



Guidelines for the preparation of a TC/SC Business Plan

Purpose of the Business Plan

The extension of formal business planning to CENELEC Technical Committees (CLC/TCs) and Subcommittees (CLC/SCs) is an important measure that forms part of a major review of business as a result of the recommendations from the SME Access Study. The aim is to align the CENELEC work programme with expressed business environment needs and trends and to allow CLC/TCs and CLC/SCs to prioritize among different projects, to identify the benefits expected from the availability of European Standards, to ensure adequate resources for projects throughout their development and to enable the participation of all interested relevant societal stakeholders.

Of particular importance is a statement on why it is necessary to have a specific European TC in view of CENELEC's policy to work at the international level (IEC) whenever possible.

The Business Plan (BP) is a document that is not only directed to the CENELEC internal audience (i.e. the TC or SC itself and the Technical Board). It is also intended to provide executive information to managerial levels in industry (who are not familiar with standardization work in detail) about the domain of activity, the mission and the specific tasks of the TC or SC. The BP shall be attracting the interest of new experts and provide rationale to industry management why it is important for an individual enterprise to participate (or continue participation) in this particular TC. This is of specific importance in areas where different specification developing organisations are drafting competing documents on a subject.

The BP shall be an appetizer for new participants in the work; therefore, CENELEC specific terminology such as abbreviations/acronyms shall be avoided.

The following Guidelines contain the minimum requirements for the information to be given in the BP. Taking into account the wide spectrum of CENELEC Technical Committees, some of the aspects mentioned are suggestions that need to be answered as applicable. For an individual TC it may also be appropriate to provide additional or other information relevant to its specific area.

TC or SC title

Titles of parent TC **and** SCs (if appropriate) should be included in this section.

A Background

A.1 General

- Description of the TC/SCs field of activity with basic/group safety functions where applicable, noting that the scope appears on the TC/SC page on the CENELEC website; therefore, it is not appropriate to just copy and paste the TC/SCs scope(s). TCs having SCs shall reasonably summarize their field of activity.
- A short, succinct history of setting-up of the TC/SC may be given, where appropriate.

A.2 Sustainable development goals

Indicate the Sustainable Development Goals (SDGs) that are addressed by work within the committee. Indicate each SDG Indicator affected and provide specific information about how the committee is addressing the SDG. Consider both direct and indirect impacts of the work of the committee.

A.3 Management structure of the committee

Describe the management structure of the committee (use of an organizational chart is acceptable) and, if relevant (for example an unusual structure is used), provide the rationale as to why this structure is used.

B Business Environment

B.1 General

- A short statement the added value of the need for a European TC as opposed to working internationally.
- A short statement of the importance of the work to SMEs and including means and actions to encourage their involvement.
- Appreciation of the current most important technical, industrial and economic indicators in the sphere of activity of the TC/SC.
- This section should distinguish between those aspects of the business environment that will influence the work of the TC/SC but over which the TC has little or no control (i.e. the external environment) and those aspects that the TC/SC may well be able to influence to a significant extent (i.e. the internal environment).

B.2 Market demand

Information on the market demand for the TC/SC's publications should include the answers to the following questions:

- Who are the customers of the issued and future publications developed by the TC/SC (manufacturers, planners, installers, test houses, authorities, etc.)? In the case of TC/SCs with essentially a "horizontal" scope, then there should be breakdown of which products TCs/SCs are using their publications – this could be for example a list of those product TC/SCs citing their publications in their normative references.
- Are the TC/SC publications widely used at the regional/national level?
- Are they supporting regulation or used as the basis for contracts?
- Which are the competing standards developed by other organizations?

B.3 Trends in technology

- A short summary of the trends in technology and their impact on the future work of the TC/SC. This summary will provide the basis for the road mapping required in Section D.
- Is the technology in an innovative phase either in general or in specific areas?

B.4 Market trends

Estimates of market trends and again an assessment as to the impact on the future work of the TC/SC. This summary will provide the basis for the road mapping required in Section D.

B.5 Ecological environment

- Environmental impact (resource consumption, energy consumption, pollution, waste generation, etc.) over the whole life cycle of the product from material procurement to end of life. (Using the CENELEC Environmental Database).
- Is the technology and work of the TC in an area with political focus and subject to co-regulation?
- Are there any or expected to be any EC Mandates which impact the work of the TC?

B.6 Involvement of societal stakeholders

Identify and record the relevant societal stakeholders, including means and actions to effectively involve them.

B.7 Involvement of SMEs

- To what extent are the technology and industrial actors in the market important for SMEs?
- Is there a need for NC participants to encourage the involvement of SMEs at national level?

C System approach aspects

This should not only be restricted to the customer/supplier relationships with other TC/SCs indicating types of co-operation (e.g. liaisons, joint working groups), but should be of a more generic nature.

D Objectives and strategies

- The TC/SC should define a limited number of objectives to be achieved during the next period - 3-5 years - taking into account the information given in Section B. This may include mention of significant maintenance work, response to new developments in technology, etc. (i.e. road mapping style rather than detailed project planning on new subjects is expected here) and the steps needed to enable the participation of relevant societal stakeholders.
- The TC/SC should ensure that these objectives are achievable and not limited by external factors over which they have little or no control.
- Strategies should be identified for achieving the defined objectives.

E Action plan

This should outline a clear plan of action, including milestones in order to meet in a timely manner the defined objectives.

F Digital transformation aspects

This should outline the way the TC/SC work is planned in order to take into account the digital opportunities and needs, including (but not limited to) the support of smart standards.

G Useful links to CENELEC website

CCMC will create a hyperlink to the TC/SC page on the CENELEC website for further information on the Membership, TC/SC Officers, Scope, Publications, Work Programme, Meetings.