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CEN Management Centre staff at the new premises, wishing our readers success in 2009.

news networking

Onward into the new

As this is the first issue of 2009, I take this opportunity to wish all of our readers a Happy and Successful New Year! In this global economic downturn, well wishes and positive thoughts are more important than ever.

Of course, the power of positive thinking helps carry us through dark times, but by no means is it a concrete strategy. Standards however, are a tangible, useful tool for economic growth. As German Chancellor Angela Merkel said some time ago, "We have learned from our own positive experience: those who set standards secure the market for quite a while." Indeed, standards are proven to be a business facilitator, and we can be sure that standardization will continue to increase consumer confidence, lower production costs, and otherwise grease the wheels of economy.


The European standardization system continues to evolve, improve, and adapt through strategic projects. Recently the European Commission (EC) convened a high-level group to examine ways to improve the system with an eye on 2020. The senior experts who comprise this panel have all been nominated by the Director General of DG Enterprise. At the end of this year they will issue strategic recommendations on '2020: outlook for European standardization'.

Another initiative that we anticipate will yield results this year, is related to access to standardization for Small and

Medium Enterprises. This includes both products as well as processes. In that respect, CEN and CENELEC have committed themselves to conduct a specific study that will complement the EC one. The results of this initiative will be made known mid-year. In addition, our SME Standardization Training (SMEST) programme will develop a toolkit to ease the participation of SMEs in the standardization process.

On a final note, both CEN and CENELEC are settling well into their new office space(s) at Avenue Marnix 17. I would like to invite you to come visit us at the hub of the European standardization, and use our services, as well as the rooms of the CEN-CENELEC Meeting Centre.

Once again best wishes



Gaston Michaud
CEN Secretary General

20 years of building the internal market

Amilcar da Costa, CEN Programme Manager, Construction



The Construction Product Directive is celebrating its 20-year anniversary in 2009.

The construction sector represents some 11% of European GDP and employs 11 million citizens. The Construction Products Directive (CPD) came into force in 1989, as a legislative measure to create the internal market in Europe. This year marks the 20th Anniversary of the CPD, and provides a perfect opportunity to revisit this legislation, its outcomes, and the future prospects.

Harmonized Standards

Because Member States' regulatory efforts in construction usually concentrate on works – including building and civil engineering structures – rather than directly on products, the Essential Requirements

in this directive are written for works. These requirements therefore call for an interpretation based on the concept of 'intended use', when it comes to the essential characteristics of products. The directive also makes conformity with technical specifications (i.e. standards) compulsory, whereas other directives provide optional means of compliance.

Standards and mandates

The construction sector is the single biggest work area in CEN. To date the total number of approved candidate/harmonized product standards is 376, of which 350 have been cited in the Official

Journal. There are currently ±3.000 work items, 600 of which will be harmonized under the CPD, along with about 1.500 supporting standards. To manage this

“Construction is the single biggest work area in CEN. There are currently 3.000 work items managed by 77 Technical Committees active in this area.

massive work programme, CEN has 77 Technical Committees at work in this sector.

Since February 1995, CEN has received 30 mandates (+ relevant amendments), covering 30 families of construction products and another 3 mandates covering reaction to fire, resistance to fire, and dangerous substances.

Achievements

Since adoption of the CPD 20 years ago, relations between participants in the construction process across EU Member States have greatly improved. This has resulted in a sound legal framework for the development of the single market in construction and produced an important package of harmonized product

standards and relevant test method standards.

For many construction products there are single test methods. This has considerably reduced manufacturing costs within the EU. The positive effects of harmonization in this field are that multiple testing and certification procedures are circumvented, thereby removing existing trade barriers.

Additionally, a complete set of Eurocodes is now available. Member States are preparing to withdraw conflicting national standards by March 2010, as required by the Guidance Paper L.

Many laboratories, certification bodies, and inspection bodies have been notified. They are actively carrying out conformity attestation procedures to support CE Marking. Sector Groups of Notified Bodies are working continuously for coordination at the European level to ensure a consistent application of the CPD.

