

Stakeholder event of the WssTP
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Strengthening European research and innovation for water

Challenges of cross-cutting topics: what tools towards innovation?

Standardisation and public procurement

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Main points of the presentation

- How standardisation supports EU legislation and policies
- The role of the EC in standardisation
- Standardisation and innovation
- Public procurement and innovation
- Research and standardisation

Facts about standardisation

- Voluntary co-operation of industry, public authorities, social partners, consumers and other interested parties (national, regional and international levels)
- European standardisation (CEN, CENELEC and ETSI; “ESOs”), has a special role in EU as it provides for a powerful tool for harmonisation of national standards – all ENs must be taken as national standards and conflicting national standards must be withdrawn
- A vital role in removing barriers to trade together with harmonised EU legislation
- ESOs try to utilize International standards as far as possible (80% in CENELEC; 30 % in CEN) and they have close cooperation relations with International standardisation bodies

Facts about standardisation

- In certain domains (New Approach legislation) voluntary European Standards support "essential requirements" given in legislation
 - Such standards are drafted after the **mandates** (standardisation requests) given by EC to ESOs and such standards are called (after publication of the reference in OJEU) **harmonised standards** (hEN).
 - The advantage of using hEN is that manufacturers then benefit from so called **presumption of conformance** with the legal requirements.
- In public procurement European Standards must be used (if existing) when defining specifications in tenders and contract documents

The importance of ENs

- ENs **enhance** the competitiveness of EU enterprises
- ENs **facilitate** trade and cooperation across EU
- ENs can **help** to protect health, safety and environment of Europe's citizens
- ENs can **improve** the effectiveness of important EU policies (e.g. on consumer welfare, environmental protection, trade and single market)
- ENs **support** EU legislation, e.g. the New Approach legislation
- ENs **have potential** to facilitate innovation

The role of the EC in the standardisation

- EC proposes relevant legislation and is committed to use ENs, when possible, to support legislation or policies
- EC issues mandates (standardisation requests) to ESOs
- EC provides financial support to the ESOs (operating and action grants)
- EC has co-operation agreement with ESOs

Standardisation and innovation

- Standardisation is not the main driver of innovation but it has an important role as **a facilitator for innovation**
- **But** the role is twofold:
 - e.g. SMEs not using standards may consider them restricting
 - not all standards facilitate innovation (e.g. too prescriptive standards)

Standardisation and innovation

Some things standards can do for innovation:

- enable interoperability of existing and new products, services and processes
- facilitate introduction of new products and services
- improve protection of consumers and environment
- support research
- disseminate research results especially for SMEs
- give consumers/users confidence on innovations
- accelerate time to market
- facilitate trade
- etc.

Standardisation and innovation

Challenges for European standardisation in support of innovation:

- proactive identification of areas facilitating innovation (e.g. related to environment, climate change and social issues like accessibility or sustainability)
- speeding the setting of standards facilitating innovation
- improvement of communication between research and standardisation so the results of research are available for standardisation enabling SMEs have faster access to that information
- more effective use of other deliverables than standards at early state of innovation
- better access to the content of European standards to enable better utilisation of existing standards (especially for SMEs).

Public procurement

- Represent more than 15% of Gross Domestic Product within the EU
- Public procurement legislation ensures that local supplier or the use of local specifications not easily accessible are not favoured
- "Public sector" must comply with the public procurement legislation for procurements of supplies, services and works above certain thresholds
- Increases competition, number of potential suppliers, leads to cost savings and may stimulate innovation

Public procurement

"Public sector" which must comply with the public procurement legislation includes:

- public authorities (Member States, regional or local authorities and their associations)
- public organisations and undertakings
- none of the above, but operating in **water, energy, transport and telecom sector**, on the basis of special rights granted by Member State

