



MCCB-125-2017

Item 13

The Hague - NL



# Development Strategy of ENEC

Vision, Values, Objectives, Achievements,  
Visibility and Recommendations for Today  
and Tomorrow



# Vision Statement



*The act or power of anticipating that which will or may come to be*

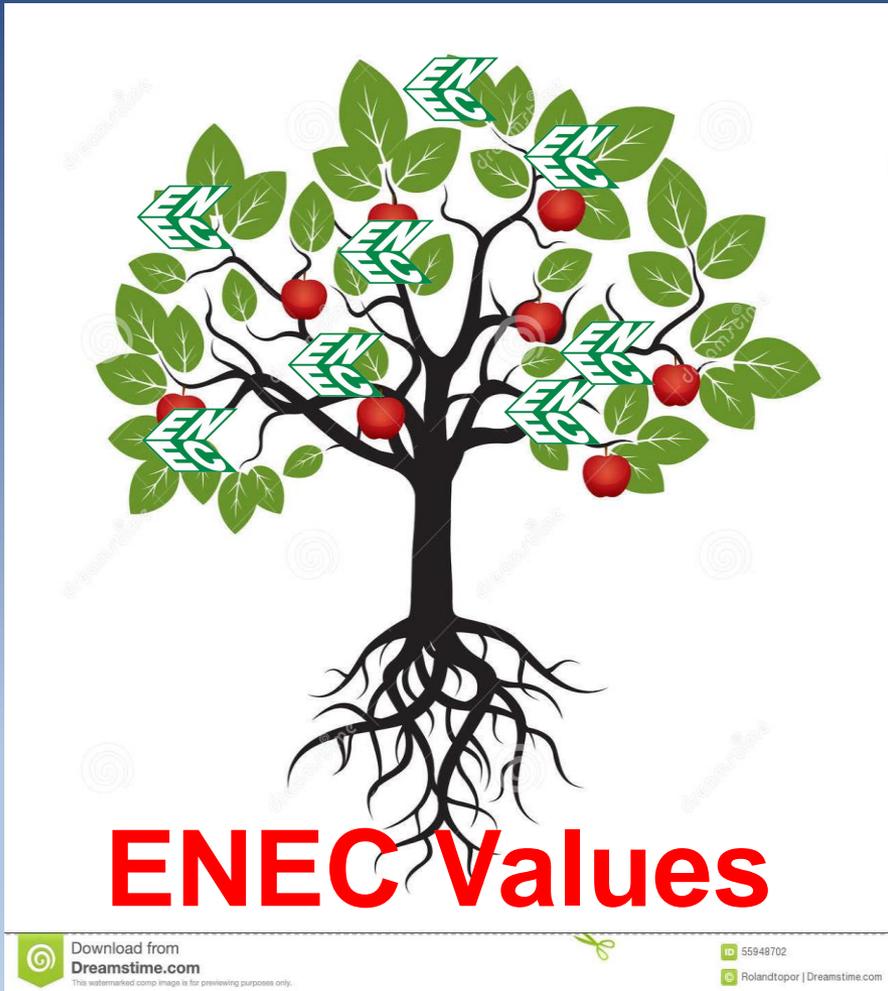
**Work with stakeholder partners in developing third party conformity assessment to achieve stable, long-term cooperation and mutual benefits, while keeping ourselves open to new opportunities.**

**Dedicate our public service to providing safe and energy efficient products.**

**The ETICS' Vision outlines the ENEC aspirations. It was developed in 2015 and details the values and actions required to promote third party conformity assessment.**



# ENEC Values



The Vision has been developed to represent a tree in that its roots, the foundation of the company, are the ENEC values as articulated in the Guiding Principles and the ETICS Code of Conduct and ENEC Agreement.

The trunk provides a stable base of services and the resulting fruits are always the result of safest and efficient consumer products and components . All of this exists within a structure of sustainable growth.

