Webinar:
Standards and Innovation: Data and AI standards generating value for SMEs

EC strategy and DSM: Role of standardisation

Webinar, 19th May 2020

Thomas Reibe
European Commission – DG CONNECT
F3- Digital Innovation and Blockchain
Thomas.reibe@ec.europa.eu
Contents

1. Standards in the DSM
2. ICT standardisation strategy
3. EC instruments
4. Benefits for SMEs
5. How to get involved
6. Useful link for support
HALF of EU enterprises provide mobile devices for business use.


14% of EU SMEs selling online.

28% EU enterprises use Social media.

29% of EU enterprises use e-Invoices.

72% of EU individuals use the Internet regularly.

150 Million subscriptions for fixed broadband.

130 mobile subscriptions per 100 people.


38% EU venture capital is in ICT.

17% of business R&D is in ICT.

7% of GDP is the size of the digital economy.

17% of Gov't R&D is in ICT.

6% of ICT professionals work outside the ICT sector.

2.8% of the workforce.

55% of workers outside the ICT sector.

825,000 estimated demand/supply gap by 2020.

4 - 3-4% yearly employment growth.
The four activity layers: interlinking on standards

- **RDI**
  - support
- **major policies**
  - input
  - regul. constraints
- **regulation**
  - input, new trends
  - international R&D cooperation
  - international regulation
- **international**
  - export / TBT

Supporting connections:
- Facilitating / input / support
The challenge

- More bodies and organisations are involved in ICT standards setting around the world risking fragmentation of standard setting processes along different lines, and further barriers to common standards.
- Improved cooperation, deeper involvement of EU specialists, increased focus is needed to ensure EU's priorities and digital policies (DSM) perspectives are sufficiently represented in the entire spectrum of organisations.

CSA OBJECTIVES ICT-45-2020: Support the participation of European experts in international ICT standardisation activities and ensuring promotion of European requirements and interests (based on European R&D results, support to PPP's, Rolling Plan for ICT Standardisation, bi-lateral agreements with 3rd countries...)

upcoming project: StandICT.eu2023  start 9/2020
... Delivering on the DSM Strategy

'19 April 2016 Package'

set of coherent policy measures aiming at the digital transformations of our industries and at maximising their impact on economic growth

To ensure that ICT-related standards are more responsive to policy needs, agile, open, more strongly linked to R&I and better joined-up

... new Standardisation strategy expected Q4 2020
A coherent Framework
The rolling plan for ICT standardisation

- Overview of EU policies where ICT standardisation is considered relevant for support
- Defines the most important standardisation initiatives and actions to support EU policies for the next years
- Complements the Annual Union Work Programme, focused on ICT and informal
- Rolling plan = Living document = no defined duration
- Addressed to all ICT stakeholders (not only ESOs)
- Joint document: drafted by the Commission, advised by the MSP

COLLABORATIVE FRAMEWORK
Different “Types” of Standards

Characteristics/performance thresholds

May address Regulated domain & Meet legal requirements

<table>
<thead>
<tr>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>CISPR</td>
</tr>
<tr>
<td>EMC Immunity Standard</td>
</tr>
<tr>
<td>EN 55035</td>
</tr>
<tr>
<td>Hazard Based Standard</td>
</tr>
<tr>
<td>HBST</td>
</tr>
</tbody>
</table>

“Interoperability”

Market driven
Non-regulated domain
Ensure vast range of products/services can work together

TCP/IP
HTTP, HTML
XML, WSDL
GSM, LTE, UMTS.
Why SMEs/start-ups would need ICT standards?

- Enables **interoperability** of systems/services
- Encourages and spreads **innovation** & transfer of research – Further innovate on top of them
- Helps to **prevent duplication of effort**
- Opens up **new markets**
- **Expands the market**, brings down costs and increases competition
- Creates **trust and confidence** in products and services
- **Meaningful** comparison (performance, safety)
- Makes easier participation **in procurement**
- Avoids **vendor lock-in: interchangeability** of system component suppliers
- Increases **Reputation**
- Builds strategic **partnerships**
- Eliminates **Technical Barrier to Trade**
How?

- Standardisation landscape – Are there standards related to my innovation?
- How will the company use the existing standards?
- How will the company participate in standardisation?
- Which standards developing organisation (SDO)?
- Resources => Benefits
- Do not forget to protect project foreground IPRs !!!!!
EC support to SMEs in standardisation

- EU funded projects
- Interaction with SDOs
- StartupEuropeClub.eu

Support to intermediate Associations (Annex III) [https://www.sbs-sme.eu/]

The PPPs:
OPEN CALLS

Find all the latest funding opportunities for European startups and innovators.

DAPSI OPEN CALL 1
Calling all Internet Innovators
Field: Internet, Data Portability, Internet Innovators.

X-EUROPE COHORT 1
Calling HealthTech and BioTech startups
Field: HealthTech, BioTech, Startups

EUROPEAN SELF-SOVEREIGN IDENTITY FRAMEWORK LAB – CALL FOR PROPOSALS
A call for Digital Identification innovators
Field: Digital identification innovations, SSI solutions.

2020 INNOVATION PROCUREMENT OF THE YEAR AWARD
Have you completed an innovation procurement that led to significant improvements?
Field: Innovation, Procurement, Sustainable

Deadline to apply: 30 April 2020
Apply here
Thanks!