

→ European standardization in the ICT area - why regional standards are important

John Ketchell – CEN Director, Pre-Standards

Standardization for collaborative advantage – Beijing 17-18 April 2007

Who are we?

- Three formal European Standards Organizations (ESOs):
 - CENELEC – electro-technical area, counterpart of IEC
 - ETSI – electronic communications, counterpart of ITU-T
 - CEN – all the rest, counterpart of ISO
- CEN and CENELEC national members are the same as the “European” national members (now 30 countries) of ISO and IEC
- ETSI has 655 direct members (industry, governments etc)
- All three produce “formal” European Standards (“ENs”) and a range of other standards publications
- The basic need – the European Single Market, removal of barriers to trade in products and services
- We have “recognition” under European law, which provides rights and obligations (eg withdrawal of conflicting standards)

What are our ICT standards interests?

- ICT standards are of interest to all three ESOs
- We have a range of activities needed in Europe, but we don't seek to duplicate global standards, we seek to contribute to them
- We do what the market requires, eg mobile telephony, next generation networks, ICT security, broadcasting, eBusiness, eHealth, intelligent transport etc etc
- The fact that we do this in three closely collaborating bodies can be an enormous advantage:
 - Generally, ICT standardization is far too fragmented
 - There is difficulty for users in obtaining sensible information
 - Between us, we have a clear competency in all areas of ICT standards

Five myths about ICT standards in the European context

- Myth one - all ICT standards must be global
- Myth two – Europe develops its own approach and ignores other parts of the world
- Myth three – European standardization is driven by public authorities
- Myth four – European standardization represents vested interests
- Myth five – European standardization is bureaucratic and slow

Let's examine the reality...

Myth one – all ICT standards must be global

6 good reasons for regional activities in Europe...

- 1 The closer you get to application standards (the “e” environment – eBusiness, eHealth, eGovernment, eLearning, eAccessibility etc.) the more you need regional work to complement the global
- 2 Standards are needed in support of European regulation
- 3 Standards are needed to support cross-border business or services, to remove or prevent barriers to trade in Europe
- 4 Standards to be implemented in Europe by end-users need to take account of cultural, social, moral and linguistic issues
- 5 Standards need to take due account of national requirements
- 6 ESOs can be seen as platforms for improving understanding and awareness of international standards

....and here's another 6 reasons

- 7 SMEs, consumer groups and Governments need their requirements addressed by global bodies but cannot easily contribute. Pan-European consensus can and should be reached and then sent to global bodies
- 8 We may need to develop supplementary standards to define how a standard works in Europe
- 9 Maintenance of an industrial base needs a Euro-centric approach for IPR issues
- 10 Other regions legitimately regard standards as a means of protecting their industry
- 11 We may need the ability to negotiate in the enclosed “standards world” with other geographic regions
- 12 We need somewhere to take European ideas in R&D etc, and get them worked on from a standards perspective

Myth two – Europe develops its own approach and ignores other parts of the world

- All three European Standards Organizations have formal links with global activities:
 - CEN has the Vienna Agreement with ISO
 - CENELEC has the Dresden Agreement with IEC
 - ETSI is a Sector Member of ITU-T and ITU-R and has an MoU with ITU-T
- We exchange information at every stage, we collaborate to avoid duplication, we ensure a complementary approach, etc.
- We also have other global links:
 - CEN is the European Entry Point to the UN/CEFACT eBusiness standards process; we are a “user signatory” to the ISO/IEC/ITU-T/UN-ECE MoU on eBusiness standardization
 - ETSI participates in Global Standards Collaboration (ITU and other regional bodies)
 - We collaborate with consortia with a European presence in the ICT Standards Board (www.ictsb.org/)

Myth three – European standardization is driven by public authorities

- All three European Standards Organizations are market-driven
- Our activities complement regulation
- In some cases, European Standards help avoid regulation:
 - Under the “New Approach” (e.g. radio and telecommunication terminal equipment, or EMC) only basic legal requirements are laid down
 - The technical implementation is in European Standards, conformity with which grants market access
 - Another example to come – accessibility of ICT products and services (standards in Europe, legislation elsewhere?)
- Public authorities in Europe and nationally are market participants like any others
- Public authorities support standards infrastructure – this is normal and happens anywhere!

Myth four – European standardization represents vested interests



- Like all formal standards bodies, we observe WTO rules
- Our activities are open, transparent and market-driven
- Draft European Standards are submitted to public comment and formal national vote
- All comments must be considered by the responsible party and responded to
- Participation in standards work includes any interested party – with geographical requirements in some cases
- In Europe, we encourage standards participation from Small and Medium-Size Enterprises (SMEs), and from consumers (dedicated bodies exist)
- We have clear and tried and trusted IPR policies (RAND) that are the same as the global bodies'
- Our standards are publicly available and properly maintained



Myth five – European standardization is bureaucratic and slow

- ESOs have clear and tried and trusted rules (including RAND IPR policies) that are in essence the same as the global bodies'
- “Formal” European Standards are now produced in a three year timeframe, start to finish
- The ESOs have also developed so-called “new deliverables”:
 - ETSI Standards – approved by ETSI membership
 - CEN, CENELEC or ETSI Technical Specifications (TSs)
 - CEN and CENELEC Workshop Agreements (CWAs)
- These are faster by definition – they don’t have the full consensus of formal standards
- Record for two CWAs – five months start to finish (beat that in consortia...)
- ETSI work and CEN/CENELEC Workshops are open to any interested party worldwide (NB Chinese participants)



Do we need a more rational approach to ICT standards?

- ICT standardization is a large business, but one largely “unrecognised” by business leaders
- A lot of ICT standards are not commanding market acceptance:
 - EDI – eBusiness standards 20 years old are still used by the market, there’s nothing better that is fully standardized yet!
 - “Standards wars” – LANs, DVDs, etc.
 - Competing approaches from different consortia
 - Lack of consistent (or sometimes any...) user information
- Therefore:
 - The number of industry consortia should be reduced
 - Much more information should be provided on “who does what”
 - We need to improve collaboration between standards bodies, both within different regions and globally
 - Above all, we need a marketing and educational effort to explain what we do and how to participate

What we are trying to do

- To collaborate amongst CEN, CENELEC and ETSI in the “European Standardization System”
- To provide better information on ICT standards issues, eg CEN/ISSS survey of consortia on the web (only a start)
- To seek to involve as wide a constituency as possible, especially to ensure ICT standards that can be used by industry, Governments, etc. and products and services that are acceptable
- To improve interfaces e.g. with research (see www.copras.org)
- To continue to collaborate with global activities and improve collaboration with other regions – hence (e.g.) the ESOs’ representative in China
- To encourage the ICT industry to support this approach!

Thanks



CEN ICT activities – www.cen.eu/iss

CENELEC – www.cenelec.org

ETSI – www.etsi.org

john.ketchell@cen.eu