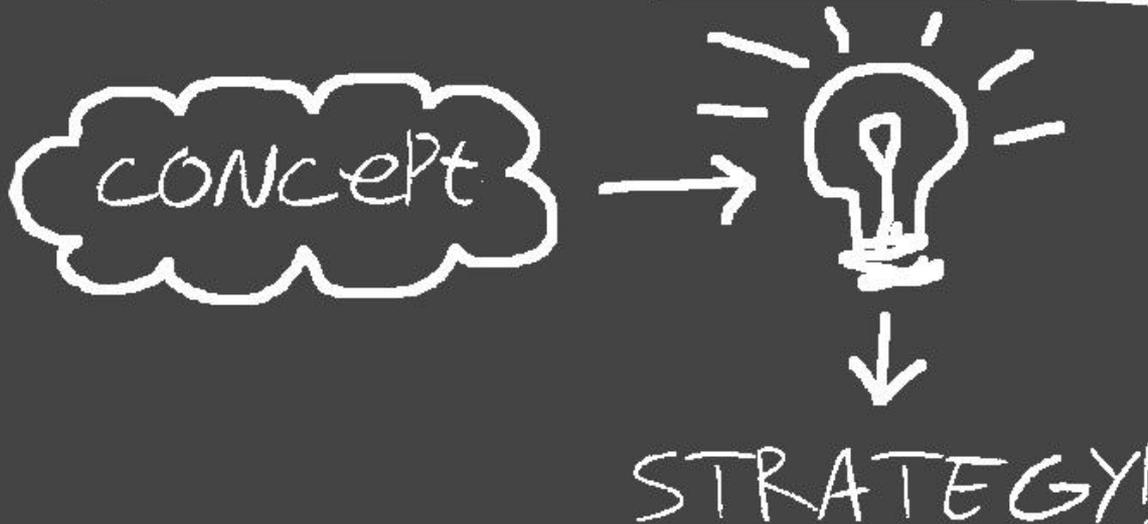


# Strategic Plan



The Aims and Goals of the Strategic Plan was the enlargement and the promotion of the existing conformity assessment services and to include other segments for a broader range of customer groups such as Small & Medium Enterprises, Tenders, Retailer, Buyers, Vendors, Consumers, Market Surveillance etc. under the changed boundary conditions in Europe by cooperating with other International, Regional and National Organisations e.g. EU COMMISSION, EUROPOL, EUIPO, ORGALIME, BUSINESS EUROPE, LightingEurope, CECAPI, CEN & CENELEC, CEOC, IFIA, etc. thus involving more stakeholders.

## BUSINESS PLAN





# Goal and Objective in 2 steps



## Step 1

**First step:** to start with expanding the ENEC scheme to service the whole Electrotechnical Sector with the following principles:

1. ENEC shall continue to be a third party, type 5, Conformity Assessment system reinforced by the Peer Assessment Program.
2. For the product category **Luminaires**, ENEC shall open to Testing Laboratories located outside Europe operating under the responsibility of Member CBs solely located in Europe, as it is already the case for the other Product Categories.
3. The ENEC System shall be based on EN Standards (not on regulations) and on exceptional cases, decided on a case-by-case basis, on IEC standard subject that the EN standard is at prEN stage.



# Step 1, Objective 1, Today situation



## Objective 1

ENEC shall continue to be a third party, type 5, Conformity Assessment system reinforced by the Peer Assessment Program

## Today's Situation

ENEC is actually proposed as the European Scheme offering third party certification services with ENEC Safety Mark and ENEC+. A product carrying the ENEC+ Mark embodies the choice of the manufacturer to welcome independent verification of his initial performance claims. It demonstrates his commitment to provide the best possible product to the European market. Moreover the new Model to assess the competence of CBs and TLs operating in the ENEC Scheme will be granting an independent process and establish close ties with the European Accreditation and ILAC.



# Step 1, Objective 2, Today situation



Objective 2	Today's Situation
<p>For the product category Luminaires, ENEC shall open to Testing Laboratories located outside Europe operating under the responsibility of Member CBs solely located in Europe, as it is already the case for the other Product Categories.</p>	<p>Opening the ENEC Scheme(s) to third party Testing Laboratories located outside Europe has resulted, in addition to be cost effective for Industry, to awake a renewed interest to promote and develop the ENEC Scheme(s) including to historical European based Companies with transplanted labour in their relocated factories outside Europe.</p> <p>As of today 16 new Testing Laboratories have been assessed and cleared to operate under Member CB located in Europe.</p>



# Step 1, Objective 3, Today situation



## Objective 3

The ENEC System shall be based on EN Standards (not on regulations) and on exceptional cases, decided on a case-by-case basis, on IEC standard subject that the EN standard is at prEN stage.

## Today's Situation

The ENEC System is indeed based on EN Standards except when the market requires or is proposed with Certification based on new technologies for which the relevant EN Standard is at project stage.



