

International standards: a corporate perspective

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Importance of standards from a corporate perspective

Standards...

...deliver legitimacy (inclusiveness), applicability in scope (real world problems and solutions) and space (worldwide across jurisdictions).

- Everyone – also non-business stakeholders – can join the standardisation process.
- Standards complement regulation with technical details that come from experts in the field.
- Standards are the requirement for effective market surveillance and prevent circumvention.



Standards create markets
and global competitiveness.



Standards keep costs of
product testing low.

Importance of standards from a corporate perspective

Without standards...

- Randomness regarding technical details. Nothing can be truly verified.
- Malpractices cannot be prosecuted without precise rules (which are available through standards).
- Regulation without a working market surveillance is incomplete, because it's more and more complex and conflicting/inconsistent.
- There will be no common market.

Examples for household appliances

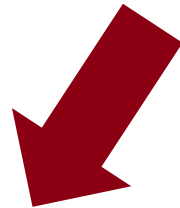
- IEC 60335 Household and similar electrical appliances
 - Foundation for all measures in regard to the safety of appliances.
 - Well established standard around the world.
 - Appliances get tested by the same requirements in Europe, China and elsewhere.

- IEC 62552:2015 household refrigerating appliances – characteristics and test methods
 - The global standard is being integrated in energy regulations in China, Australia, New Zealand and many other jurisdictions.
 - EU 2017/1369 on energy labelling of household refrigerating appliances is the hook for the application of the standard – and thus the implementation of EU-law.

Benefits of and challenges in the EU standards (setting) system

- Listed standards can confer a presumption of conformity with legal requirements.
 - – BUT: There are too many delays in the publication of harmonised standards in the OJEU.
- The New legislative framework is a great tool to match regulation and standardisation.
 - – BUT: The Cybersecurity Act deviates from this system.
- International standards complement trade agreements as they abolish non-tariff trade barriers.

- **Consequences:**



International standardisation may foster the dissemination of European values (e.g., ISO/IEC 27018)



If listed standards are out-dated: EU may become a technical rule-taker instead of rule-maker.

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Thank you for your attention!