



**Why bother about  
standardization?**

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### Rationale for this presentation

- ❑ **Research and standardization communities are supported by independent and, in some cases, isolated work forces, which do not properly facilitate the technology transfer from one world to the other**
- ❑ **European SMEs and research industry are not very active in the lead of new standardization**
- ❑ **Industrial return from EU funded research programs needs to be boosted by**
  - **adoption of innovative technologies in European standards**
  - **introduction into the market as soon as they have been completed**
- ❑ **To prevent delays in the development of European standards, standardization should also be addressed within European research projects**

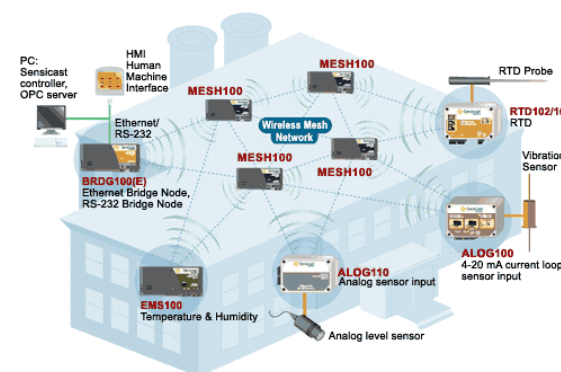
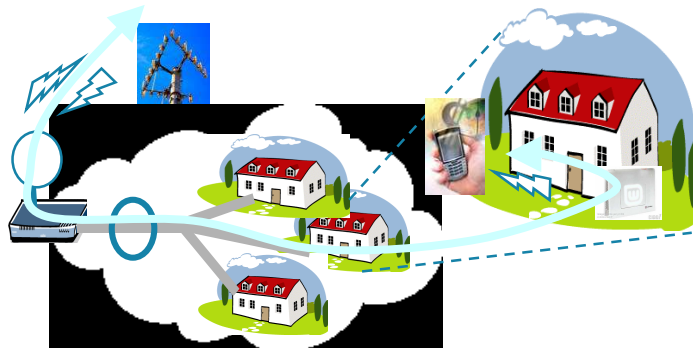
### Goals of this keynote

- ❑ To highlight that innovation and research are not a target by themselves, but that they must continue until the creation of products, and that standardization is the best way to achieve this
- ❑ To improve the collaboration between ETSI and research
- ❑ To improve the collaboration between the worlds of standardization and industry (EC, European research projects, academia, European Technology Platforms and industry)
- ❑ To create a new lead in European standardization activities by facilitating and linking EU research & innovation projects into standardization
- ❑ To attract SMEs and research institutions to participate in standardization
- ❑ To better connect with the R&D divisions of ETSI-member companies

## The Landscape of European research initiatives

Today's extremely favorable scenario:

- ❑ EC is investing 50,5 Bill € in R&D projects (2007-2014 under the FP7) 32,4 in areas near to ETSI
- ❑ European Industry, SMEs, research institutions and academia are very active in these R&D projects
- ❑ The European Technology Platforms (industry lead) coordinates the FP
- ❑ Standardization activities are strongly valued by the EC in these projects
- ❑ Many countries carry similar R&D projects coordinated at national level
- ❑ FP7 already runs 265 projects under Call1 (total FP6 run 1449).
- ❑ Many of those projects will provide good input for standardization in ETSI



## The big fears of SMEs

Many SMEs and also some research institutions do not have a clear vision of the value of standardization and believe that:

- Standards are costly and useless
- Standards prevent SMEs to develop products quickly → loss of competitiveness
- SDOs are for big companies, whose models of operation are different
- Sharing information in SDO is a risk
- .....

