



# European Standards and Services

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Port of Spain, 05 April 2011

# Why service standardization?



Services market in the EU accounts for 60-70% of GDP and employment in EU;

Standards contribute to transparency and comparability of services;

Standards contribute to efficiency and elimination of trade barriers;

Number of service standards growing but still small in relation to traditional CEN sectors

# Main aspects covered by service standards



- Terminology and classification
- Quality of service provision (minimum requirements, key performance indicators, benchmarking)
- Qualification of personnel and training
- Safety



# EU Legislative context



- **Services Directive (2006/123)**
  - Article 26.5 encourages development of European standards in order to facilitate compatibility between services, information to the recipient and quality of service provision
- **Directive on the recognition of professional qualifications (2005/36)**
  - Aims to ensure EU-wide recognition of professional qualifications
  - Harmonised training for: doctors, nurses, dentists, vets, midwives, pharmacists and architects
- **Specific EU legislation on postal services, telecoms, energy supply, package travel, distance selling...**

# Some challenges

- New area of standardization dominated by SMEs
- Lack of awareness of standardization and its benefits
- Multiple project committees created on an ad-hoc basis
- Horizontal standards may contribute to improve coherence of service standardization
- Difficulty to attract stakeholders in the development of horizontal service standards



# Study on Service Standards



- Study commissioned by CEN in order to study the impact of European service standards and their impact on service providers and users
- Focus on concrete data and examples (case studies)
- Duration of the study 12 months starting in January 2011



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# European standards in the service area



European standards exist or are under development in the following areas:

- Maintenance Services
- Transport and logistic Services
- Cleaning Services
- Tourism Services
- Postal Services
- Facility Management Services
- Hearing Aid Specialists Services
- Management consultancy
- Engineering consultancy
- Translation Services
- Funeral Services
- Security Services
- Real Estate Services
- Business Support Services
- Customer Contact Centres
- Print Media Analysis
- Services of Chiropractors
- Sheltered housing

# Some activities



- CEN/TC 329 Tourism Services

- EN 13809:2003 Tourism services - Travel agencies and tour operators - Terminology
- EN 14153 series Recreational diving services
- EN 15565:2008 Tourism services - Requirements for the provision of professional tourist guide training and qualification programmes

- CEN/TC 331 Postal Services

- CEN/TR 15472:2006 Postal services - Measurement of transit times for parcels by the use of a track and trace system
- EN 14615:2005 Postal services - Digital postage marks - Applications, security and design



## Some more activities



- CEN/TC 375 (PC) Customer Contact Center
  - EN 15838:2009 Customer Contact Centres - Requirements for service provision
- CEN/TC 381 (PC) Management Consultancy Service
  - FprEN 16114 Management consultancy services
- CEN/TC 394 Service of Chiropractor
- CEN/TC 395 Engeniring consultancy services
  - Engineering consultancy services - Terminology at a high level to describe the engineering services in construction of buildings, infrastructure and industrial facilities
- CEN/TC 405 (PC) expertise services

# Culture/arts



**CEN/TC 346 Conservation of Cultural Property** - Development of test methods (laboratory and in situ) conservation professionals in their restoration and conservation work, ensuring at the same time the possibility for European experts to exchange information on test and analyses methods on conservation of cultural property

- EN 15758:2010 Conservation of Cultural Property - Procedures and instruments for measuring temperatures of the air and the surfaces of objects
- EN 15886:2010 Conservation of cultural property - Test methods - Colour measurement of surfaces

**CEN WORKSHOP Quality brand for the sustainable development of historical and cultural cities in Europe – Qualities**



# ICT



## eBusiness

General online Invoicing and Procurement issues or sector-specific initiatives reaching consensus in areas such as construction or textiles

## eAccessibility and Design for All

## eHealth

Healthcare informatics

## eLearning

Academic and workplace environments

## Intelligent Transport

road and traffic telematics, including e-safety,  
electronic fee collection



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# ICT

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## eGovernment

Open XML Interchange Format for Legal and Legislative Resources

## Security, trust and data protection

Workshop on Data Protection and Privacy

## Cultural Diversity

cross-roads of cultural diversity, information technology, and standardization; **Cyber identity systems for organizations**

## RFID

# And everything smart ...

- GRIDS: electricity network that can integrate in a cost efficient manner the behaviour and actions of all users connected to it in order to ensure economically efficient, sustainable power system with low losses and high levels of quality and security of supply and safety
- METERS : usually an electrical meter that records consumption in intervals of an hour or less and communicates that information at least daily back to the utility for monitoring and billing purposes

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energy efficiency, efficient energy use in fixed and mobile information and communication networks, ecodesign,

Electric vehicles, etc...



# CEN – CLC SME Helpdesk



- 1 email: [sme@cencenelec.eu](mailto:sme@cencenelec.eu)
- 1 phone number: +32 2 550 08 13
- Launched in March 2010;
- Dedicated SME portal on <http://sme.cencenelec.eu>
  - SME activities: SMEST, SME-WG
  - Info on EU policy with regards SMEs
  - Links to national SME helpdesks
  - Guide on Standardization for SMEs
  - FAQ page
  - News and events
- *NEWS*: 2011 – monthly SME Newsletter (sign-up [online](#))

# Consortium bridge



Technical specifications by organizations (consortia and associations) to be adopted as EN

1. Types of organizations that might offer their specifications for adoption as EN:
  - No constraint on type of organisation
  - Some conditions to be fulfilled related to organization's constituency
  
2. Types of documents that can be considered:
  - Any technical specification that represents a considerable level of consensus
  - Relates to CEN-CLC needs and interests

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Thank you for your attention!!

For further information:

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