within their scope
- represent national point of views of all interests affected by the work

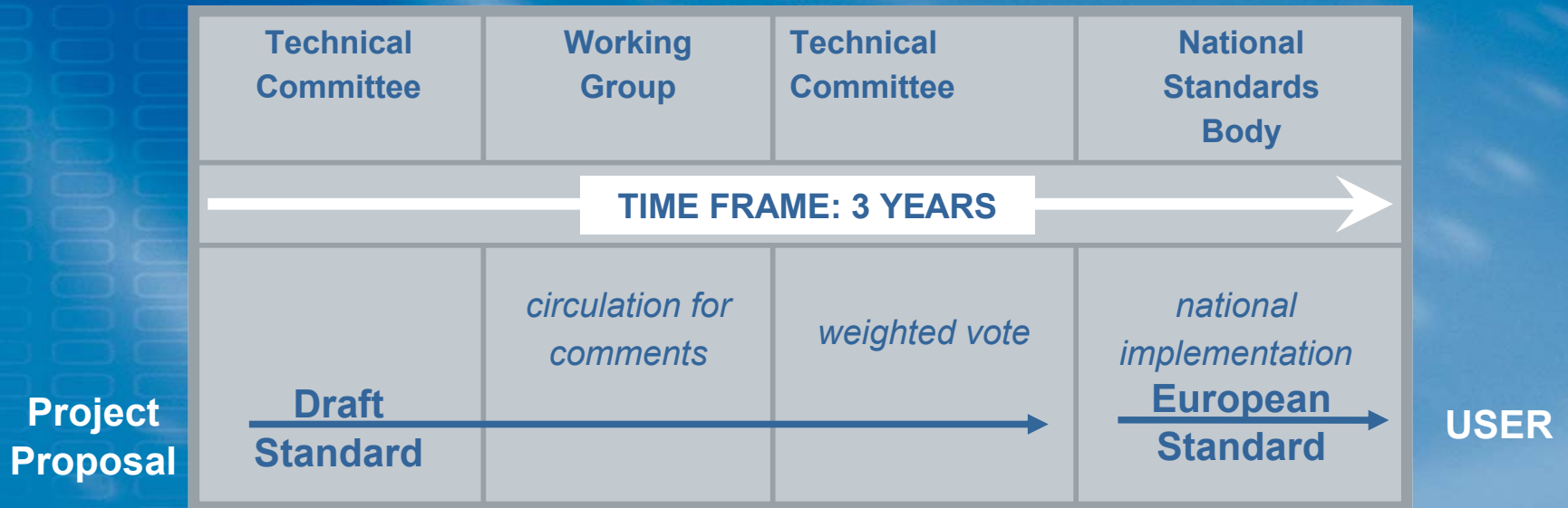


TC membership

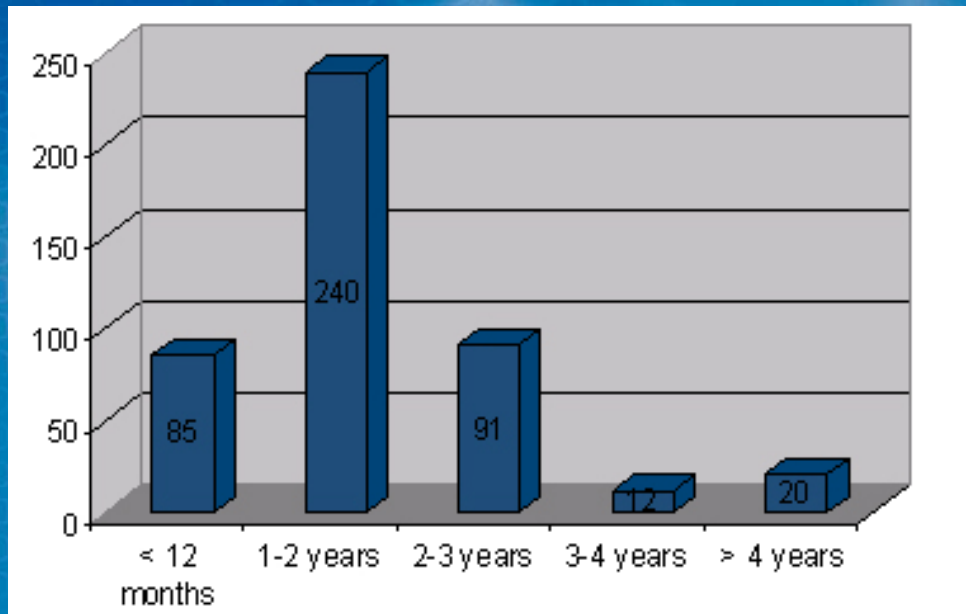
- delegations designated by National Committees