CPR: The new proposal

To improve the internal market for construction products, the European Commission has proposed to replace the Construction Products Directive (89/106/EEC) by a new regulation. The goal is to remove all regulatory and technical obstacles to the free circulation of construction products in the European Economic Area (EEA). The proposal includes a clarification of the CE Marking procedures, introduces stricter criteria for notified bodies, and strengthens market surveillance mechanisms.

The proposal for the Construction Products Regulation (CPR) was adopted by the Commission on 26 May 2008 and is currently the subject of discussion at the level of the European Council and the European Parliament.

For more information see www.cen.eu/go/construction_snapshot08, or contact amilcar.dacosta@cen.eu.



Standard on readers' surveys

In order to be successful, media must be aware of readers needs, and strive to meet them. To accomplish this goal, print media – including magazines, journals, and newspapers – rely heavily on readers' surveys. With them, editors are able to identify target groups, reader demographics, and the extent of media penetration. These data are vital to the decision-making of executives and advertisers. Surveys in individual countries had been run quite differently in the past, but this European Standard (EN 15707) will implement consistent basic requirements, and allow data to be comparable across borders. As

advertising campaigns are run more and more internationally it is important for editors and agencies to have comparable results at hand.

EN 15707 includes in its scope all aspects of a survey: references for the contractor; instructions for the service provider, the operation of sub-contractors, data quality control, and the assessment and presentation of results. It also includes terms for the handling of sensitive data, and measurement methods. For more information contact maitane.olabarria@cen.eu.



For print media to compete in the digital age, readership surveys will become increasingly important.

CEN part of SPIDIA research project

Anna von Groote, CEN Programme Manager, Medical devices



SPIDIA project seeks to standardize the pre-analytic handling of patient samples for in-vitro diagnosis of disease.

The SPIDIA project (*Standardisation and improvement of generic Pre-analytical tools and procedures for In-vitro DIagnostics*) is a four-year collaborative research project year with a total budget of over 13 million Euros. The 16 members come from 11 different countries and include industry, academia, and NGOs. CEN has been invited to participate in SPIDIA as a full partner. In this respect, we provide our expertise on standardization matters and a framework for the other partners to develop European Standards based on the outcomes of the research.

A close link has been established with CEN/TC 140 'In vitro diagnostic medical devices', the work programme of which, currently, does not include any projects focusing on the pre-analytical phase of in vitro diagnostics.

The project has been set up to standardize the pre-analytical handling of patient samples used for in-vitro diagnosis of

human diseases, i.e. the handling of samples before the actual analysis is carried out. In in-vitro diagnostics the collection, handling, and processing of sample materials are regarded as particularly critical procedures, as the results of the analysis and therefore the meaningfulness of the diagnosis are dependent upon the quality of the sample.

"The standardization of the pre-analytical process for clinical samples is a decisive prerequisite for the current and future molecular diagnostics," explained Dr Uwe Oelmüller, Senior Director of R&D at QIAGEN and Coordinator of the SPIDIA project. "The SPIDIA consortium partners therefore welcome this initiative of the European Commission. We are very happy to have CEN as a full partner in the SPIDIA consortium. The extensive

expertise at CEN will be of great importance in developing new guidelines and quality assurance schemes for improving future European healthcare."

"We provide our expertise on standardization matters and a framework for the other partners."

SPIDIA is designed as an integrative project and – though the primary focus of the project is the pre-analytical phase of in vitro diagnostics

– further along the road the intention is to develop standards for the other in-vitro diagnostics steps, i.e. the actual analysis. The network expects to share first results after two years.

The project is sponsored as part of the European Union's 7th framework programme for research and development (FP7). More information is available at www.spidia.eu or contact anna.vongroote@cen.eu.

Toy safety is not child's play

The European toy market (excluding video games) represents an overall retail market of EUR 14.234 billion (2008) supporting 74,8 million children in the EU. CEN/TC 52 Safety of Toys works – as the name suggests – on ensuring that all toys in the EU meet strict guidelines for safety. This includes setting safety requirements as well as specifying test methods to ensure that these requirements are fulfilled.

