

## The added value of standardisation for SMEs

EFESME and SBS (Small Business Standards) jointly organised the national seminar "Standardisation for SMEs: sectoral representation at EU level" in Madrid on the 22<sup>nd</sup> September.

Mr Massimo Bezzi, EFESME Vice-President, opened the meeting welcoming the participants and highlighting the importance of EFESME in the defence of the lift sector at EU level, this work is supported also by SBS in the standardisation process.

The seminar was structured in two parts: a general one with the aim to inform SMEs and national associations about the European Standardisation systems and the tools available for SMEs and a second part with a focus on the lift sector.

The event successfully gathered delegates from the European Commission – DG Growth with Mr Jean-François Aguinaga, Head of Unit Standards for Growth and Ms Victoria Piedrafita, Policy Officer Unit for Advanced Engineering and Manufacturing Systems; AENOR (Spanish standardisation body) represented by Mr Javier García, Director of Standardisation and by Ms Virginia Vidal, Head of Management Control Unit; CEN-CENELEC (European Committee for Standardization-European Committee for Electrotechnical Standardization) with Mr Francisco Verdura Mari, Director Strategic Partnerships; SBS with Mr Riccardo Viaggi, SBS Board Member and EBC Secretary General; FEPYMA (Spanish association for elevator SMEs) represented by the President Mr Lorenzo Beltrán Aguirre and EFESME with Mr Giuseppe Iotti, Secretary General.

Presentations about the EU regulatory framework of standards development and the role of national standardisation organisations with concrete examples from the Spanish experience have been showed in the morning.

Standards are technical specifications defining requirements for products, production processes, services or describes in detail a particular method or procedure. These specifications are voluntary; they are developed by industry and market actors following

some basic principles such as consensus, openness, transparency and non-discrimination.

The European Commission has an active standardisation policy that promotes standards as a way to better regulation and enhance the competitiveness of European industry. The European standardisation helps to reduce legal compliance costs, improve safety, enhance competition, simplifies access to the Single Market as well as to the global markets and helps to introduce innovative products and services.

The National Standardisation Organisations play an important role in order to introduce standards in each country, by ensuring the transposition of European standards into national standards and certify withdrawal at any conflicting national standard.

There are a bit less than 20 million SMEs in the European Union, which represent 99,8% of all businesses. These SMEs employ 86,8 million people and generates the 57,6% of the gross value added.

European SMEs face several challenges when participating in the standardisation process. It can be difficult to understand the technical complexities because of a lack of knowledge in the standardisation process. SMEs are sometimes also unaware of the benefits brought by standardisation. EFESME, since its creation in 2005 and in the last years through SBS, helps SMEs in representing their interests in the standardisation development both on a technical and on a political level.

EFESME Secretary General presented a global and European market analysis that showed the current and future situation of the lift sector in order to highlight the upcoming challenges and needs through detailed reports and data about demographic growth and sectorial advancement. Mr Iotti underlined the key role of lifts in the daily life of citizens and the importance of harmonised standards implementation.

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The afternoon session of the seminar, chaired by EFESME, dealt with the role of SBS in the lift sector, followed by Mr Bezzi presentation on EFESME activities and on the Federation organisation. Furthermore, EFESME Vice President presented the updates on the CEN and ISO activities that EFESME is carrying out and informed the audience that as of July EFESME has a new member coming from Bulgaria allowing EFESME to strengthen its voice at EU level.

Mr Iotti presentation about the product category rules (PCR) and environmental product declarations (EPD) for lifts generated a strong interest among the participants.

A PCR is a set of specific rules, requirements and guidelines for developing and facilitate environmental declarations of a group of products, such as lifts. EPDs are voluntary documents released by the International EPD System, providing information about the life cycle environmental impact of goods. The PCR document specifies the rules for the Life Cycle Assessment (LCA) for a product group and it can be used for

issuing EPDs for the different configurations of new and modernized lifts. A product environmental platform (PEP) is necessary to implement the EPDs for lifts. It includes the following services: data banks of the Life Cycle Inventories (LCI) for the lift industry; LCA applications which make possible to evaluate specific models of lifts or components; LCA report generators and optional conformity checks of the presence of dangerous substances.

Ms Victoria Piedrafita closed the meeting with a very interesting explanation about the Lift Directive 2014/33/EU and with updates on the Guide to the application of the Directive which will be published in the coming months.

The EFESME seminar in Madrid represented a very interesting opportunity to learn more about standardisation at European and Spanish level with a focus on the elevator sector thanks to the very enthusiastic participation of the speakers and the attendees. Following the success of this event, EFESME will have more seminars in its members' countries.

### Guide to the application of the Lift Directive

The European Commission will publish in the coming months the Guide to the application of the new Lift Directive 2014/33/EU. The Guide will facilitate the application of the Directive 2014/33/EU. It will aim to foster uniform interpretation and application of the provisions of the Lifts Directive, although, only the texts implementing the provisions of the Directive in each

Member State will have the force of law. The Guide is intended not only for the use of Member States' competent authorities, but also by the main economic operators concerned, such as installers, manufacturers, importers and distributors and their trade associations, notified bodies and bodies in charge of the preparation of standards.



### Misleading use of energy labels: AGCM legal action towards Dabitrion Impianti

In April 2015, Kone S.p.A. sent a warning to the Autorità Garante della Concorrenza e del Mercato (AGCM, Italian Competition Authority) concerning a misleading advertising on the website of the elevators company Dabitrion Impianti.

Dabitrion Impianti is a company specialised in the installation and maintenance of electric and hydraulic lifts for residential, commercial and industrial buildings based in the Turin province, Italy. Dabitrion Impianti published in its website (www.dabitrionimpianti.net) messages and pictures related to the energetic and ecological features of the products on sale.

This information clearly recalls the European Union energy efficiency label, introduced with the Directive 92/75/EEC and regulated by the Directive 201/30/EU, as well as the EU Ecolabel.

In the current EU legislation, lifts are not included in the scope of the Labelling Directive, although there is an ongoing procedure to revise this Directive.

EFESME is against the inclusion of lifts in the scope of this Directive. A Member State should not compel the installer to put any kind of energy labelling on the lift, because the Energy Labelling Directive asks or permits this labelling only after a specific decision within the scope of that Directive.

As explained in the amendment voted on the 6<sup>th</sup> July 2016 during the European Parliament Plenary presented by Mr Dario Tamburrano: "Since the energy

consumption of means of transport for persons or goods is directly or indirectly regulated by other Union law and policies, it is appropriate to continue to exclude them from the scope of this Regulation. That exclusion includes means of transport the motor of which remains in the same location during operation, such as elevators, escalators and conveyor belts".

Following article n° 27.3 of the Italian Legislative Decree n° 206 of the 6<sup>th</sup> September 2005, the AGCM decided to open in June 2016 a legal action towards Dabitrion Impianti. The AGCM stated that the messages on the website are misleading for the consumers compromising their economic behaviour, the two EU labels are widely known by the consumers whom attribute them a meaningful reliability to the products characteristics. The use of these brands suggest then that the products are in compliance with EU standards. Furthermore, the use of these messages is not compatible with the EU legislation, as the use of the EU Ecolabel is granted only through approval of the Ecolabel Ecoaudit Committee.

The AGCM notified Dabitrion Impianti of this procedure, but in absence of any reply from the party concerned, the AGCM issued a final provision in August 2016 imposing a fine of 10.000 euros on Dabitrion Impianti, in conformity with article n° 23.1.d of the Italian Consumer Code (Codice del Consumo) related to business practices considered misleading.

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