Public procurement and standards

- Standards are an essential tool for the procurer to communicate needs, shape functional specifications or serve as a basis for selection criteria
- **Reference to ENs, when such exist, must be done in technical specifications given in tenders**
- The order of preference to define technical specifications in tenders:
 - national standards transposing European standards
 - European technical approvals
 - common technical specifications
 - international standards
 - other technical reference systems established by the European standardisation bodies, or
 - when these do not exist national standards, national technical approvals or national technical specifications

Public procurement and innovation

- Well designed public procurement may play a crucial role in stimulating innovation oriented activities by suppliers
- Public procurement may best stimulate innovations when specifications in tenders and contracting documents are given in terms of **performance or functional requirements** rather than in terms of detailed and prescriptive specifications.

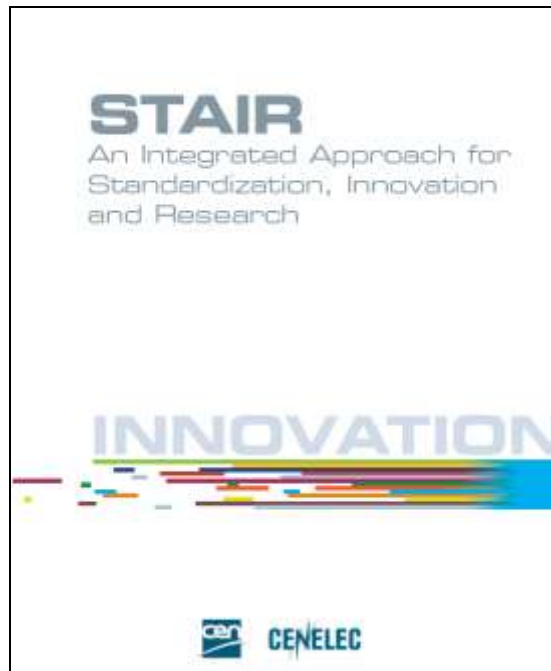
Public procurement and innovation when using standards

- European Standards are an essential tool in public procurement process
- Wide availability of European Standards provides a level playing field for all suppliers, may increase the number of potential suppliers, increases competition and leads to cost savings
- European standards best stimulate innovation when they are performance based
- Consequently public procurement may best boost innovations, when specifications are given in terms of performance or functional requirements which are detailed in European Standards

Research and standardisation

CEN/CENELEC action to respond Council Conclusion on standards an innovation (Sep/2008)

- **STAIR: Standardisation, Innovation and Research group:**
 - strategic adviser to CEN/CENELEC Technical Boards
 - makes proposals to bridge research projects with the standards community
 - considers overall EC policies on innovation and research, and how standards can contribute as effectively as possible to their execution



Research and standardisation

- **CEN-CENELEC Workshops:**
 - Fast (even in 6 months) and relatively informal consensus-biding groups suited to innovative "experimental" standard topics
 - Can be organized as part of research project activities
 - Workshop agreement (WA) may be pre-standardisation leading to ENs at later phase of innovation
- **Other deliverables as ENs: PAS, TS, ...**
- **Need advise?**
 - CEN and CENELEC have a dedicated team to help research projects, research organizations and research and development departments in companies to interact with the standards community

Some conclusions

- ESOs and research community should work more close each other
- Standardisation should be utilized more effectively to exploit research results (especially for SMEs)
- Other deliverables than standards should be utilised at early stage of innovation
- Performance based standards best facilitate innovation
- Availability of performance based ENs ensures that public procurement may best stimulate innovation

Websites to visit

- European Commission - European standardisation policy
http://ec.europa.eu/enterprise/policies/european-standards/standardisation-policy/index_en.htm
- The STEPPIN HANDBOOK - **ST**andards in **E**uropean **P**ublic **P**rocurement lead to **IN**novation
<http://standards.eu-innova.org/Pages/Steppin/Tools.aspx>
- CEN/CENELEC Innovation and Research:
<http://www.cen.eu/cen/Services/Innovation/Pages/default.aspx>

Thank you for your attention !