

# Standards Build Trust

**CEN and CENELEC** standards help Europe meet today's technological and societal challenges as well as those we will face tomorrow. They support Europe's priorities through improving business performance and creating trust.

## CEN and CENELEC can help you achieve your policy objectives



### **A harmonised Single Market**

Creating value for Europe while offering a cost-efficient and easier way to show product compliance with Union law.



### **A competitive European industry ready to lead in international trade**

Supporting European technological change while promoting European interests in international standards.



### **Trust in new technology**

Providing European best practices to lead the digital transformation of society with citizens' interests in mind.



### **Enhanced innovation for Europe**

Enabling research and scientific results to reach the market.



### **The Sustainable Development Goals of the UN 2030 Agenda**

Implementing the sustainable use of resources and energy while protecting consumers, workers and the environment.



**CEN and CENELEC** standards define good practice for Europe, representing the pan-European consensus of broad and representative stakeholder communities. These experts codify their knowledge through an independent, inclusive and transparent system. The resulting standards, for voluntary use, reflect the current technological state of the art, are future-proofed, and integrate seamlessly with international standards.



## A competitive European industry ready to lead in international trade

Supporting European technological change while promoting European interests in international standards.

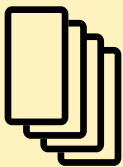
# Standardization is an enabler of trade



### Primacy of ISO and IEC standards

*CEN and CENELEC's commitment to international standardization gives Europe **greater alignment** with international standards.*

CEN and CENELEC's commitments to international standardization give Europe a greater global competitiveness in trade.



**72%** of CENELEC standards are identical.

**33%** of CEN standards are identical.

### The European Standardization System boosts European competitiveness

*The European Standardization is **highly innovation friendly** and **market-driven**.*

The single standards model avoids fragmentation in the market.



European standards facilitate compliance with the EU harmonization legislation and hence the entry and free circulation of goods in the EU Single Market; based on a set of requirements equally applicable in all Member States of the European Union.

### European Standardization addresses evolving market needs

*European Standardization System provides a strong framework, strengthening the **European Single Market** for goods and progressing in the area of services.*



CEN and CENELEC have launched education initiatives about standardization for sustainability and environment, accessibility and ecodesign of products.

Through various concepts of partnerships, CEN and CENELEC deliverables offer the flexibility to adapt to the market's needs and the expected speed for the delivery of technological solutions.

### Case Study: Eurocodes boost growth across Europe and beyond



They are the Europe-wide standards for all aspects of the structural design and development of buildings.

Designed to break down technical barriers to trade across Europe and beyond, Eurocodes provide a common language for owners, operators, users, designers, contractors and manufacturers, giving a common basis for R&D, design aids and software. They are also the mandatory standards for public procurement projects in the UK.