



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

## **EC strategy and DSM: Role of standardisation**

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# DIGITAL ECONOMY

**72%** of EU individuals  
uses INTERNET regularly



**150 Million**  
subscriptions  
fixed Broadband

**130 mobile**  
subscriptions  
per 100 people



**ICT drives 1/3<sup>rd</sup>**  
**EU GDP growth**  
2001-2011

## DIGITAL BUSINESS



**HALF** of EU enterprises  
provide mobile devices for  
business use

**276.5 million EUR**  
turnover  
of EU B2C eCommerce (2012)

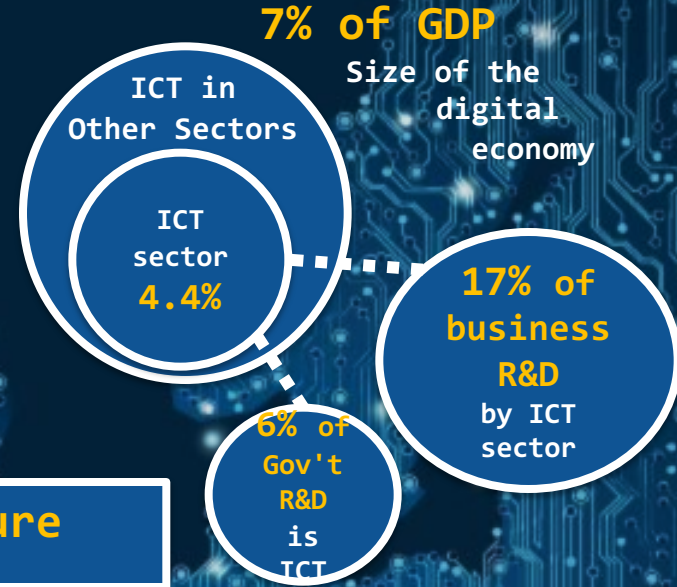
**14%** of EU SMEs  
selling online



**28%** EU enterprises  
use Social media



**29%** of EU  
enterprises  
use e-Invoices



**38% EU venture capital**

**17% EU patents**  
are in ICT

## ICT professionals

**825 000** estimated  
demand/supply gap by 2020

**55%**  
work outside ICT sector