The committee has developed a standard (EN 71) consisting of 11 parts, and 3 technical reports. The standards are continuously updated to reflect developments e.g. in regard to reported accident data or potential

for improvement. Additionally, most of these ENs provide 'presumption of conformity' to the Toys Safety Directive (88/378/EEC).

This series of standards covers all manner of playthings – from finger paints to swing-sets. It also includes important guidelines on flammability, and the translation of warning labels and instructions. For more information see www.cen.eu/go/safetyoftoys.

Parts of the standard EN 71 include:

- EN 71-1:2005+A6:2008 Safety of toys – Part 1: Mechanical and physical properties

- EN 71-2:2006+A1:2007 Safety of toys – Part 2: Flammability
- EN 71-6:1994 Safety of toys – Part 6: Graphical symbol for age warning labelling
- EN 71-7:2002 Safety of toys – Part 7: Finger paints – Requirements and test methods
- EN 71-8:2003/A1:2006 Safety of toys – Part 8: Swings, slides and similar activity toys for indoor and outdoor family domestic use
- CEN/TR 15071:2005 Safety of toys – National translations of warnings and instructions for use in EN 71
- CR 14379:2002 Classification of toys – Guidelines

PACKAGING BREAKDOWN: EN 13432

Directive 94/62/EC aims to harmonize measures concerning the management of packaging and packaging waste. This will provide a high level of environmental protection, strengthen the internal market, and reduce distortion, obstacles to trade, and restriction of competition within the European Community. To this end, this directive lays down measures aimed at preventing the production of packaging waste as well as reusing and recycling packaging, as well as other forms of recovering packaging waste. The goal, of course, is to reduce the final disposal of such waste.

European Standard (EN) 13432 specifies the requirements for compostable biodegradable packaging. Just like the other harmonized standards (EN 13427 to EN 13431), this standard concerns all types of materials and all types of packaging for all types of products. EN 13432 specifies requirements and procedures to determine the compostability and anaerobic treatability of packaging and packaging materials by addressing four characteristics: biodegradability, disintegration during biological treatment, effect on the biological treatment process, and effect on the quality of the resulting compost. In the case of packaging comprised of different components, some compostable and some not, the packaging as a whole is not compostable. However, if the components can be easily separated by hand before disposal, the compostable components can be treated as such, once separated from the non-compostable components. Many retail outlets are now applying this standard to their 'plastic' bags. Bags that adhere to this standard will ultimately decompose into carbon dioxide, biomass, and water. For more information contact thierry.legrand@cen.eu.



Retail outlets are now advertising their bags' compliance with EN 13432

Kick-off meeting of the iNTeg-Risk project

Michael Löscher, iNTeg-Risk Project Engineer

On 2 and 3 December 2008, CEN hosted the kick-off meeting of the EU FP7 flagship project on integrated risk-management. Included among the 80 participants at this event there were five representatives of the European Commission representing four Directorate-Generals (Research, Health and Consumers, Enterprise and Industry, and Environment).

This project's focus is on Early Recognition, Monitoring and Integrated Management of Emerging, New Technology Related Risks (known as iNTeg-Risk). It is coordinated by The European Virtual Institute for Integrated Risk Management (EU-VRI). iNTeg-Risk, and is dedicated to improving the management of emerging risks related to new technologies in European industry. Europe has the capacity to develop, introduce, and use new technologies in a responsible and sustainable way. But for this to be achieved, the EU needs a unified and consensual operational framework readily available to all stakeholders.



From left to right: Aleksandar Jovanovic, EU-VRI CEO, iNTeg-Risk Project Coordinator, Georgios Katalagarianakis, DG Research, Tobias Biermann, DG Environment, Achim Boenke, DG Enterprise and Industry, Katja Broman, DG Health and Consumers, Olivier Salvi, EU-VRI General Manager.

This framework, comprising principles, guidelines and tools for managing emerging risks, is what iNTeg-Risk is developing.

