

NewStandards

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Foreword by SBS President



Finally! It is kick-off time! Opening this first SBS Newsletter issue and welcoming you to read its relevant and informative content is an honour for me. It is a real pleasure and a much-needed success – it means Small Business Standards is up and running at the service of the 22 million existing SMEs in Europe.

The standardisation world is a challenging one for SMEs, but also a necessary tool for innovation, market access and interoperability. Indeed, SME entrepreneurs find it extremely difficult to participate in the development and use of standards. Not only do they very rarely get involved in the drafting of standards, but they also very often underestimate the benefits of standards for their businesses.

This standardisation world therefore risks being mostly restricted to the big market players who have the financial, technical and human resources to follow and influence the standards-development process.




SBS wants to be the bearer of the Think Small First principle in standardisation, by representing SMEs in the decision making process and hence making standards better for SMEs. As from today, SBS will represent the arena where SMEs will develop their standardisation knowledge and where their needs will be taken into consideration and brought to the attention of the standard-writers and the decision-makers.

We will be using this newsletter to present the most important developments and interesting issues at stake, to launch consultation exercises and to explain the benefits of standardisation to the widest SME-audience possible. We would be delighted if you could take the time to let us know what you think of our newsletter and what suggestions for improvement you may have. Enjoy your reading and thank you for working with us for standards that Think Small First!



Gunilla Almgren
SBS President

Calendar

-  19/02/2014 SBS Board of Directors
-  04/03/2014 Committee 1025 on SME involvement in standardisation
-  25-26/03/2014 CEN-CENELEC StandarDays

About SBS

Small Business Standards (SBS) – Thinking Small First in Standardisation

Small Business Standards (SBS) is a European non-profit association established with the support of the European Commission to represent European SMEs in the standard making process at European and international levels.

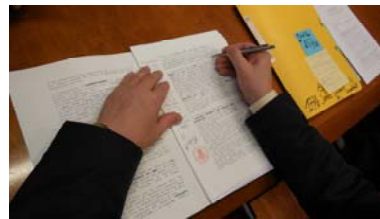
Why was SBS necessary?

Standardisation is the main access to the Internal Market for most products, services and production processes that must demonstrate their compliance with European legislation through the CE marking. However, not only do many stakeholders find it extremely complex to take part in the standardisation system, but they are also very often not even aware of the great importance standards have for their trade and daily activities.

Therefore, at the end of 2012, the European Institutions adopted **Regulation 1025/2012** to reorganise overall rules regarding the European standardisation process.

According to this Regulation, the three European Standardisation Organisations (ESOs) - namely [CEN](#) (the European Standardisation Committee), [CENELEC](#) (the

European Committee for Electrotechnical Standardisation) and [ETSI](#) (the European Telecommunications Standards Institute) - must encourage an appropriate representation of all relevant stakeholders, including SMEs. The European Commission also **committed to financially and politically supporting** the establishment of key **stakeholders' associations** lacking representation in the standardisation system.



The creation of SBS

Consequently, in May 2013, the Commission published a call for proposal aimed at granting European funds to such an association. The call was eventually won by a consortium created by [UEAPME](#) (the European Association of Crafts) and SMEs and [EBC](#) (the European Builders Confederation).

Small Business Standards (SBS) was therefore created ad hoc in 2013 to meet the European Union's aspiration to make the standardisation system as **inclusive, transparent and open** as possible, by strengthening the participation of "weak" stakeholders such as SMEs.

What is SBS?

Small Business Standards (SBS) was established as an international non-profit association under Belgian law. The SBS team is made up of UEAPME and EBC staff members, and an SBS project manager, who will coordinate the association's work.

SBS has 18 members that are national and European sectoral and inter-professional associations representing SMEs all over Europe. The membership is thus open to all associations matching these criteria.

"Small Business Standards (SBS) was created to meet the Commission's aspiration to make the standardisation system as inclusive, transparent and open as possible"



The founding members signing the SBS Statute

SBS mission and objectives

The SBS goal is to represent and defend SME interests in the standardisation process at European and international level. Moreover, it aims at raising SME awareness about the benefits of standards and at encouraging them to get involved in the standardisation process.

To reach these goals, SBS has appointed **17 experts** so far to take part in the work of CEN-CENELEC and ISO (the International Organisation for Standardisation) Technical Committees so as to directly contribute to the creation of standards. The experts, coordinated by SBS, will **monitor that standards are SME-friendly** and will therefore promote a better adaptation of standards to fit SME needs.