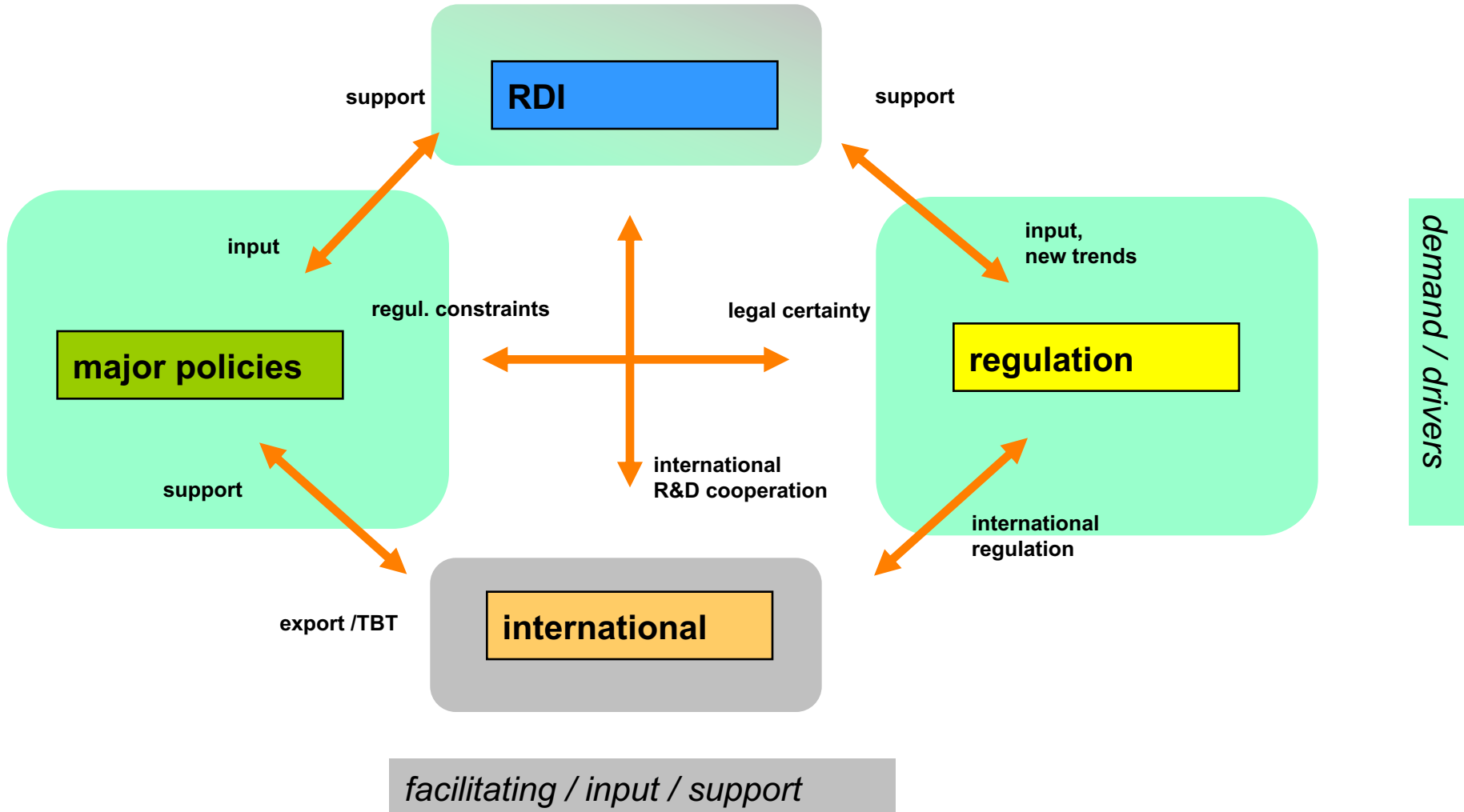
**2.8%**  
of workforce

**+ 3-4%**  
yearly employment growth



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## The four activity layers: interlinking on standards



# The challenge



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- 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**



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# ... 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





# 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

[https://ec.europa.eu/growth/single-market/european-standards/ict-standardisation\\_en](https://ec.europa.eu/growth/single-market/european-standards/ict-standardisation_en)

# Different “Types” of Standards

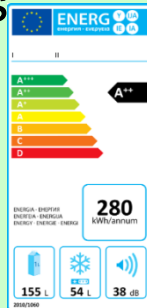
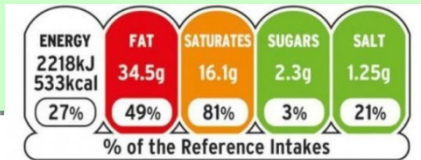


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## Characteristics/ performance thresholds



