

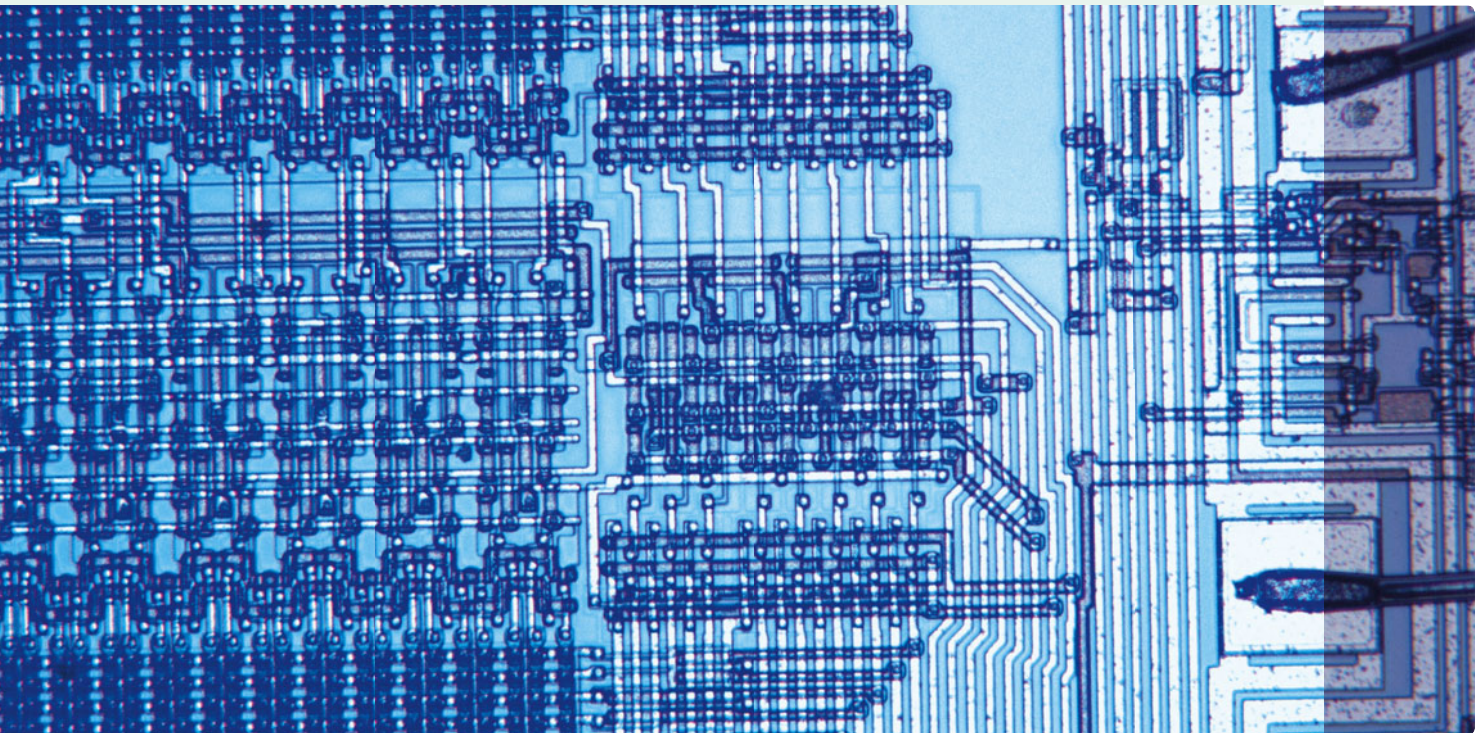


European Committee
for Electrotechnical
Standardisation

Masterplan 2006-2010

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Preface

Over recent years, many new initiatives have been developed in Europe to support a knowledge based economy. Indeed, knowledge and innovation are the beating heart of European growth, and electrotechnical standards have clearly contributed to this process.