- 
- industrials
 - experts/researchers
 - SMEs
 - authorities
 - consumers
 - other social partners

THE PROCESS



STANDARDS (EN/HD) ADOPTION TIME FOR YEAR 2006



72,5 % of the CLC deliverables are produced in **less than 2 years**

93 % of the CLC deliverables are produced in **less than 3 years**

Adoption time from stage code date corresponding to NWI approved until date of ratification


**CENELEC Workshop Agreement
(CWA)**

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ABOUT INNOVATION

- Companies use innovation to:
 - ✓ Creates differentiation
 - ✓ To become market leaders
-  Being inventive is not enough to gain competitive advantage
- Innovation = process of applying & producing change

CENELEC standards ensure the success of the innovation process

STANDARDIZATION SPURS INNOVATION

And so enables companies to achieve differentiation through:

- Knowledge transfer
- Cost and risk reduction
- Faster time to market
- High value innovations

KNOWLEDGE TRANSFER

Why? Because standardization:

- Stimulates the sharing of collective knowledge with the development of collaborative solutions
- → stimulates further innovative thinking
- Transfers research results to a wider audience
- Generates discussion leading to new and refined ideas

COST AND RISK REDUCTION

Why? Because standardization:

- Incorporates standard components into products and services
 - saves time and costs
 - creates quality assurance
 - reduces investment risks
- Stimulates sales through customer confidence, gives a sense of reliability, solidity and continuity
 - reduces risk
- Ensures interoperability with other products and services

FASTER TIME TO MARKET

Why? Because :

- Existing standards can also be used throughout the R&D and design phase
- Reduces harmonisation time → **time to market is accelerated**
- Allows global roll-out of homogenised products together with quality assurance

HIGH VALUE INNOVATIONS

Why? Because standardization:

- Can define performance requirements for new products → **more flexibility in design**
- Can provide a platform for further innovation
- Sets expectations → **enables suppliers to concentrate on providing additional value**
- Using standardised parts allows companies to innovate in the most strategic areas

ACCESS FOR ALL

Benefits of standardization are for all:

- Big companies involved in the standard-making process
- Innovative companies going to standardization
- Also for SMEs
 - ✓ who can benefit from market leaders technology or products → offering market an alternative
 - ✓ Who can choose to add complementary products → creating a competitive advantage

CENELEC standards enable industrials and SMEs to compete in a global market

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STANDARDIZATION & RESEARCH

- Evident correlation between R&D and standardization
 - Integral part of R&D activities, last step of innovative process → disseminates new technologies
 - R&D knowledge incorporated in the standardization work → reaches critical mass of participants and users → allows new technology to be successful
- Need to involve standardization as early as possible in the R&D projects
- E.g. COPRAS

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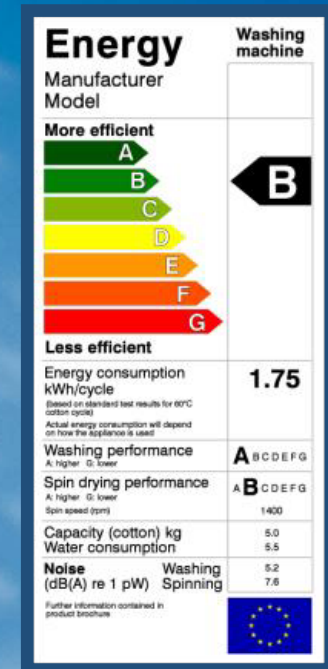


SMARTHOUSE

- New Information and Communication Technologies accessible to all
- Interoperability and Interactivity in any European home, providing European Citizens with access to increased functionality, accessibility, reliability and security
- SmartHouse Code of Practice (CWA, faster adoption procedure) -> **shortening the gap between standardization and innovation**

ENERGY MANAGEMENT

- Improvement of energy management
- Improvement of energy efficiency
- Reduction of energy consumption
- Environmental impact



CEN-CENELEC Energy Management Forum

PHOTOVOLTAIC SYSTEMS

- European Photovoltaic Industry Association (Cooperating Partner) and CENELEC TC82
- EN60904-1: Photovoltaic devices → measurement procedures
- EN 50461: Solar cells → minimum information to configure safe and optimal photovoltaic modules

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CONCLUSIONS

By fostering innovation, standardization:

- Fosters **economic growth**
- Creates more **competition** -> benefits for the consumers
- Provides **equal access** to innovation
- Ensures **interoperability** of new technologies
- Fosters **competitiveness** of EU Industry

THANK YOU!