

StandarDays

open info days
on European Standardization
25 and 26 September 2012



PROGRAMME DAY I – Tuesday 25 September 2012

- 09:15 Registration and welcome coffee & tea
- 09:30 Welcome to the CEN-CENELEC Management Centre
- 09:40 Everything you always wanted to know about standardization but were afraid to ask
Roll call conducted by Isabel Quintana Soria, Director Human Resources & Quality
- 10:30 Standards matter – bird's eye view on the European Standardization System
Jean-Paul Vetsuypens, Director Standards

11:00 – 11:15 Coffee break

- 11:15 Why and how to get involved in standardization - Different solutions for different needs
Ashok Ganesh, Director Innovation
- 11:35 How to get started part 1: Developing a European Standard - The process
Ingrid Soetaert, Unit Manager, Industry, Technology & Infrastructure (IT&I), Standards
- 12:35 From the praxis – European standards and business
Willem Wolf, Director NEC (Netherlands Electrotechnical Committee)
- 12:50 Questions & answers

13:05 – 14:00 Lunch

- 14:00 How to get started part 2: Developing a Workshop Agreement
Alina Iatan, Programme Manager, Sustainability & Services, Standards
- 14:30 Bring your idea to the market – Standardization as a support tool to research projects
Ségolène Martin, Programme Manager, Research Integration
- 14:50 Accommodating societal needs in standardization
Cinzia Missiroli, Unit Manager, Sustainability & Services, Standards
- 15:20 Final round-up quiz and evaluation
Roll call conducted by Isabel Quintana Soria

16:10 Close of Day I

For a Better Understanding of European Standards

Time	Parallel sessions		
09:00 - 11:00	Session 1 Shaping European Standards	Session 2 Workshop Agreements	
	Session 3 Accessing information about standardization	Session 4 Product certification in the single market & the Keymark	
11:00 - 11:15	COFFEE/TEA BREAK		
11:15 - 13:00	Session 5 The Vienna and Dresden agreements – CEN and CENELEC as international partners	Session 6 Standardization activities & patents, European standards & intellectual property rights	Session 7 Standards as a support tool to research (FP7) projects
13:00 - 14:00	LUNCH		
14:00 - 15:30	Session 8 - How legislation and standardization go together		

Session 1 – Shaping European Standards – get involved in the development of European standards

Would you like to know more about the development of a European Standard? The Standards Department of the CEN-CENELEC Management Centre will guide you through the process. You will learn how European Standards are initiated, developed, published, and how existing European Standards are reviewed and amended. Find out how an individual, organisation or industry business can contribute to the drafting of a standard.

- Ingrid Soetaert, Unit Manager, Industry, Technology & Infrastructure, Standards
- Cinzia Missiroli, Unit Manager, Sustainability & Services, Standards
- Alexandre della Faille de Leverghem, Programme Manager, Sustainability & Services, Standards

Session 2 – Workshop Agreements

Do you deal with emerging technologies or very specific technologies with concentrated expertise? Do you need to establish consensus on good practices? Do you need guidance on the use or application of standards or technical specifications? The Workshop Agreement can be the right solution for you if your business is affected by a fast-changing market. Find out how you can participate, and how the CEN and CENELEC Workshop process works.

- Alina Iatan, Programme Manager, Sustainability & Services, Standards

Session 3 – Accessing Information about Standardization

Where to find information on European Standardization? This session aims to provide you with practical information about the various electronic tools used by the CEN & CENELEC world. It gives you an overview of both publically available information as well as an idea of tools with restricted access that are used by our stakeholders to communicate and manage the standardization work.

- Joëlle Colaers, Administrator Technical Policy, Standards
- Nathalie Paquay, Administrator Technical Policy, Standards

Session 4 – Product certification in the single market & the Keymark

The Keymark is a voluntary European certification mark, demonstrating that a product or service is in conformity with the European Standard. It is a full-fledged so-called ISO/IEC type 5 product certification system and it brings the same message to the European enterprises as the message of the European Standard: one standard covering the whole Single Market, one label covering the whole Single Market.

What is certification? Is it not just another word for accreditation? But accreditation is the same as notification, is it not? What do we need the Keymark for anyway? We already have CE marking in Europe! Get to know the Keymark and understand the world of European conformity assessment and certification.

- Hoang Liauw, Project Manager Legal Affairs

Session 5 – The Vienna and Dresden Agreements – CEN and CENELEC as international partners

Would you like to learn more about the technical cooperation between CEN and ISO (International Organization Standardization) and CENELEC and IEC (International Electrotechnical Commission)? Should international standards be adopted in Europe whenever possible? How to avoid duplication of standardization work and how can expertise be bundled? What are the modes of co-operation between CEN and ISO and CENELEC and IEC? How do European Standards respond to needs in the other regions?

Learn more about CEN's and CENELEC's partnership with resp. ISO or IEC and how European Standards can also help to open global markets.

- Stefan Joannin, Senior Manager Technical Policy, Standards

Session 6 – Standardization activities, European standards and intellectual property rights

The use of European Standards is fundamental for wide adoption of new technologies, which are often patented. What is the interaction between patent rights and European Standards? How can we assure widespread use of standards while preserving the patent holder's rights?

Copyright allows CEN and CENELEC communities a fair return to cover the cost of the work done. CEN's and CENELEC's National Members and National Committees enjoy the exploitation rights on the copyrighted standard documents. Therefore, they have full right to sell, reproduce, translate, and otherwise exploit CEN and CENELEC technical publications. How can stakeholders use these documents while preserving the copyright of CEN and CENELEC? What are the modalities during the standardization making process to ensure that the copyright is properly addressed?

- Bardo Schettini Gherardini, Director Legal Affairs

Session 7 – Standards as a support tool to research (FP7) projects

Standardization is an essential tool in bringing your ideas to the market. Despite the numerous advantages of standardization for research and innovation, standardization can often seem complex, difficult to access, and with too lengthy procedures.

Interested to learn more? Join us in this session and learn:

- how standards can support R&D and Innovation
- why you should integrate standardization in your FP7 project
- what services the Research Helpdesk offers

- how we work in practice – FP7 projects which are developing standards
- Andreea Gulacsi, Unit Manager, Research Integration
- Ségolène Martin, Programme Manager, Research Integration
- Luc Van den Berghe, Programme Manager, Research Integration

Session 8 – How legislation and standardization go together – new legislative framework

What is the purpose of Directives that have been adopted on the basis of the New Approach? How can these ensure the free movement of goods? How can European Standards support legislation? Learn how European Standards Bodies offer one route to complying with these essential requirements by drawing up Technical Specifications.

- Silvia Vaccaro, Policy Officer, Standardization Unit, DG Enterprise and Industry, European Commission