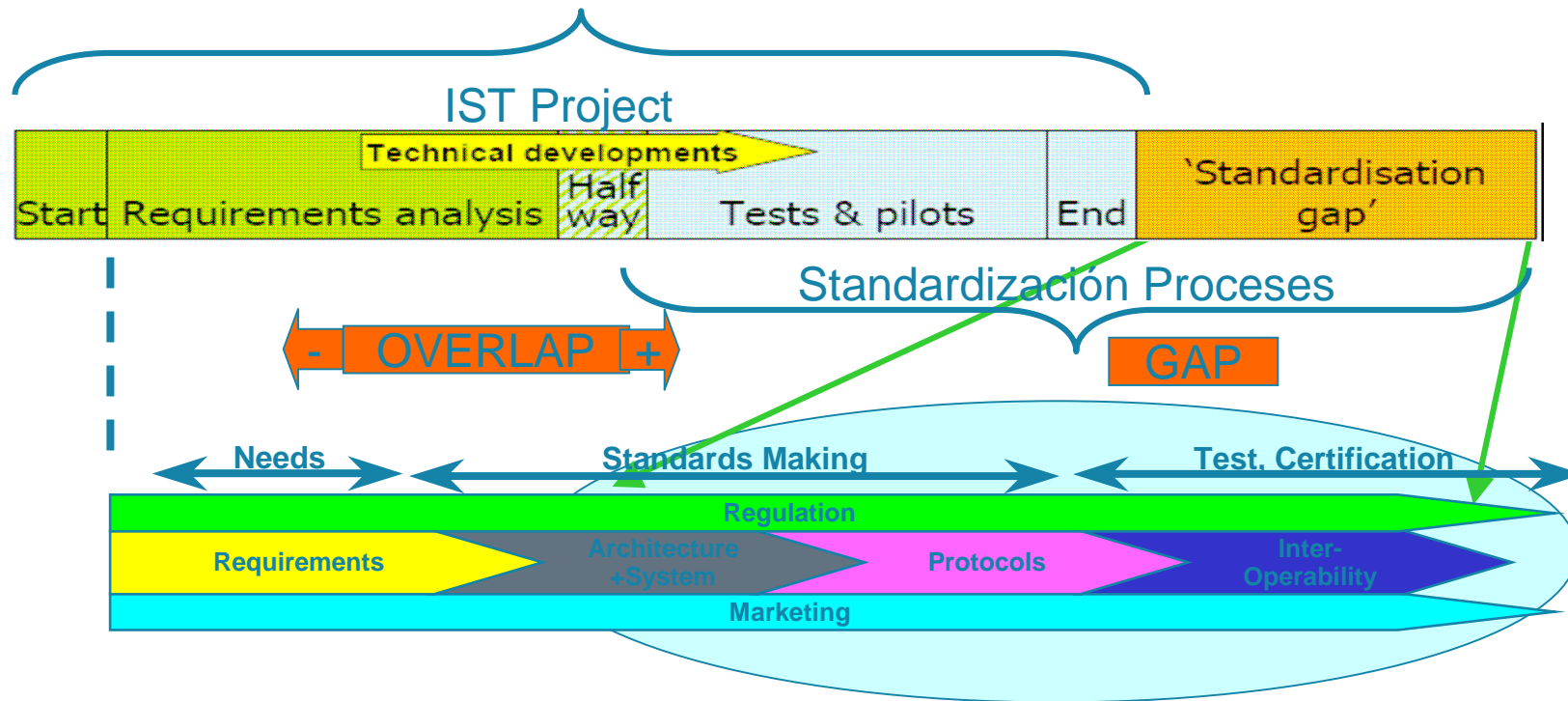
### “Hidden” benefits of standardization

#### But in reality

- Standardization contributes to consumer confidence
- Products are commercialized faster
- Products reach global markets
- Standardization does not require full manufacturing
- Standardization does not distribute forces at the expense of SMEs or research centers
- Standardization exploits research results
- Standardization ensures interoperability
- Standardization lowers the burden of evolution and maintenance, supported by industry
- Standardization improves technologies and products through multiple feed-back

## The standardization gap

- ❑ Research done under the European Framework Programs is often close to what is being done at the SDOs
- ❑ Nevertheless, many of those projects never reach standardization



## Project COPRAS – summary

**COPRAS was a European initiative run for FP6 projects with the aim to bring EU FP closer to the SDOs:**

### Objectives

- to provide support to FP6 for cooperation with SDOs
- to develop standardization guidelines to help FP6 projects to interface with SDOs