SBS will also, through its members, put forward SME **point of views** in all relevant Fora, Working Groups and platforms shaping the standardisation system. Moreover, SBS will consult and **keep its members informed** about Internal Market policies related to standardisation issues affecting SMEs.

The due application of standards in business models will give entrepreneurs several advantages, such as enlarging the potential market for products, facilitating product compliance, lowering transaction costs, reducing external effects (e.g. environmental impact), improving management systems, and more.

Partnering with the Standardisation Organisations

The three European Standardisation Bodies – CEN, CENELEC and ETSI – alone produce more than 2000 standards per year. Regular reviews of standards further increase the number of changes in the standardisation field.

Regulation 1025/2012 establishes a new representation framework of interests in European standardisation, which should be equal, proportionate and encourage SME participation. In order to represent SME interests in the standard making process and to always remain up-to-date on the latest developments, SBS therefore believes it is fundamental to establish a solid cooperation with all Standardisation Organisations.

At European level Small Business Standards (SBS) is a member of **ETSI** since its creation. Moreover, CEN-

CENELEC carried out a revision of their partnership concepts with industry partners and stakeholders, hence enabling SBS to sign this new partnership agreement with CEN-CENELEC.

SBS experts will have the right to participate in the **CEN-CENELEC Technical Committee** Working Groups, in Advisory Groups, Task Forces, Platforms and other groups, in order to voice the SME specificities. Furthermore, according to the new partnership agreement, SBS will have a right to appeal at certain steps of the standard making process when SME interests are on the line. SBS is also aware of the importance of standards' international dimension and consequently provides experts who participate in relevant **ISO Technical Committees**.

SBS members believe that these partnerships mark a new positive beginning for a relationship between SBS and the Standardisation Organisations, as well as a step forward for SME representation in the standardisation governance structure.

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Relations with the Societal Stakeholders

Small Business Standards (SBS) is already working with other European Standardisation Stakeholders. In particular, SBS established a very positive cooperation with [ANEC](#), [ETUI](#) and [ECOS](#), which represent different interests of society (consumers, trade unions and environmental protection).

SBS and the three Societal Stakeholders – set up according to similar rules and mentioned in EU Regulation 1025/2012 Annex 3 – jointly negotiated the partnership agreement with the European Standardisation Organisations. The next steps of this cooperation will involve an exchange of Best Practices for the Toolboxes for Societal Stakeholders and for SMEs.



SBS Board Members



Massimo Bezzi (EFESME)
Vice President



Gunilla Almgren (UEAPME)
President



Gérard Bobier (APCMA)
Vice President



David Amadon
(CAPEB)



Gerhard Lanz
(Confartigianato)



Fabio Massimo
(PIN-SME)



Jean-François Roubaud
(CGPME)



Christoph Schneider
(WKÖ)



Karl-Heinz Schneider
(ZDH)



Riccardo Viaggi (EBC)
Treasurer

SBS Members



APCMA French assembly of crafts chambers



CAPEB French association of construction SMEs



CGPME French confederation of SMEs



CONFARTIGIANATO Italian association of crafts and SMEs



DTV German textile care association



EBC European association of construction SMEs



ECAP European consortium of anchor producers



EFESME European federation for elevator small and medium-sized enterprises



EMM European insulation material (multifoil) manufacturers



EMU European metal union



ICADA International association in cosmetics



PIN-SME European association of SMEs in ICT



SME Safety European association of SME producers of personal protective equipment



Tischler Schreiner German association of wood joiners



UEAPME European association of crafts and SMEs



UEG European association of scaffolding



WKÖ Austrian economic chamber



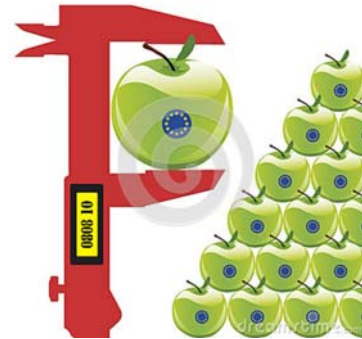
ZDH German skilled crafts association

SBS experts

Introducing SBS experts and their fields of expertise

One of SBS' most important activities is its direct participation in the standardisation process through **CEN, CENELEC, ETSI and ISO Technical Committees (TCs)**. SBS carries out this task by appointing experts – nominated by its member SME organisations – to attend the committee meetings and report back to their SBS coordinator. Indeed, this enables SBS to closely monitor development of new directives, directive reviews and standardisation work in general to then lobby towards the European Institutions and further encourage them to take SMEs into account.

