

StandarDays

Open info days on
European standardization
17 and 18 April 2012



PROGRAMME DAY I – Tuesday 17 April 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
Guido De Jongh, Programme Manager, 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
Rob Fryatt, Chairman CEN/TC 404 "Project Committee - Services of pest management companies", Senior Associate XENEX ASSOCIATES LTD
- 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 – Standardisation as a support tool to research projects
Sécolène Martin, Programme Manager, Research Integration
- 14:50 Accommodating Societal Needs in Standardization: Access, Sustainability, Energy
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 European Standardization: Benefits to Your Business – Different Solutions for Different Needs	Session 6 The Vienna and Dresden Agreements
	Session 7 Standardization activities & patents, European Standards & Intellectual Property Rights	Session 8 Standards as a Support Tool to FP7 Projects
13:00 - 14:00	LUNCH	
14:00 - 15:30	Session 9 - How Legislation and Standardization Go Together Newton A+B	

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.

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

- Alain Dechamps, Programme Manager - Industry, Technology & Infrastructure, Standards
- 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
- Els Somers, Officer Competence Centre, Electronic Data Processing

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 – European Standardization and Benefits to Your Business Different Solutions for Different Needs

The CEN and CENELEC system and you: do you need standardization in your field? Find out how European Standards can benefit your business. Discover the possibilities and the advantages of the CEN and CENELEC Standardization system.

- Guido De Jongh, Programme Manager Innovation

Session 6 – 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 7 – 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 8 – Standards as a Support Tool to 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
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- Andreea Gulacsi, Unit Manager, Research Integration
 - Ségolène Martin, Programme Manager, Research Integration
 - Luc Van den Berghe, Programme Manager, Research Integration

Session 9 – 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, Standardisation Unit, DG Enterprise and Industry, European Commission

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REGISTRATION FORM

Participation is free of charge and open to all interested parties. Please complete the form and return it to:
CEN-CENELEC Communication Unit → E-mail: media@cencenelec.eu → Fax: + 32 2 550 08 19.
 For enquiries on delegate registration → Tel: + 32 2 550 08 48

Delegate's details / only one form per delegate

Ms/Mr/Dr:	Family name:	First name:	
Company/organization:			
Address:			
Postal code:	Town:	Country:	
Tel: +	Web site: +		
E-mail:			
Level of knowledge of standardization:	High:	Medium:	Low:
Please indicate your domain of interest:			

I would like to register for (please put a tick next to your choice. You can attend one day, but for optimum benefit, we would suggest attending both days):

<input type="checkbox"/>	17 April 2012: Introducing European Standardization (plenary session)
<input type="checkbox"/>	18 April 2012: For a better understanding of European Standards (break out sessions)

On Day 2, I wish to attend:

<input type="checkbox"/>	09:00 – 11:00	Session 1 - Shaping European Standards
OR		or
<input type="checkbox"/>		Session 2 - Workshop Agreements
OR		or
<input type="checkbox"/>		Session 3 – Accessing information about standardization
OR	or	
<input type="checkbox"/>		Session 4 - The Keymark
AND		
<input type="checkbox"/>	11:15 - 13:00	Session 5 - European standardization and benefits to your business Different solutions for different needs
OR		or
<input type="checkbox"/>		Session 6 - The Vienna and Dresden Agreements
OR		or
<input type="checkbox"/>		Session 7 - Standardization activities, European Standards and Intellectual Property Rights
OR	or	
<input type="checkbox"/>		Session 8 - Standards as a support tool to FP7 projects
AND		
<input type="checkbox"/>	14:00 - 15:30	Session 9 - How legislation and standardization go together (plenary)

Confirmation of registration

Number of places are limited. Registrations are accepted on a first come, first served basis and close when the maximum number is reached.

A confirmation will be sent to you by e-mail, once your registration has been received. This confirmation will be required to gain entry to StandarDays.

Cancellation and substitution

Please let us know if you are not able to attend so that we can offer your place to a participant on the waiting list.

How did you here about CEN-CENELEC StandarDays?

Invitation:	Web site:	Other:
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What do you expect from CEN-CENELEC StandarDays?

In order to better fulfil your expectations, we would appreciate your feedback on what you look forward to from the StandarDays:

To discover / learn:

	CEN and CENELEC, and what they stand for
	The European standardization system / processes
	CEN and CENELEC products (European Standards and Workshop Agreements)

To understand:

	How a European Standard / Workshop Agreement can affect my business
	How to get involved in ongoing European standardization work
	How to initiate standardization projects with CEN and CENELEC

To clarify:

	The use of European Standards and Workshop Agreements
	The difference between legislation and standardization
	The difference between the CE Mark and the Keymark

	To network and share best practices
	Other:

The CEN-CENELEC Management Centre reserves the right to make any necessary alterations/changes to the programme.

By registering for StandarDays you give the CEN-CENELEC Management Centre permission to take pictures for the publication in the CEN-CENELEC Newsletter, posting on the CEN-CENELEC website, to be included in the Annual Report and for the use in the device to publicise our next StandarDays. You also authorise us to make videos with your image for our promotion on-line.