



The contribution of
standardisation to
Innovation

AFNOR : An international services group

structured around 4 major sectors of expertise :

Standardisation

Publishing
solutions and
information
services

Evaluation
&
Certification

Training
&
Consultancy

Particularity: The standardisation and standards dissemination mission are recognised as being in the public interest (Decree of 2009)



Standardisation, standards

What for ?

What is a standard ?

A
Reference
document

Standard

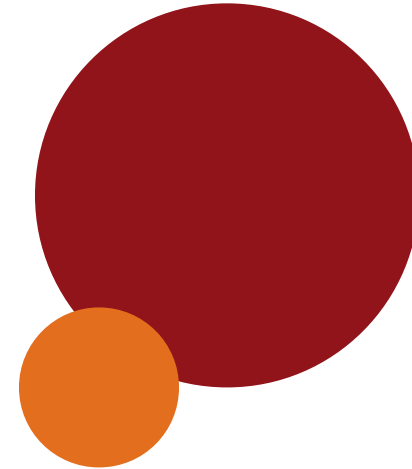
- Rules, characteristics, guidelines
- Consensus between the stakeholders of a given sector
 - Elaborated by a recognised standardisation body
- Voluntary application

Used in trade
(private and
public contracts)

The different types of standards

What can be standardised ?

- Fundamental standards
Terminology, symblos, statistical methods, metrology
- Specification standards
Characteristics and performances of a product, process or service
- Test method standards
Methods of test and analysis
- Organisation standards
Management systems,



Standardisation : for what use ?

... for your markets and your clients

**Develops markets by
reducing barriers to
trade**

**Helps to
choose
products**

**Facilitates access
to public
procurement**

**Standardisation for your
markets
and your
customers**

**Structure new
emerging market
by supplying a
level playing field**

**Facilitate trade
by clarifying
relations
between
customer and
supplier**

The contribution of standardisation to the innovation process

INNOVATION PROCESS



Upstream

A tool of economic intelligence and technology watch enabling to :

- *Detect evolutions asked by the market*
- *Orientate technological choices of research*
- *Capitalize interdisciplinary knowledge and to bring to the foreground new ideas*

Downstream

A tool of dissemination to the market enabling to :

- *Foster access to market*
- *Reduce risks associated to an innovative solution*
- *Give confidence to users*
- *Realise economies of scale*
- *Facilitate prescription of innovative solutions in public procurements*
- *Protect innovation*

In all sectors of economy :

products,
services,
environnement,
health, safety,
energy, ICT,
transports...

Interrelation between patents and standards

Innovation and research give birth to new and complex technologies, often protected by patents

⇒ standards development on these technologies often induce use of patents in standards

- But standards must be accessible to all and have to take into account end users interests
- Objectives in tension



Commun ISO/CEI/UIT policy on patents and standards

Objective : encourage dissemination of patented technologies necessary for the implementation of a standard, before the standardisation process is achieved

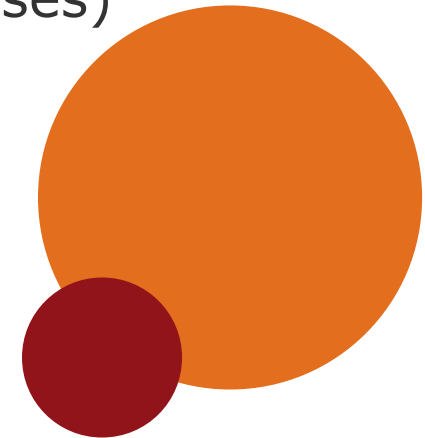
→ *A patent can be integrated into a standard if intellectual property rights are made accessible on a fair, reasonable and not discriminatory basis*
(FRAND : Fair, Reasonable And Non Discriminatory)

→ *Advantages :*

- **Increase the number of users of an innovative technology**
- **Develop a market**
- **Increase notoriety**

In summary, a standard...

- Proposes **solutions** to technical, commercial and societal issues
- Represents the **consensus** between all stakeholders
- Is generally **voluntary** (except in special cases)





Standardisation



How it functions ?