The need to adapt the electrotechnical standardisation strategy to the recent developments and initiatives has resulted in the revision of the CENELEC Vision 2010, the Masterplan, its Goals and its Objectives:

1. The Market Place

Globalisation. International trade and investment has been the engine of the European electrotechnical growth over the past years, the increase in cross-border economic, social and technological exchange has a direct impact on growth and the creation of jobs. International Standards play a major role in competition and international trade. CENELEC has to maintain and improve its commitment to international standardisation – IEC – to ensure consumer safety and to increase transparency of product information, products functionality, compatibility and interoperability. This will lead in consequence to the growth of the European electrotechnical sector.

Information Society. From 2000, the ICT context has changed substantially, not only from a technological point of view (e.g. nanotechnologies, a new generation of computers, ambient intelligent scenarios...) but also for the economic players. A shift in emphasis from technology-driven to application-driven ICT standardisation can be noted, as all major industry sectors, which by definition are existing clients of CENELEC, increasingly use ICT applications in their business. This change of emphasis accelerates the convergence of technologies as the sectors are forced to share their know-how to meet converging requirements. Another defining feature of the ICT world is the emphasis on international standardisation. The ever-repeated reason is that the ICT market is a global one and requires global solutions. The tendency has been for industry to favour the use of more focused groups for writing specifications, in which it has direct participation and over which it has control. So the ICT standards scene is remarkable for the huge number of industry consortia, which are often global in nature and which target particular market solutions with restricted participation of interested parties. The challenge for CENELEC is to cooperate with and demonstrate added value over the consortia. We must respond to this change by monitoring and watching their Standardisation Network in order to anticipate upcoming developments.

2. The Political Framework

The re-launching of the Lisbon Strategy: Growth and Jobs. Being half-way through the processes launched by the Heads of State of the European Union in 2000, the interim report from the High Level Group shows that the results are not very satisfactory, due to the limited implementation of the agreed reform by Member States. Hence the European Commission made a strong recommendation for Europe to establish a new kind of partnership with Member States, focusing efforts on productivity and employment. There should be one national growth programme and one EU growth plan. Within this context, CENELEC confirms the support of its national membership to the European electrotechnical growth plan.

Enlargement. The European Union has grown from 15 to 25 members in 2004. CENELEC has increased its membership to 29 countries, 25 coming from the EU Member States, one is an *acceding country* and three are coming from EFTA countries. Bulgaria, is expected to join as an acceding country in 2007. Croatia and Turkey are *candidate countries* with which accession negotiations have already started, and the other Western Balkans countries (Albania, Bosnia and Herzegovina, The former Yugoslav Republic of Macedonia, and Serbia and Montenegro) are *potential candidate countries*. All of them are already CENELEC affiliates. CENELEC has also enjoyed the relevant political, economic and cultural benefits from enlargement. The addition of more than 100 million people, in rapidly growing economies, to the EU's market of 370 million will boost economic growth and create jobs and will strengthen the Union's role in world trade. Young CENELEC members were required to have a functioning market economy and adopt the common rules and standards that make up the body of the Association. Standards are a key factor in the effectiveness and continuous completion of the Internal Market rules.

Wider EUROPE-Neighbourhood. After the enlargement, the EU has changed the shape of the EU's political and economic relations with other parts of the world – Europe has now external land and sea borders with Russia, Western Newly Independent States (NIS) and the Southern Mediterranean countries. The establishment at pan-European level of an open and integrated market functioning on the basis of identical, compatible or technically equivalent standards would bring significant economic benefits for the EU and the neighbouring countries. Reciprocal market access covering electrotechnical goods and services will have the greatest possible impact if accompanied by measures to facilitate economic activity. CENELEC initiated in 2005 an approximation of this new external policy with the revision of CENELEC Guide 27 on affiliation. Further efforts are needed to promote international standards as implemented by CENELEC to ensure an open trade and therefore market integration.

Role of European Standardisation in the Framework of the European Policies and Legislation.

The Commission Communication on the role of *“European standardisation in the framework of the European policies and legislation”* of 18 October 2004, the European Council *“Conclusions on European standardisation”* of 21-22 December 2004 and the *“EC standardisation action plan”* of October 2005 developed together with EFTA highlight the European standardisation policy and include proposals and recommendations to improve European standardisation from a European Government perspective. CENELEC has duly considered these proposals and recommendations and the Masterplan also constitutes CENELEC’s response to those recommendations reflecting CENELEC’s policies.