# Goal and Objective in 2 steps



## Step 2

**Second step:** to explore the extension of ENEC to new services with an expanded group of identified stakeholders to include:

1. New offered services have to be developed as business cases analyzing the impact of combinations of dimensions like Product category (e.g. E-mobility) technical field and CA process managed by the later introduced board (e.g. support market surveillance authorities etc.);
2. The enhancement of a more active role & output to new Technical Specifications in areas not already covered by standards;
3. The offer of cost effective common solutions, services and/or scheme(s) to the Market in a strong and credible network instead of offering as of now similar services developed separately and thus still differently by stand-alone CBs.



# Step 1, Objective 1, Today situation



## 1st Objective Step 2

New offered services have to be developed as business cases analyzing the impact of combinations of dimensions like Product category (e.g. E-mobility) technical field and CA process managed by the later introduced board (e.g. support market surveillance authorities etc.);

## Today's Situation

Discussions with Market Surveillance Authorities EU DG Growth Internal Market has awaken their interest on a voluntary third party European Mark ensuring a serious surveillance and underpinned by a Database



# Step 1, Objective 2, Today situation



## 2<sup>nd</sup> Objective Step 2

The enhancement of a more active role & output to new Technical Specifications in areas not already covered by standards.

## Today's Situation

### RECYCLING PRODUCTS

The current market signals are obviously not strong enough to bring the interests of producers, users and recyclers in accordance. The Commission therefore considers that it is essential to create incentives for an improved product design, which are internal market compliant but which do not hamper competition and innovation.



# Step 1, Objective 3, Today situation



## 3rd Objective Step 2

The offer of cost effective common solutions, services and/or scheme(s) to the Market in a strong and credible network instead of offering as of now similar services developed separately and thus still differently by stand-alone CBs.

## Today's Situation

The attempt to promote ENEC as the truly European Certification Mark with a QR-C to cope with the digitilizing world was one bill that was fairly close to passage. This project will have to be re-visited and presented again to cope with the fundamental changes of the society, which, indeed, is inescapable, in particular the digitalization shifting.



# Original assumptions that are no longer valid



The original assumption as proposed by the former Strategic Group whereby ENEC could be successfully proposed together with 27 different Private Marks did not find favour with the EU DG Growth and neither received the greatest political rewards as the use of 27 Private Marks together with a “banner call” **European Mark** is a contradiction.

Instead, ENEC should be proposed as the reference to guarantee a third party approach for the compliance of products and advocate the added value that ENEC can bring to the EU market and its Consumers, supporting the legislation for the compliance of products to the relevant Directive(s).



# Targets



- Pursuing the targets set in Seville in 2015, a professional and visible European Entity in Brussels, the core of the European and international Stakeholders Organisations in Conformity Assessment, was created.



- ETICS is gaining visibility as a non-profit international Association with Member CBs spread over Europe and recognized as the Association that administrate operational third party Conformity Assessment Schemes.



# Goals



The professional Team of ETICS to represent the Members interest, to meet and negotiate on on-going basis with the various Stakeholders and getting close ties with e.g.:

European Manufacturer's Trade Association	European Institutions	European Organisations
LightingEurope	EU DG Growth	CEN-CENELEC
CECAPI	EUIPO	CEOC
BusinessEurope	EA (European Accreditation)	IFIA
ORGALIME	EUROPOL	ANEC

## Other Stakeholders

- Tenders
- Retailers
- Buyers
- Vendors



# Recognition of ETICS



- **ETICS becomes Recognized Stakeholder of EUIPO, the European Intellectual Property Organization ( September 2016)**
- **The European Office Police (EUROPOL) and ETICS, the European Testing Inspection and Certification System sign MOU (July 2016)**
- **ETICS becomes Liaison Organisation with CENELEC (June 2016)**
- **ETICS becomes Recognized Stakeholder of EA the European Accreditation (May 2016)**
- **The ENEC Certification is accepted by BELLIS to satisfy the Technical Regulation applicable in the Eurasian Custom Union. (March 2016-April 2017)**



# Achievements



**Goal:** To organise Seminars and Workshops as appropriate.

## **Achievements:**

On **8 November 2016**, CEOC, ETICS, EUROLAB and IFIA organised the 7th International Safety Conference at The Stanhope Hotel in Brussels. This year's conference focused on the question of how to ensure product safety in a global market. The event brought together more than 100 participants from the European institutions, consumer, retailer and industry associations and the TIC sector to address issues related to consumer product safety and to shape solutions with all the actors involved