So as to give readers a full overview of SBS, the new experts will be presented in SBS newsletter issues this year. To start with, here is a glance at the **first 17 experts** nominated to attend TC related meetings as from January and March 2014:



- ⇒ **Samuele Broglio** (IT) is the National President of Confartigianato's Wood Sector, who nominated him, and has had numerous positions in the wood, windows and shutters sectors. He will be working in CEN TC 33, WG 2 "**Doors windows, shutters, building hardware and curtain walling**".
- ⇒ **Afif El Baba** (DE) is a technical consultant for the Federal Association for **Scaffolding Trade and Craft**. He was nominated by UEG and will be working in CEN TC 53 "Temporary works equipments" with his added expertise in Health and Safety.
- ⇒ **Luciano Faletto** (IT) is the Director of S.A.L.A. Consulting and was nominated by EFESME. He will be working in ISO TC 178 "**Lifts, escalators and moving walks**".
- ⇒ **Helmut Haybach** (DE) is a consultant and project engineer at the Technologie-Zentrum Holzwirtschaft GmbH/Lemgo, responsible for the individual consultation in various areas. He was nominated by Association of wood joinery and will be working in CEN TC 207 "**Furniture**".
- ⇒ **Giuseppe Iotti** (IT) is a member of UNI Lifts Commission and chairs UNI sub-commission on 'Safety improvement of existing lifts', UNI is the Italian national standardisation body (NSB). He was nominated by EFESME and will be working in CEN TC 10 "**Passenger goods and services lifts**" with his expertise of lift manufacturers and installers.
- ⇒ **Ludovic Lauwers** (FR) has extensive knowledge in the building sector and has worked for ACTIS and LAUWERS Consulting. He was nominated by EMM and will be working in CEN TC 89 "**Thermal performance of buildings and building components**".
- ⇒ **Fabio Massimo** (IT) is a self-employed entrepreneur in the Information and Communications Technology (ICT) sector. He was nominated by PIN-SME and will be working in CEN Workshop "**ICT-Skills**".
- ⇒ **Romano Moscatelli** (IT) is an entrepreneurs working in respiratory devices sector. He was nominated by SME Safety and will be working in CEN TC 79 "**Respiratory protective devices**".
- ⇒ **Eric Palacio** (FR) is a Research Manager and worked for ACTIS S.A. He was nominated by EMM and will be working in CEN TC 88 "**Thermal insulation material and products**".
- ⇒ **Colin Puplett** (UK) was a Consultants Manager for all senior technical consultants employed by CEN Management Centre. He was nominated by EMM and will be working in CEN TC 89 "**Thermal performance of buildings and building components**".
- ⇒ **Barbara Sorgato** (IT) is the Secretary General of the European Consortium of Anchors Producers (ECAP). She was nominated by ECAP and will be working in CEN TC 124, WG 4 "**Connectors**".
- ⇒ **Alberto Spasciani** (IT) is President of ASSOSISTEMA-Safety and of SME-Safety. He was nominated by the latter and will be working in ISO TC 94, SC 15 "**Respiratory protective devices**".

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SBS experts

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- ⇒ **Ralf Spiekers** (DE) is responsible for standardisation, health and safety and technology in an SME joiners association. He was nominated by BHK Bundesverband Holz und Kunststoff and will be working in CEN TC 175 “**Round and sawn timber**”, dealing with wood issues in the context of sustainable construction works.
- ⇒ **Peter Statev** (BG) represents UEAPME via his role as Vice Chairman of the ETSI General Assembly and works for the Association of Bulgarian Business Clusters. He was nominated by PIN-SME and will be working in ETSI TC “Cloud”.
- ⇒ **Riccardo Viaggi** (IT) is EBC’s Secretary General, voicing SME view point in the construction sector. He was nominated by EBC and will be working in CEN TC 33 “**Doors, windows, shutters, building hardware and curtain walling**”.
- ⇒ **Jérôme Vuillemin** (FR) taught standardisation and certification at universities in Réunion and is employed by Réunion’s ‘Chambre de Métiers et de l’Artisanat’. He was nominated by APCMA and will be working in CEN TC 38 “**Durability of wood and wood-based products**”.
- ⇒ **Karsten Zimmer** (DE) is the Technical Director of Bundesverband Metall, responsible for metal structure technical rules. He was nominated by EMU and will be working in CEN TC 33 WG 5 “**Industrial commercial and garage doors and gates**”.

SBS to launch a new call for experts

In order to expand its network of experts, SBS will soon be launching an additional call for experts to represent SME interests in the relevant standardisation technical committees.