May address Regulated domain  
& Meet legal requirements

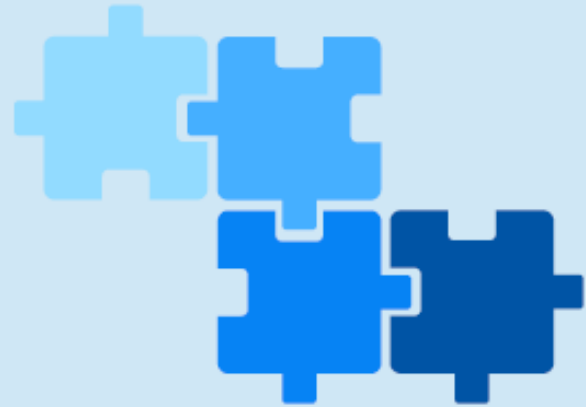


CISPR

EMC Immunity Standard  
EN 55035

Hazard Based Standard  
HBST

## “Interoperability”



Market driven

Non-regulated domain

Ensure vast range of  
products/services can work together



TCP/IP

HTTP, HTML

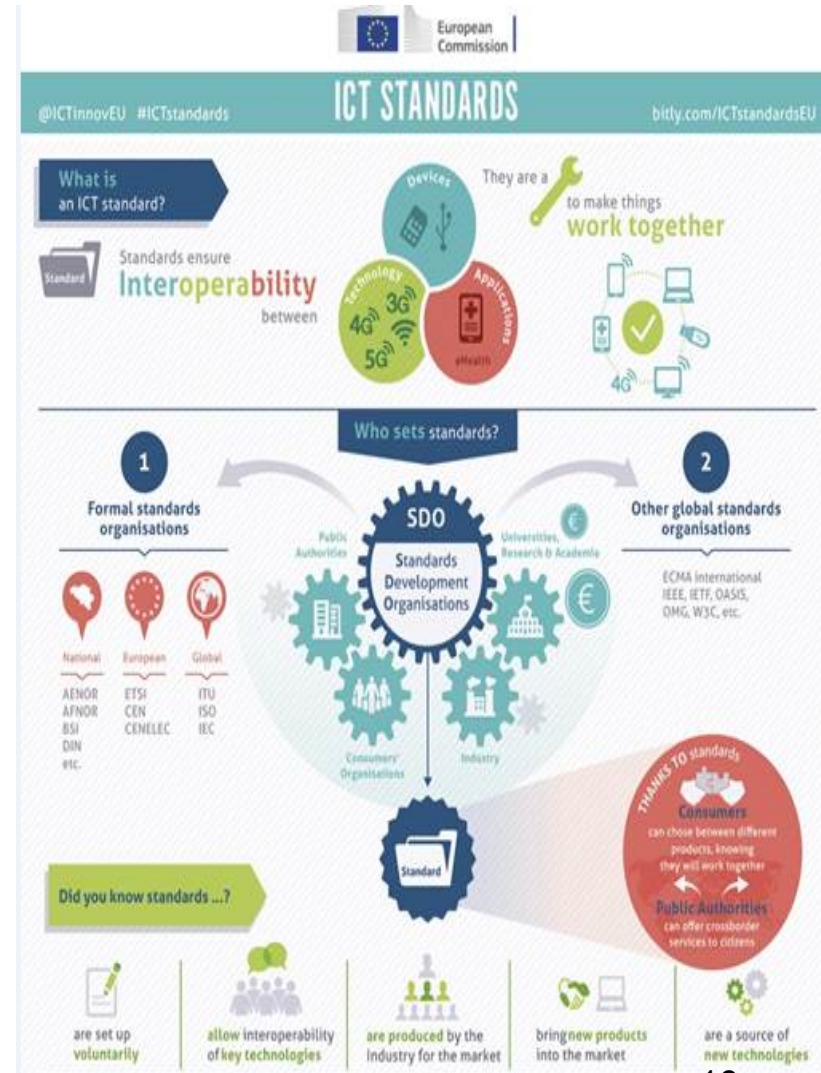
XML, WSDL

GSM, LTE, UMS

# Why SMEs/start-ups would need ICT standards?



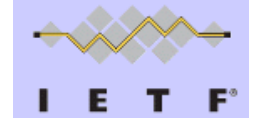
- Enables **interoperability** of systems/services
- Encourages and spreads **innovation &** transfer of research – Further innovate on top of them
- Helps to **prevent duplication of effort**
- Opens up **new markets**
- **Expands the market**, brings down costs and increases competition
- Creates **trust 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: 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  
Interested:

# StartupEuropeClub.Eu

apply: 30 April 2020  
? [Apply here](#)





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***Thanks!***