The project aims are to reduce time-to-market for lead market EU technologies, and to promote safety, security, environmental friendliness, and social

responsibility as trademarks of the EU technologies. It will also improve early recognition and monitoring of emerging risks, seek to reduce accidents caused by them (estimated to be 75 B€ a year in the EU27) and decrease reaction times if major accidents involving emerging risks happen.

Three criteria will be used to evaluate the deliverables. Firstly, the integration level of the risk management system, i.e. the uptake of the main elements by project partners. The second criterion is efficiency. The third criterion is fairness, because risk management is always a way to manage public concerns, which have to be taken into account.

The iNTeg-Risk project presents a significant challenge, and also an excellent opportunity for Europe to define its position as a leader in the security of new and emerging technologies. For more information see www.integrisk.eu-vri.eu or contact andre.pirlet@cen.eu.

NEWS IN BRIEF

NEW STANDARDIZATION WORK: SERVICES OF CHIROPRACTORS



A new CEN Project Committee is to develop guidelines for chiropractors in Europe.

Following a proposal from ÖN, the Austrian Standardization Body, CEN has created a new Project Committee on services of chiropractors. This newly created committee will work on a European standard specifying requirements and recommendations for services provided by chiropractors including competences, treatment, and the organization of their activities. At present there are some 4.500 chiropractors in Europe.

TRAINING SESSIONS ON ENVIRONMENT

The CEN Environmental Help Desk (EHD) will be holding a series of one-day programmes to train participants to explore and promote the development

and inclusion of environmental aspects in standardization. The training sessions are tailored to help standards writers understand the motives for addressing environmental aspects in standardization; and outlining helpful tools, sources of information and building a support network. These training sessions will take place at the new CEN/CENELEC Meeting Centre, Avenue Marnix 17 in Brussels from 9:30 until 16:30 on the following dates: 4 February, 5 March, 14 May and 16 September.

Participation in the training is free of charge and is limited to 15 participants per session. Programme and registration details are available on the CEN web site at www.cen.eu/sh/ehd.

SOME STATISTICS FROM 2008

In 2008, CEN produced 1.144 documents (ENs, CWAs, TSs and TRs), and this brings the total number of available documents to 13.330. Of this total, 2.272 (amendments included) are cited or will be cited in the Official Journal. CEN currently has 377 active TCs of which 23 were created in 2008, and 21 ECIS/TCs (Iron and Steel Standardization). There are 30 active CEN Workshops, nine of which were created in 2008. As well, there are 85 Sub-committees, 1.430 Working Groups and 4.032 Work Items in progress.

NOPS BECOMES IBD

From the start of 2009, the CEN Management Centre's New Opportunities and Pre-Standards (NOPS) department is now the Innovation and Business Development department (IBD). IBD Director John Ketchell explains, "The link between innovation and business development is significant: it reflects the importance of developing standards to support innovation, and the positive economic effect this can have. For Europe to be competitive innovation needs wide markets, standards facilitate their creation."

INNOVATIVE SERVICE STANDARDS IN NORDIC COUNTRIES

In order to improve trade in services in the Nordic countries and EU The Nordic Innovation Centre has commissioned two studies to assess possibilities and challenges related to standardization and certification in the services area. The main findings were presented at an EFTA supported workshop in Brussels. The full reports from these studies are available for free download at the Nordic Innovation Centre website www.nordicinnovation.net. CEN contributed to the conference with a presentation on service standardization and current trends. For more information please contact andrea.gulacsi@cen.eu.

SIXTH CEN STANDARDDAYS

The next CEN StandarDays will take place on 28 and 29 April 2009. This will be the first edition to take place at our new premises at Avenue Marnix 17. For more information, and testimonials from past participants go to www.cen.eu/go/standarddays.



NEW VICE-PRESIDENT FINANCE

As of 1 January 2009, CEN has a new Vice-President Finance. Jorge Marques dos Santos of IPQ, the National Standards Body of Portugal, succeeds Jan Wesseldijk of NEN, the Dutch Standards Body. Our sincere and heartfelt thanks to Mr Wesseldijk for his contributions during his two consecutive terms, and our welcome to Mr Marques dos Santos.