

# CEN-CENELEC Guide 17

## Guidance for writing standards taking into account SMEs needs

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**SME-friendly standards**

**CEN-CENELEC Technical Bodies Seminar**

**2 December 2015, Brussels**

# Small Business Standards SBS



## Legal framework - Regulation 1025/2012 - ANNEX 3

SBS - European stakeholder organisation representing SMEs  
Co-financed by the European Commission through annual WP

- Established in December 2013
- 22 member associations – 32 countries covered
- 51 TCs / WGs covered by experts – CEN/CENELEC/ETSI/ISO
- Partner organisation in CEN – CENELEC / Member of ETSI



22 members

32 countries

14 million SMEs



# Why SMEs?

## SME in Europe



> 20 million SMEs



99.8% of all businesses



86.8 million people employed



66.5% of all jobs



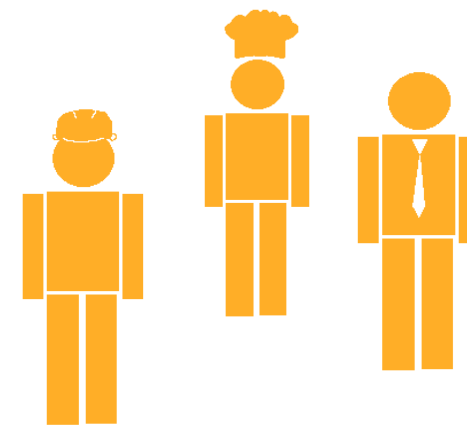
57.6% of the gross value added



More than 1000 European standards adopted every year

# Why SMEs in standardisation?

- SMEs are a heterogeneous group present in the majority of sectors
- Different degrees of dependency from larger competitors, suppliers customers, laboratories and notified bodies
- Rely on – or **must apply** – standards but do not have the same capacities as more homogeneous participants in the standardisation process



# + take into account Market Relevance

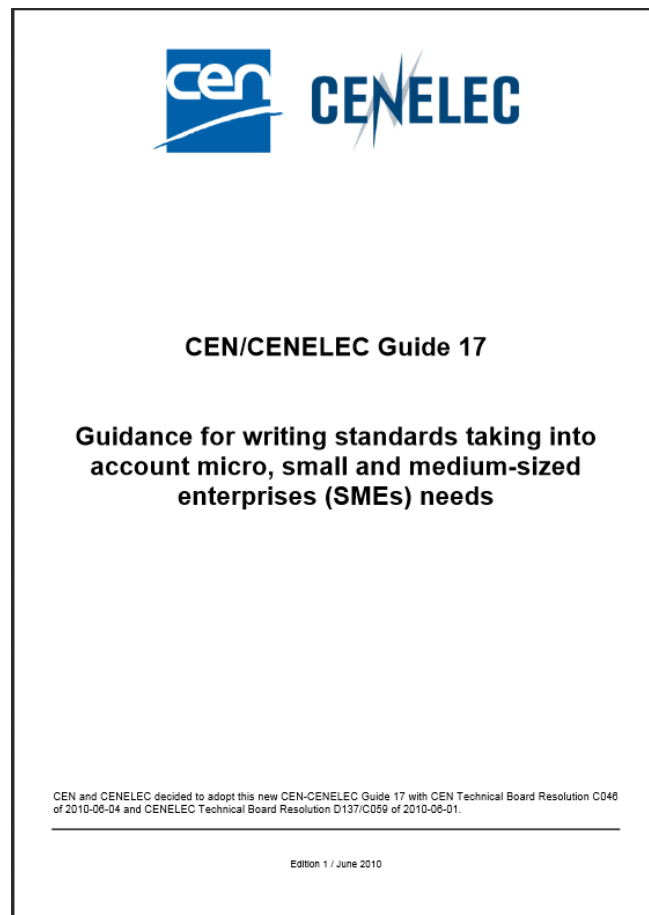
- CEN-CENELEC Internal Regulations Part 2
- Importance of best interests of the European Market
- Implies taking into account standardisation stakeholders as SMEs

# CEN-CENELEC Guide 17



- Joint initiative by CEN-CENELEC and NORMAPME (CEN-CENELEC BT WG 208 & NORMAPME secretariat & chair)
- Approved in 2010 by CEN and CENELEC Technical Boards
- To help CEN and CENELEC technical bodies to take into account the needs of SMEs when developing European standards