3. The legislative Framework

CENELEC Framework Partnership Agreement with the EC/EFTA. A framework partnership agreement was signed in December 2003 between CENELEC and DG Enterprise and Industry on behalf of the European Commission and EFTA respectively. This Agreement recognises CENELEC as a partner of the European Commission and EFTA in support of the European policy and legislation. The practical implementation of this agreement has been extremely difficult and has at least duplicated the administrative burden when co-operating with the European Commission. In order to ensure the cost effectiveness of the European electrotechnical standardisation, further measures need to be put in place to ensure CENELEC’s financial strength and independence. Within this context, CENELEC should take into account the current proposal for a decision of the European Parliament and Council **on the financing of the European Standardisation.**

The Revision of the 98/34 Directive. Directive 98/48/EC amended Directive 98/34/EC extending its application to regulations and rules on Information Society services, to meet effectively the need for transparency in the Internal Market also with regard to the legal framework. More recently, the European Commission, in close consultation with the 3 ESOs and EFTA, developed a proposal concerning the possible extension of the 98/34 Directive to cover services other than Information Society services and to cover also other standardisation products, in addition to European Standards, where appropriate. In this context, the CENELEC members acknowledge that standards should be fit for purpose, have a high degree of acceptability and consensus with the involvement of all stakeholders. Hence, continued use of European Standards should be preferred unless market conditions dictate otherwise (e.g. to allow technological innovation, research and development).

The General Guidelines for the Cooperation between CEN, CENELEC and ETSI and the European Commission and the European Free Trade Association were signed in March 2003.

CENELEC is one of the **WTO recognised standardisation bodies** having accepted the *Code of Good Practice for the Preparation, Adoption and Application of Standards*. This Code is developed in Annex 3 of the TBT agreement.

In order to ensure a successful revision of the Masterplan the following guidelines have been taken into account during its development:

Firstly, **CENELEC's actions must continue to be focused**. This means building on the projects already underway and launching new actions where there is a need. It requires the definition of priorities on the part of the members and must be anchored in the firm support towards CENELEC Central Secretariat.

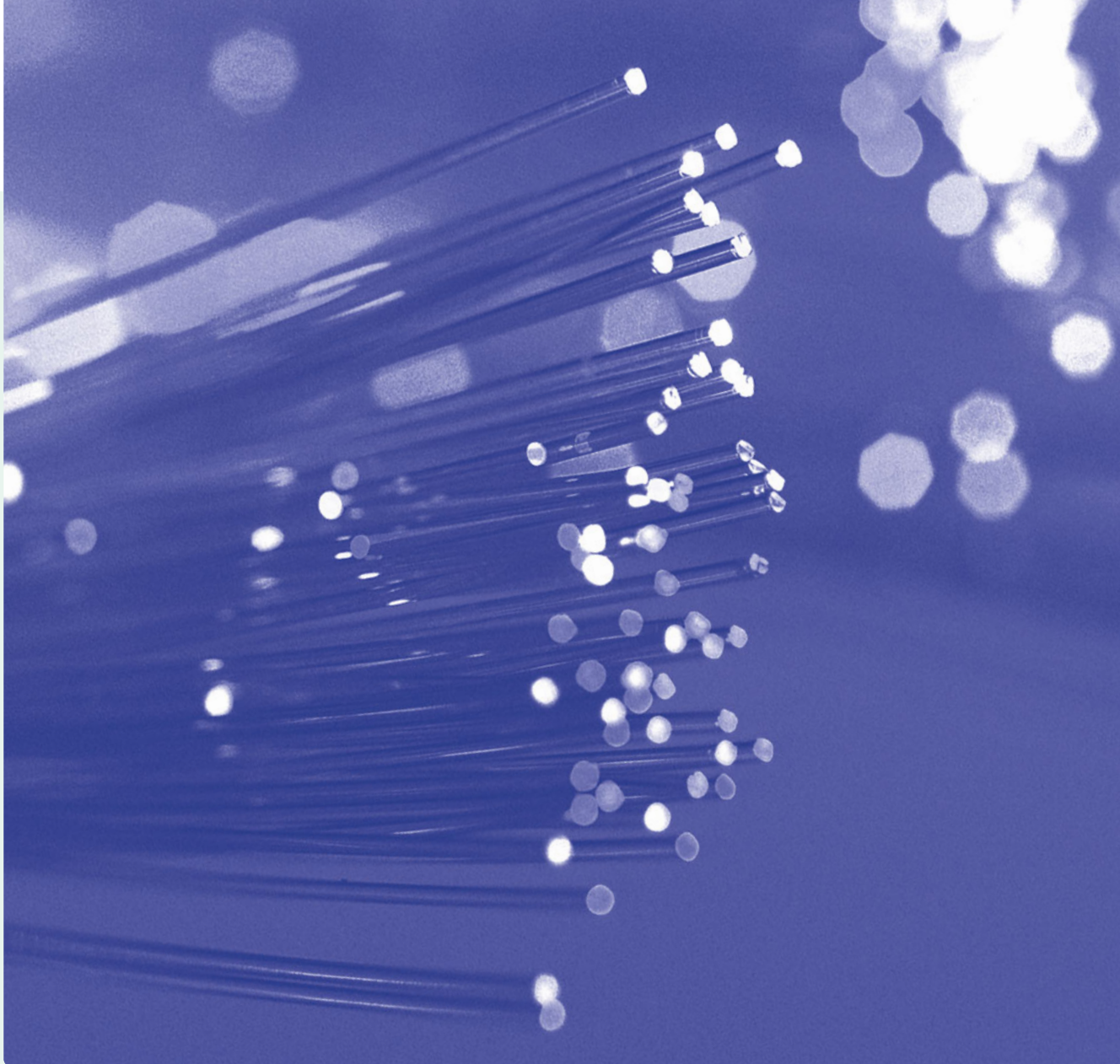
Secondly, we should **mobilise support for change**. Establishing broad and effective ownership of the CENELEC Masterplan goals is the best way to ensure that words are turned into results. Everyone with a stake in the success and at every level must be involved in delivering these objectives.