Role of the expert:

- ↪ Participate in meetings of relevant working group(s) related to a technical committee and actively contribute to the standardisation work taking place in these groups;
- ↪ Identify issues of concern for SMEs and develop proposals and comments taking into account SME needs;
- ↪ Animate and chair SBS mirror committees in order to ensure that positions are fully SME representative;
- ↪ Co-ordinate actions with and report to SBS coordinators.

Criteria for eligibility of the expert:

- ↪ Proven knowledge of the specific subject under the scope of the technical committee working plan;
- ↪ Knowledge of the standardisation system is helpful;
- ↪ SME and craft oriented background;
- ↪ Excellent knowledge of English (written and verbal);
- ↪ Good communication skills, computer literacy, ability to plan and organise his or her work schedule, be willing to travel;
- ↪ Absence of interests conflicting with those of SMEs.



Events

European Standardisation Workshop for EEN Advisers

On 5th February 2014, the Executive Agency for Small and Medium-sized Enterprises ([EASME](#)) and **CEN-CENELEC** organised a workshop on European standardisation for the Enterprise Europe Network (EEN) advisers in Brussels.

Representatives from National Standardisation Bodies, European Standardisation Organisations and the Commission participated in the workshop to **inform and give practical tips to EEN advisers about the standardisation state of play** and its role in industrial policy. Small Business Standards (SBS), represented by Riccardo Viaggi, was

also invited to the workshop to explain why standards are important for SMEs.

The Enterprise Europe Network (EEN) brings together business support organisations from more than 50 countries and its primary mission is to give small businesses support in their activities within the European Union and at international level. For this reason, SBS believes it is important for EEN advisers – who are directly in charge of assisting SMEs in Europe – to be well informed about the benefits that standardisation can bring to SMEs. SBS hence welcomes this EASME and CEN-CENELEC

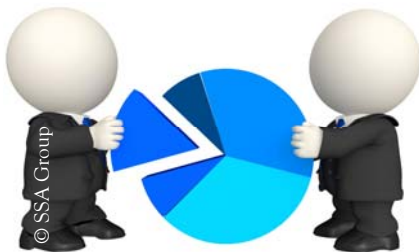
initiative, which is another way of helping SMEs to get the most out of standards.



[Click here to have a look at the PPT presentation](#)

Committee 1025 discusses SME involvement in standardisation

On 4th March 2014, the Working Group of Comitology Committee 1025 will meet to discuss SME involvement in standardisation. Committee 1025 was created in 2013 as **a result of the adoption of Regulation 1025/2012 on European Standardisation**, and it assists the European Commission in all matters related to the implementation of the Regulation.



The Committee is called to discuss and vote on the European Commission's draft implementing measures and mandates to be transmitted to European Standardisation Organisations, and gathers representatives of the 28 Member States – who are the only ones to have voting rights. In addition, the European Standardisation Organisations and the stakeholders associations receiving European Union financing (such as Small Business Standards - SBS) can participate as 'Observers'.

SBS has been invited to take part in the "Working Group on SME Involvement" meeting to give its **point of view on the importance of**

SME participation in standardisation both at national and European level. Indeed, the SME participation in the national standard making process could be improved and the European Commission would like to also address this at the European level. SBS believes that enlarging SME representation as much as possible – likewise with the support of Regulation 1025 – is a positive step to foster the governance and transparency of the standard making process in Europe.

CEN-CENELEC StandarDays - Get to know more about standards

CEN-CENELEC will be holding its annual StandarDays on 25th-26th March, this event is all about information on European standardisation for anyone wishing to know more about the process.

The event will consist of an introductory plenary meeting on the first day – information on CEN and CENELEC – and a series of in-depth workshops on the second day.

Participation is open to all and free of charge. To attend, fill in the registration form online following [this link](#).

E-learning tool for SMEs

CEN and CENELEC are developing an eLearning tool for SMEs to raise awareness concerning and get them involved in the standardisation process. The tool will consist of six modules and will become available free of charge in 23 languages by end of 2014.

Prior to making the tool publicly available, CEN-CENELEC will test the English version with SMEs and/or SME representatives. SBS gladly accepted to contribute to the testing phase that will most probably take place in March. **More details on the tool will follow soon.**



**4, Rue Jacques de Lalaing
B-1040 Brussels**

Phone: +32.2.285.07.27

Email: sbs@ueapme.com

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The work conducted under SBS is mandated and financed by the European Commission

www.sbs-sme.eu