ISO or CEN Process

New Work Items have to be proposed through a National Member

Acceptance of the New Work Item requires a Vote (ISO or CEN) with a minimum of criteria to be reached (positive votes and minimum involvement to participate)

Following decision, the standard (CEN or ISO) shall be developed within 3 years

(24 months only is needed for the whole process in the case of Technical Specifications)

The CEN Workshop, another way for pre-standardization

The CEN Workshop is a *flexible* working platform *open* to the participation of any company or organisation, inside or outside Europe, for *rapid* elaboration of consensus documents

ISO as well as ETSI (in the telecommunication area) offers also flexible platforms for pre-standardization

CEN Workshops : A fast procedure well adapted for R&D dissemination

Reduced rules - no waste of time

Electronic working privileged - ftp platform, livelink, etc...

Fewer physical meetings - less costs

No vote - consensus during a meeting or by electronic means

Secretariat task assumed by a CEN member

Workshop members represents their own organisation (no national delegation)

Overall duration - from 9 to 18 months

Standardisation at your service



A total complementarity



- Bring their technical competence) and their knowledge of the stakes in the sector
- Defend their positions
- Participate to the decisions taking process
- Represent their country in international standardization work

- Manage and coordinate standardisation works :
Project management at national and international level, obtention of consensus, lobbying actions, strategic watch, coordination of actions ...
- Advice to the experts on the best utilisation of standardisation rules

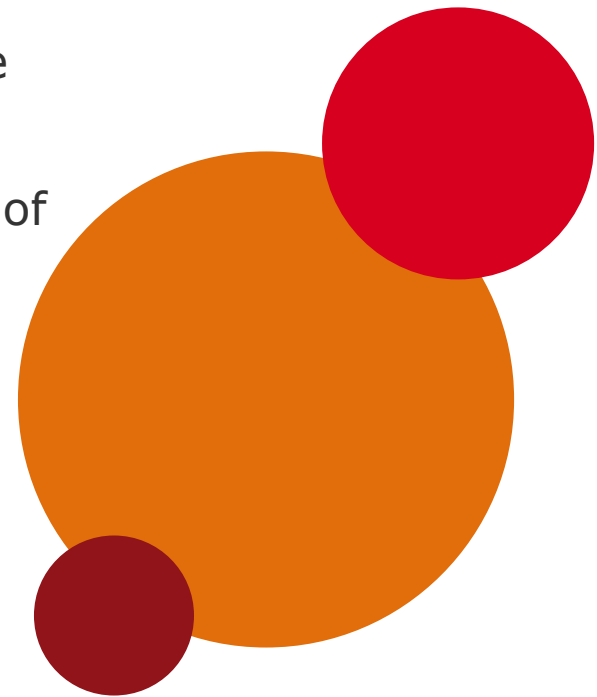


Standardisation

How to act ?

What are the stakes ?

- **Know** the existing standards or standards in preparation linked with your research projects, in order not to go in bad directions
- **Influence** the contents of the standards in preparation and anticipate the future rules of the game
- **Build** most upstream possible the future rules of the game



How to act ?

Be an actor!

You have a power of decision.

Otherwise, the future can be made without you ...

3 options :

- Organise a **normative watch**
- **Participate** to standardisation activities in your sector
- **Initiate** standardisation on innovative solutions in order to structure future markets (feasibility studies, CEN Workshop Agreements ...)

Some success stories

Standardization results as dissemination of R&D projects:

- ***ISO 22311 Video surveillance format for interoperability***
 - issued from a French R&D project of Systematic Cluster
 - One step process
- ***ISO 22351 Tactical situation object***
 - issued by a FP6 project (OASIS)
 - Two step process : CEN Workshop first within the project duration, then pushed to ISO process by stakeholders (Airbus) through their ISO member

AFNOR participation in R&D projects

As project partner :

Afnor is currently involved in an FP 8 project (under negotiation with the EC)

Afnor is involved into R&D actions since FP6.

Some examples :

- ***FP 7 CRESCENDO 2008 → Support action to establish a strategy for Standardization in the field of global security***
- ***FP 7 CRESCENDO 2009 → IP related to Digital Aircraft – survey and Road Map for standardization (ISO, ASD, CEN...)***

Note : AFNOR is a member of the French R&D Cluster SYSTEMATIC



Thanks for your attention !

AFNOR Standardisation

A key operator and coordinator for the production of standards and normative reference systems.

French member of the international standardisation organisations – CEN, CENELEC, ETSI, ISO, IEC - promotion of French positions at international level (*86% of French standards are from European or International origin: CEN, CENELEC, ETSI, IEC, ISO*).

Fields of action that match the expectations of the economic players: services, risks, accessibility, fair trade, environment, ...

The players involved : manufacturers, administrations, public services, consumer associations, environmental protection associations, liberal professions, artisans, ... *20,000 professionals involved ..*