Thirdly, we need to **simplify the Strategy**. This means to establish clear objectives and goals, identifying who does what, and simplifying the reporting and backing up delivery at National level.

All this must be set against the backdrop of continuous improvement. Our ambition for change must be consistent with the necessary resources at both European and National level. We should be able to match our strategy, goals and objectives with the available resources and transform the challenges of the CENELEC Masterplan into lasting realities.

CENELEC recognises the potential opportunities for improving the cost-effectiveness of the European standardisation processes presented by the Strategic Alliance with CEN.

This is the CENELEC response to European Electrotechnical Standardisation needs.



Chapter 1: **THE VISION**

It is CENELEC's Vision to continue to be the focal point for European industry and other stakeholders in the market place in the development, adoption and use of European and international standardisation products and services in the fields of electricity, electronics and associated technologies.

Chapter 2: **THE MISSION**

It is CENELEC's Mission

- To satisfy the needs of European industry and other stakeholders in the market place in the areas of standardisation and conformity assessment in the fields of electricity, electronics and associated technologies.
- To lead the improvement of all aspects of product quality, product safety, service quality and service safety in the fields of electricity, electronics and associated technologies, including protection of the environment, accessibility and innovation, and so to contribute to the welfare of society.
- To support the IEC in achieving its mission: "To be globally recognised as the provider of standards and conformity assessment and related services needed to facilitate international trade in the fields of electricity, electronics and associated technologies".

Chapter 3: **STRATEGIC GOALS**

CENELEC intends to have and maintain a clear profile and to be pro-active in realising its vision and missions.

In pursuing this, CENELEC has defined a set of five strategic goals in the framework of this Masterplan, the objectives of which are detailed hereafter. They do not constitute a complete set of goals for CENELEC, but they do constitute the strategic goals to be focused on up to 2011.

Strategic Goal 1: **VISIBILITY**

Objective:

- 1.1** To improve and broaden the market recognition of the results and the benefits of the European standardisation activities of CENELEC.

