European Standards: Supporting the European Single Market for Services

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European Standardization

→ 33 identical national standards

→ All conflicting standards removed

→ 500 million people
Approximate contribution of services to GDP in the EU

### Contribution of services to GDP

- **Industry**: 25.4%
- **Other services**: 14.5%
- **Business Services**: 11.3%
- **Real estate activities**: 10.6%
- **Healthcare services**: 10.0%
- **Wholesale and retail trade**: 9.9%
- **Transport and communications**: 7.9%
- **Financial services**: 6.2%
- **Hotels and restaurants**: 2.4%
- **Agriculture**: 1.8%
- **Contribution of services to GDP**: [Graph]

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Slide 3
European Standards by sector
EU Regulation 1025/2012 *European Standardization*

- Sets legal framework for standardization in Europe
- Confirms importance of development of voluntary European Standards for services
- Provides clear basis for Commission standardization requests in the area of services

- **Dir EC 2006/123** Services in the Internal Market
Standards for services

Aspects covered by standards in the services field

✅ Terminology: common language within a sector

✅ Measurement methods or KPIs: compare, measure quality, performance or other aspect relevant to service

✅ Qualification of personnel: Knowledge, skills and competences and/or how to assess them

✅ Best/good practices or codes of conduct: many times these form part of service standards covering other aspects

✅ Requirements on service provision: processes, information to clients, agreement, requirements on the service...
European Service Standards

Horizontal service standards

- cover aspects of service provision that apply across multiple sectors (e.g. service design, information provision to customers, complaint and redress)


- M/517 for the programming and development of Horizontal service standards 2013

Vertical sector specific standards
Mandate M/517

- Two phases:
  - Phase I: Establishment of programme of European horizontal service standards (duration: Dec 2013 - Nov 2014)
  - Phase II: Development of horizontal service standards

- Objectives:
  - Facilitate compatibility of services, information to the recipient, quality of service provision & cross-border provision.
  - Identification & prioritisation of 6-7 proposals
The proposal sets out a package of standards aimed at simplifying and harmonizing the buying and selling of services across Europe.
Areas of activity (I)

Security services
CEN/TC 384 - Airport and aviation security services
CEN/TC 417 - Maritime and port security services
CEN/TC 419 - Forensic science processes
CEN/CLC TC 4 - Services for fire safety and security systems

Healthcare services
CEN/TC 380 - Hearing aid specialist services
CEN/TC 394 - Services of chiropractors
CEN/TC 403 - Aesthetic surgery services
CEN/TC 414 - Services in osteopathy
CEN/TC 424 - Cleft Lip and/or Palate
CEN/TC 427 - Doctors with additional qualification in homeopathy

Social services
CEN/TC 385 - Sheltered housing
CEN/TC 431 - Service chain for social alarms

Professional qualifications
CEN/TC 428 - E-Competences and ICT Professionalism
CEN/TC 432 - Competency of customs representatives
Areas of activity (II)

Beauty and well-being
CEN/TC 409 - Beauty Salon services
CEN/TC 412 - Indoor sun exposure services
CEN/TC 435 - Tattooing services

Other consumer services
CEN/TC 329 - Tourism services
CEN/TC 331 - Postal services
CEN/TC 373 - Services of Real Estate agents

Other services
CEN/TC 405 - Expertise services

Business services
CEN/TC 319 - Maintenance services
CEN/TC 320 - Transport Logistics and services
CEN/TC 328 - Cleaning services
CEN/TC 348 - Facility Management
Cen/TC 374 - Business support services
CEN/TC 375 - Customer Contact Centres
CEN/TC 381 - Management consultancy
CEN/TC 395 - Engineering consultancy services
CEN/TC 404 - Pest management
## Benefits of service standards

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Not a benefit</th>
<th>A minor benefit</th>
<th>A major benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved ability to demonstrate service quality to customers</td>
<td>5%</td>
<td>30%</td>
<td>65%</td>
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<tr>
<td>Improved service quality</td>
<td>5%</td>
<td>33%</td>
<td>62%</td>
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<tr>
<td>Improved common definitions / terminology</td>
<td>13%</td>
<td>36%</td>
<td>50%</td>
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<tr>
<td>Improved ability to meet legislative / regulatory requirements</td>
<td>19%</td>
<td>31%</td>
<td>50%</td>
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<tr>
<td>Improved ability to meet health and safety requirements</td>
<td>24%</td>
<td>30%</td>
<td>46%</td>
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<td>Improved contractual relationships</td>
<td>17%</td>
<td>38%</td>
<td>45%</td>
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<tr>
<td>Increased customer satisfaction</td>
<td>11%</td>
<td>45%</td>
<td>44%</td>
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<tr>
<td>Increased transparency of the services provided</td>
<td>14%</td>
<td>43%</td>
<td>43%</td>
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<td>Improved use of performance indicators</td>
<td>19%</td>
<td>43%</td>
<td>38%</td>
</tr>
<tr>
<td>Increased confidence in service providers</td>
<td>14%</td>
<td>49%</td>
<td>37%</td>
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<tr>
<td>Improved ability to compare different service offers / providers</td>
<td>23%</td>
<td>46%</td>
<td>31%</td>
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<tr>
<td>Improved ability to export services (cross-border trade)</td>
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<tr>
<td>Increased market share</td>
<td>47%</td>
<td>37%</td>
<td>15%</td>
</tr>
<tr>
<td>Increased profitability</td>
<td>48%</td>
<td>37%</td>
<td>14%</td>
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</tbody>
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Source: [Technolopis study](https://www.technolopis.com) (January 2012)
Challenges

• New area of standardization dominated by SMEs - lack resources
• Lack of awareness of standardization and its benefits
• Multiple project committees created on ad-hoc basis (unique characteristics – ‘no service is like another’)
• Horizontal standards may contribute to improve coherence of service standardization
• Difficulty to attract stakeholders to develop horizontal service standards
The future

- Industrialization of services
- Users expectations: new consumption patterns and practices – collaborative economy
- Identify standardization needs associated with new trends and promote appropriate normative solutions
- Promote standardization in services sectors and stakeholder engagement at National, European and International levels
- Develop standardization that addresses services linked to products (AFNOR White Paper *How should services be standardized*)

- ‘What tools are there to create leading service markets?’ - AFNOR-CEN conference on November 19, Paris
Thank You

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