



EUROPEAN COMMISSION  
ENTERPRISE DIRECTORATE-GENERAL

Single Market, regulatory environment, Industries under vertical legislation  
Conformity and standardisation, new approach, industries under new approach

Brussels, 8 October 2003

**M 340 - EN**

**PROGRAMMING MANDATE**  
**ADDRESSED TO CEN, CENELEC and ETSI**  
**IN THE FIELD OF SERVICES**

**1. BACKGROUND**

The services sectors (e.g. business services, distributive trades, hotels and restaurants, transport, energy, telecommunication, tourism and leisure etc) account for more than 60% of total employment in the market economy of the EU.

As part of the Internal Market strategy for services<sup>1</sup>, the Commission has published an extensive catalogue of the barriers to cross border trade for services within the EU<sup>2</sup>. The list included issues such as a lack of transparency, lack of confidence when buying from other Member States and divergent rules. This will be followed up in 2003 with a proposal for a Framework Directive aimed at removing these barriers and a Communication focusing on the **competitiveness** of business-related services. This Communication will outline a number of non-legislative measures aimed at complementing the Framework Directive. European standards are acknowledged as one such measure and this programming mandate has been developed in order to see, in more detail the role they can play in creating the Internal Market for services.

On 6 June 2003, the Commission adopted a report<sup>3</sup> on the safety of services, addressed to the Council and the Parliament. The report, in addition to presenting and assessing the regulatory and factual situation at Community level and in Member States, discusses the options for future initiatives and presents the preliminary orientations of the Commission in this area. The report highlights the possible development of European standards to support national policies and legislation on service safety and foresees the establishment of a specific framework for setting up mandates in that respect, if and when evidence

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<sup>1</sup> An Internal Market Strategy for Services : COM (2000) 888

<sup>2</sup> The State of the Internal Market for Services : COM (2002) 441

<sup>3</sup> [http://www.europa.eu.int/comm/consumers/cons\\_safe/serv\\_safe/index\\_en.htm](http://www.europa.eu.int/comm/consumers/cons_safe/serv_safe/index_en.htm)

indicates a need. European Standardisation could therefore be a valuable option to support policy in this area.

Finally, in May 2003, a report (part funded by the Commission) was published entitled Standards in the Service Sector - An Explorative Study<sup>4</sup>. This report contains an overall policy recommendations. Among others, it asserts the opinion that the growth in the trade of services and the level of national standardisation activity in this area suggests that more European and International standardisation is needed. It also concludes that it is now a good time to make progress with standards for services.

The subsequent work programme developed by CEN, CENELEC and ETSI can then serve as a basis for further standardisation mandates. These can then be used to define the political and financial support needed for the development of the actual standards.

This mandate has been written in a deliberately broad fashion. This is to ensure that all possibilities regarding standardisation for services are given due consideration. The variety and large number of service sectors, and the many different subject areas means that the standards bodies need to be unrestricted at this early programming stage.

## **2. DESCRIPTION OF THE MANDATED WORK**

CEN, CENELEC and ETSI are invited to develop a standardisation work programme to support the internal market for the service sectors.

Priority will be given to those service sectors where intra-community trade is already occurring or is desired. Additionally, priority should also be given to those areas where the stakeholders (e.g. economic, societal) show a keen interest in the benefits of standardisation.

When preparing the standardisation work programme, CEN, CENELEC and ETSI will take account of relevant specifications and standards currently available or being prepared at the national, international and European levels. The programming should also take account of the scope of service sectors as defined in the NACE and CPC codes used for statistical purposes and international trade.

The resulting work programme could:

- include all deliverables (e.g. EN, TS, CWA etc) offered by the standardisation process.
- include both horizontal items (i.e. specifications which can be used by several service sectors) or vertical items (standards that apply to only one service sector).

An impact assessment view should be taken when listing the work items. In particular consideration will be given to the timing of the standards (e.g. too early/late), the potential users, the levels of use, the benefits and any negative consequences of producing a European standard. The resulting work programme must reflect market

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<sup>4</sup> [http://europa.eu.int/comm/enterprise/standards\\_policy/document/services/report\\_standards.pdf](http://europa.eu.int/comm/enterprise/standards_policy/document/services/report_standards.pdf)

needs, taking into account both the needs of service providers and the needs of users of services.

The resulting work program must not include standards in support of policies for e-Europe.

When setting target dates for specific standards, a risk assessment approach should be taken so that only those projects which are feasible and which can be completed in an acceptable timescale are listed.

### **3. ORGANISATIONS TO BE ASSOCIATED**

It is thought that a key part of the background work to fulfil the mandate will be the development of a strategy for building up relations and contacts with both service **providers** and service **users**. Apart from service providers and operators, it is thought that service users will have needs for standards for example for consistent information or to be able to compare the levels of service they receive. Users could therefore be a key motivating force for standards for services. Also, relevant business service associations, ANEC, TUTB, NORMAPME and ECOS should be invited to contribute to the work.

### **4. IMPLEMENTATION OF THE MANDATE**

CEN, CENELEC and ETSI will submit the standardisation work programme to the Commission as soon as possible and no later than 12 months following the acceptance of this mandate. A mid term report is expected 6 months after acceptance of the mandate.

### **5. FOLLOW-UP**

The progress of the work under this mandate will be closely followed by Unit D1 of DG Enterprise of the European Commission.