# CEN-CENELEC Guide 17



- Raise awareness on issues important to SMEs
- Overcome possible non-representation of SMEs in standardisation work
- Addressed not to SMEs but **mainly** to all standard writers



# Guide 17 – Table of Contents

1. Scope
2. Normative references
3. Terms and definitions
4. General considerations
5. Issues to consider during the standards development process
6. Guide checklist

# CEN-CENELEC Guide 17 – POINT 5.2

## Preparation of New Work Item

1. Check market needs

2. Check special SME needs among the stakeholders

# CEN-CENELEC Guide 17 – POINT 5.3

## Preparation of the Standard

1. Consider costs of investment and training for the implementation of a standard
2. Availability of elements required (technology, products, testing equipment, laboratories, IPR, etc.)

# CEN-CENELEC Guide 17 – POINT 5.4

## Developing the content of the standard

Add examples and explanations

Provide introduction with supportive information

Make standards precise and complete within their scope

Avoid costly and complex testing regimes + consider frequency of testing

Identify simple & cost-effective ways of verifying requirements conformity

# CEN-CENELEC Guide 17 – POINT 5.5

## Content of the standard

Keep it short and simple

Clear, logical and easy to follow structure

Supportive graphs, charts and representative examples if suitable

Language needs to be understood by standard users – not experts

Explain other standards – do not just refer to them

Revisions: Make changes clear and explain them

# CEN-CENELEC Guide 17 – POINT 5.6

## Final review

- Transition period: consider implications of **changes** of a new or revised standard related to:
  - need for new equipment
  - change organisation of work
  - change training staff
- Assistance necessary → need for additional **guidance document**?

# CEN-CENELEC Guide 17 – POINT 6

| Preparation of the New Work Item                                                                                                                                                                                                                                                                               | Preparation of a standard                                                                                                                                                                                                                                                                                                                                                                  | Development of the content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Structure and presentation of the content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Final review                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><input type="checkbox"/> (5.2.1) Have you checked the SME relevance of the standard?</p> <p><input type="checkbox"/> (5.2.2) Have you checked among all the stakeholders if there are special SMEs needs?</p> <p><input type="checkbox"/> (5.2.2) Did you evaluate if SMEs are among the target groups?</p> | <p><input type="checkbox"/> (5.3.1) Did you evaluate the costs of investment (technology, equipment, testing)?</p> <p><input type="checkbox"/> (5.3.1) Did you evaluate the cost of training (staff)?</p> <p><input type="checkbox"/> (5.3.1) Did you evaluate the costs of implementation?</p> <p><input type="checkbox"/> (5.3.2) Have you verified that all elements are available?</p> | <p><input type="checkbox"/> (5.4.1) If the performance approach is used, is it understandable?</p> <p><input type="checkbox"/> (5.4.2) Have you used descriptive explanations?</p> <p><input type="checkbox"/> (5.4.3) Is the standard precise and complete within its scope?</p> <p><input type="checkbox"/> (5.4.4) Did you avoid strict testing regimes?</p> <p><input type="checkbox"/> (5.4.4) Did you evaluate the cost of testing?</p> <p><input type="checkbox"/> (5.4.5) Have you identified simple and cost-effective ways of verifying conformity with the requirements?</p> | <p><input type="checkbox"/> (5.5.1) Is the standard as short as possible?</p> <p><input type="checkbox"/> (5.5.1) If the standard is long, did you evaluate the possibility of dividing it in shorter standards?</p> <p><input type="checkbox"/> (5.5.2) Is the structure of the standard easy to follow?</p> <p><input type="checkbox"/> (5.5.3) Have you included supportive graphs, charts, etc (when possible)?</p> <p><input type="checkbox"/> (5.5.4) Have you used clear language understandable by all expected standard users?</p> <p><input type="checkbox"/> (5.5.5) Did you minimise the number of referenced standards?</p> <p><input type="checkbox"/> (5.5.6) Did you provide clear information on the changes from the previous versions of the standard?</p> | <p><input type="checkbox"/> (5.6.1) Have you suggested a transition period reflecting the implications of changes?</p> <p><input type="checkbox"/> (5.6.2) Have you made the evaluation on the need for an implementation manual?</p> |

# Thank you for your attention



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