



## **PRESS RELEASE**

**Brussels – 16 July 2024**

# **STANDARDS SUPPORT A MORE COMPETITIVE AND COHESIVE EUROPEAN UNION**

**As we enter a new mandate of the European Parliament and the European Commission, CEN, CENELEC, and MSZT (the Hungarian Standards Institution) welcome the Hungarian Presidency of the Council of the European Union and look forward to leveraging the role of standardization in this key time.**

European standardization has long acted as a major contributor to the success of the European Union across many policy areas, from the Single Market to energy efficiency. As two of the officially recognized European Standardization Organizations (ESOs), CEN and CENELEC, together with their Hungarian member MSZT, are excited to take this opportunity to showcase how standardization can help achieve the goals of this new phase of the European Union, including the priorities of the Hungarian Presidency.

- **A new deal for European competitiveness**

With Europe lagging behind its global competitors in productivity and economic development, the Hungarian Presidency aims to place a new European Competitiveness deal at the heart of their agenda. The Presidency hopes that this deal will support the internal market, boost sustainable growth, and facilitate the green and digital transition.

European Standardization makes the Single Market a reality and facilitates the competitiveness of European Industry. Standards ensure clarity and consistency for the trade of goods and services across Europe, providing confidence for businesses and consumers when buying or selling across different Members States.

When standardization is integrated into research and innovation activities, it can facilitate the market acceptance of innovative products, giving European companies a competitive edge by bridging the gap between European research and the commercialization of European innovation. This also contributes to providing Europe with the innovations needed to achieve the green and digital transition.

European standards also create trust in European net-zero technology and emerging digital technology, as shown by the work of technical committees such

as [CLC/TC 82 Solar photovoltaic energy systems](#), [CEN/CLC/JTC 21 Artificial Intelligence](#), and [CEN/CLC/JTC 22 Quantum Technologies](#).

To support Europe's competitiveness, it is key to leverage on the power of European standardization. To this end, CEN, CENELEC and their National Members are looking forward to collaborating with the Hungarian presidency, the European institutions, and all relevant stakeholders, in particular on the upcoming revision of Regulation 1025, to identify effective solutions and preserve the stability of the European Standardization System, unique in the world.

- **A consistent and merit-based enlargement policy**

The Hungarian Presidency aims for an enlargement policy that *is "merit-based, balanced, and credible"*: one of its key priorities will be to broaden cooperation with the Western Balkans. CEN and CENELEC support the EU's enlargement efforts through their established relationship with the standardization bodies of candidate countries.

One criterion for joining the EU is full integration in the European Standardization System. Countries recognized as candidates for EU membership can become a CEN and CENELEC "[Affiliate](#)". This offers a concrete way for them to demonstrate progress achieved in technical harmonization with the EU.

In particular, in the Western Balkans, [DPS](#) (General Directorate of Standardization - Albania), [ISBIH](#) (Institute for Standardization of Bosnia and Herzegovina) and [ISME](#) (Institute for Standardization of Montenegro) are affiliates of CEN and CENELEC, while [ISRSM](#) (Standardization Institute of the Republic of North Macedonia) and [ISS](#) (Institute for Standardization of Serbia) are already full members of CEN and CENELEC.

- **Shaping the future of cohesion policy**

The Hungarian Presidency also intends to prevent imbalances between European regions and ensure that there is prosperity for all. Through a high-level debate, the Presidency will encourage the development of a robust approach to cohesion policy.

A cohesive Europe needs a cohesive Single Market with consistent standards across the continent. Once a European Standard is approved, it is valid across the Single Market, and national members of CEN and CENELEC commit to withdrawing conflicting national standards. This coherence assures those trading within Europe that the quality and effectiveness of a product will be the same everywhere.

- **A farmer-oriented EU agricultural policy**

With European agriculture facing many challenges, including the impact of climate change and the need for long-term food security, the Hungarian

Presidency wishes to promote solutions to ensure that European agricultural policy is "*competitive, crisis-proof, and farmer-friendly*".

CEN and CENELEC work on several technical areas of importance to ensure the sustainability and competitiveness of farming. One such example is [CEN Technical Committee 144](#) 'Tractors and machinery for agriculture and forestry': it develops standards for agricultural machinery that support the safety of farmers and help control the environmental impacts of their operation.

Another example is [CEN TC 327 'Animal feeding stuffs'](#). This Committee works on standard methods of sampling and analysis for animal feeding stuffs, contributing to both animal welfare and the safety of consumers. These are just some of the ways that CEN and CENELEC contribute to the safety, efficiency, and prosperity of European agriculture.

- **Addressing demographic challenges**

As many European countries are experiencing ageing populations, the Hungarian Presidency wishes to highlight demographic challenges and to discuss common actions that can be developed at EU level. One such aspect is the increasing need to have the infrastructure available to ensure the health and care of the elderly population.

CEN and CENELEC work on many topics that contribute to the well-being of all those in Europe, including the elderly. For example, [CEN/TC 449 'Quality of care for older people'](#) and [CEN/TC 431 'Service chain for social care alarms'](#) have both developed standardization deliverables that improve the care and safety of elderly people, regardless of where they are living.

Other technical work that contributes to the efficiency of healthcare is being carried out by [CEN/TC 251 'Health informatics'](#). Through digitalization, medical professionals can ensure more personalized care whilst optimizing the efficient use of hospital resources, a very important factor as demands on health systems increase.

CEN and CENELEC look forward to cooperating with the Hungarian Presidency to showcase how standardization can contribute to positive outcomes in important policy areas affecting Europe.

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