On **14 April 2016** ETICS organized a Seminar on Counterfeit and Market Surveillance - Prague 2016

**Goal:** To establish an on-going lobbying and dialogue with the EU Commission.

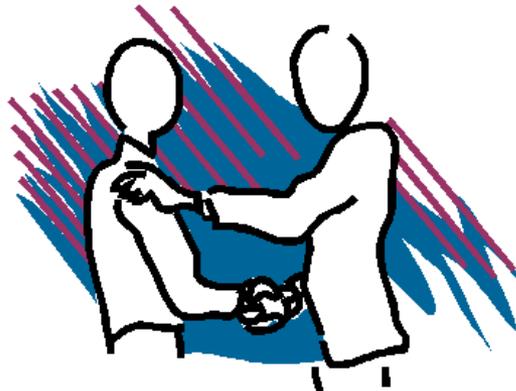


**Achievements:** Close ties have been established with the EU DG Growth and various meetings took place with the Director(s) of DG for Internal Market, Industry, Entrepreneurship and SMEs

- Mme Kerstin JORNA
- Mr Joaquim NUNES de ALMEIDA

Meetings took also place with the Head of Internal Market Division, Mr. Hans Ingels

**Goal:** To collaborate and use synergies with TICs Organisations like IFIA, CEOC, EUROLAB, etc.



**Achievements:** ETICS, CEOC, IFIA and EUROLAB have established close ties and collaborate in a coordinated manner towards the lobbying with the EU Commission, EA, EUROPOL and other International Organisations on topics of common interest.

They have also developed and published a « common paper » over the « measures to fight counterfeiting consumer products ».



# Achievements



**ETICS becomes Recognized Stakeholder of EUIPO,  
the European Intellectual Property Organization  
(September 2016)**



**EUIPO**  
OFFICE DE L'UNION EUROPÉENNE  
POUR LA PROPRIÉTÉ INTELLECTUELLE





# Achievements



The European Office Police (**EUROPOL**) and **ETICS**, the European Testing Inspection and Certification System sign **MOU** (July 2016)



# EUROPOL





# Achievements



**ETICS becomes Liaison Organisation with CENELEC  
(June 2016)**





# Achievements



**ETICS becomes Recognized Stakeholder of  
EA the European Accreditation  
(May 2016)**





# Achievements



The ENEC Certification is accepted by BELLIS to satisfy the Technical Regulation applicable in the Eurasian Custom Union.  
Russia, Belarus, Kazakhstan, Armenia, Kirghizistan.  
(April 2017)

The logo for BELLIS, featuring a stylized blue triangle with a white outline, above the word "BELLIS" in a bold, sans-serif font.

Certification is the Best Recommendation

A photograph of a woman with short brown hair, wearing a white sleeveless top, looking thoughtfully at the camera with her hand near her chin. The background is a grid of blue and white squares.



# Opportunities



To create opportunities for all Member CBs to develop and be key players in the ENEC System



The attempt to launch the ENEC mark together with the QR Code was the initiative to:

- ❖ Promote a credible European Mark with no signs that would discriminate any of the ENEC Signatories
- ❖ Create opportunities to follow the modern stream of Digitalization
- ❖ Set a user friendly European/Global Database that would be supported by the various stakeholders

This initiative that in normal conditions would have passed missed essentially 1 positive vote.

Meanwhile the Gulf Region has adopted their Regional Mark with the QR Code.



# Recommendations on Strategy



## To focus on the ENEC mark and its further development by:

- Strengthening its identity through a solid commitment of Members
- Expanding its scope beyond the electrotechnical sector
- Re-evaluating the opportunity to adopt the QR-code
- Promoting ENEC by CB Members towards their customers
- To engage a professional PR agency for promotion campaigns.
- Serving industry requirement: increase market value/recognition of ENEC in Europe and in other Regions with a “win-win” strategy
- Consolidating and develop close ties with Manufacturer’s Trade Associations, EU-DG, TIC Associations, Stakeholders and Tenders



# Recommendations on Operations



- To continue streamlining the Rules and Procedure through the reorganisation of the existing Rules
- To implement the new « Model » for assessing the competence of TLs and CBs
- To upgrade the structure of the Website make the access of the Documents



*Thank You*