Strategic Goal 2: **LEGISLATIVE BODIES AND REGULATORS**

Objectives:

- 2.1** To enhance the respected partnership with the European Commission, EFTA and other relevant European Institutions, and to promote the co-regulation concept.
- 2.2** To enhance the recognition of CENELEC as an influential contributor to the development of the European regulatory initiatives establishing the principles and the framework of the European standardisation system.
- 2.3** To enhance networking amongst National Members and Central Secretariat to support their relations with European and National Legislative Bodies and Regulators.
- 2.4** To be recognised as an effective supporter of the EU Wider Europe initiative.

Strategic Goal 3: **INTERNATIONAL RELATIONS**

Objectives:

- 3.1** To enhance the recognition of CENELEC as the pre-eminent regional player by its undisputed support of the IEC via the Dresden Agreement.
- 3.2** To be the best promoter of the European model to other regions of the world together with the EU-Commission, the European industry, CEN and ETSI.

Strategic Goal 4: **NEW AREAS OF STANDARDISATION**

Objectives:

- 4.1** To take the lead in Europe, with full respect of the Dresden Agreement, in new areas of standardisation for products and services in the fields of electricity, electronics and associated technologies.
- 4.2** To reinforce the leadership in standardisation for products and services in the fields of electricity, electronics and associated technologies using ICT.

Strategic Goal 5: **EFFICIENCY & SUSTAINABILITY**

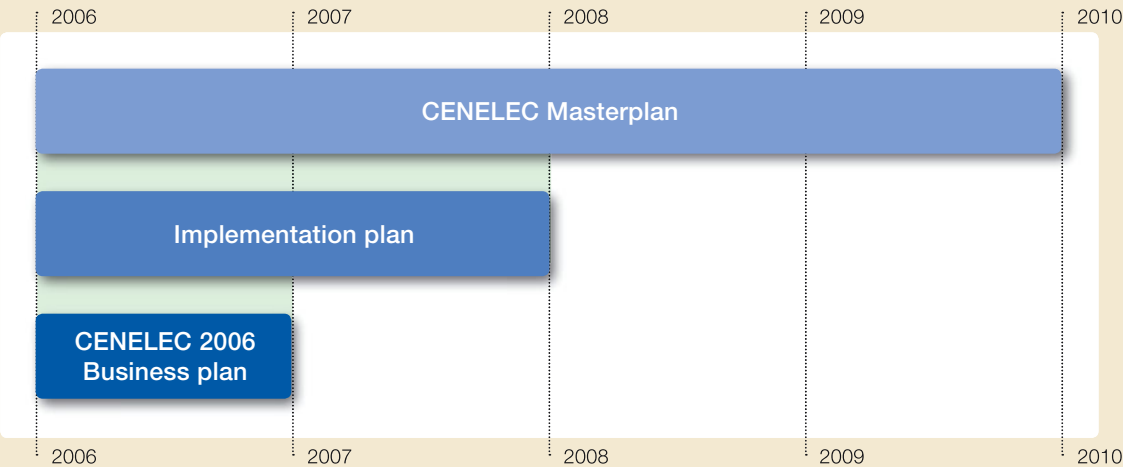
Objectives:

- 5.1** To assure all stakeholders of the cost efficiency of CENELEC.
- 5.2** To re-engineer CENELEC's business processes to better satisfy stakeholders' needs.
- 5.3** To ensure the continuing financial strength and independence of CENELEC.

Chapter 4: IMPLEMENTATION PLAN

In order to assure the implementation of the different objectives, CENELEC CS has linked the tasks for which it carries the responsibility to the CENELEC Business plan.

As shown in the graph below, there will be a clear link between the yearly actions taken at the European level and the Masterplan.



List of acronyms

- CEN** – European Committee for Standardisation
- CENELEC** – European Committee for Electrotechnical Standardisation
- CENELEC CS** – CENELEC Central Secretariat
- DG Enterprise and Industry** – Directorate General Enterprise and Industry
- EC** – European Commission
- EFTA** – European Free Trade Association
- ESOs** – European Standards Organisations (CEN, CENELEC and ETSI)
- ETSI** – European Telecommunications Standards Institute
- EU** – European Union
- ICT** – Information and Communication Technologies
- IEC** – International Electrotechnical Commission
- NIS** – Newly Independent States
- TBT** – Technical Barriers to Trade
- WTO** – World Trade Organisation



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