### Achievements

- specific Standardization Action Plans (SAP) for 13% of FP6 projects were developed
- a set of Generic Guidelines for IST projects interfacing with ICT standards organizations was developed

### Lessons learned

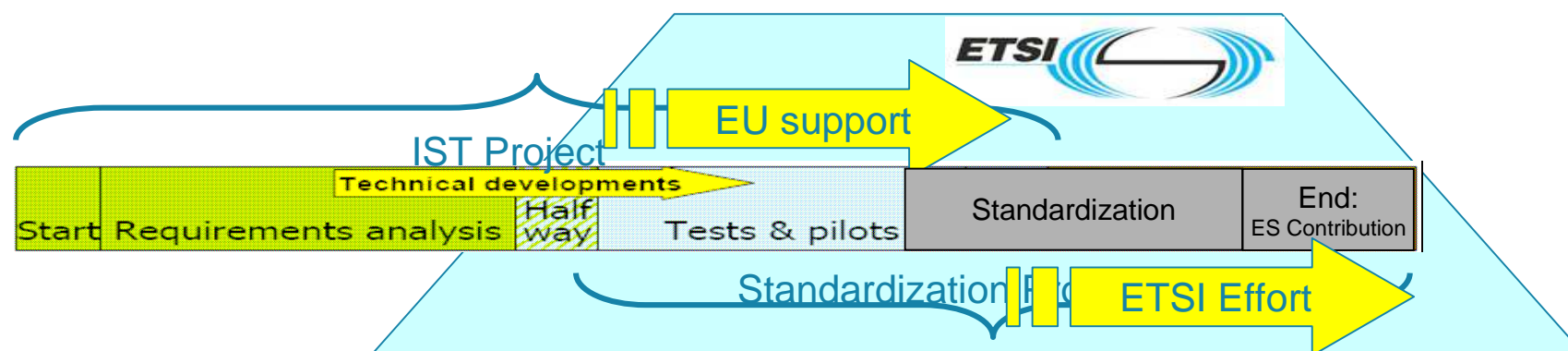
- there is a need for FP projects to interface with SDOs at the beginning of their activity
- a platform is necessary to facilitate cooperation with standardization
- there is a need of mechanisms which enable projects to continue standards work beyond the lifespan of these projects
- to start standardization activities early in research projects
- interfacing with SDOs remains an important aspect for FP7

## Project COPRAS – recommendations

- ❑ ETSI to face the “standardization gap”
- ❑ ETSI to elaborate mechanisms to encourage cooperation between research and standards
- ❑ ETSI to study how to solve barriers found
  - confidentiality
  - membership fees
  - IPRs Policy
  - mapping research activities with ETSI work in Technical Bodies
  - cooperate with SMEs and research organization in their funding efforts

## The bridge from ETSI

ETSI actively promotes the creation of a bridge to facilitate identified sectors to cooperate in standards



- ❑ ETSI's efforts are oriented towards elimination of barriers and towards making standardization the final goal of researchers and innovators
- ❑ ETSI's efforts are oriented towards elimination of barriers and towards making standardization the final goal of innovative SMEs and organizations outside funded research projects
- ❑ ETSI's efforts are especially targeted for Europe, but also attractive for USA, CHINA,...

# What has ETSI done for bridging?

- ❑ **Creation of 'New Initiatives' team**
  - your gateway to ETSI
  - help on creating a home for various topics by either finding an existing Technical Body to fit it in or by founding a new Technical Body for it
- ❑ **Incubator or pre-standardisation groups**
  - Industry Specification Group
- ❑ **Workshops and events with R&D community**
  - hosting at ETSI, and attending, listening
- ❑ **Reduced barriers to access and participation**
  - reduced membership fees and easier access
    - For Universities & Public Research Bodies
    - For SMEs
  - electronic participation
  - standards available for free on the internet
  - complete access with single username/password
- ❑ **Partner in selected R&D projects**



**Thank you**

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