



## TECHNICAL BOARD

### CEN/BT by correspondence

For vote	Issue date:	2015-08-26
Simultaneous circulation to CENELEC/BT <input type="checkbox"/>	Deadline:	2015-11-24

### SUBJECT

**Creation of a new CEN/TC ‘Services – Procurement, contracts and performance assessment’**

### BACKGROUND

In May 2015, CCMC informed the CEN Technical Board of a letter from the European Commission approving the final report of Phase 1 of Mandate M/517 for the programming and development of horizontal service standards and expressing the Commission interest in three of the six topics for horizontal service standards identified in the report (see BT N 9964).

CCMC also asked CEN members to express their interest in taking the lead and making a proposal for the creation of a new CEN technical committee to develop the standards under Phase 2 of the Mandate.

In its comments to BT N 9964, BSI expressed its willingness to assume the secretariat of the committee that would be established to develop standards under Phase 2 of the Mandate and announced its intention to prepare a proposal accordingly.

On 19 August 2015, BSI submitted a proposal to CCMC for the creation of a new technical Committee entitled ‘Services – Procurement, contracts and performance assessment’ (see Annex 1). The Committee will concentrate primarily on developing a suite of horizontal service standards capable of flexible application across a wide range of services. The new technical committee would as a priority develop standards on the three topics supported by the Commission in its letter:

- Performance measurement;
- Service contracts; and
- Service procurement.

A supplementary set of standards, covering the other three topics identified in Phase 1 of the Mandate is also envisaged:

- Service terminology;
- Provision of information to customers; and
- Customer satisfaction measurement.

It is to be noted that BSI chaired the BT/WG 214 ‘Strategic Advisory Group on Services (SAGS)’ Ad-hoc group that carried out the work in response to Phase 1 of M/517.

BSI is proposing Mr Norman Rose as chairman of the future CEN Technical Committee if it is created. His CV can be found in Annex 1 to BT N 10085.

By Resolution BT C75/2009, BT decided that both of the following criteria are to be met for acceptance of such a proposal for new work (in a new area):

- A two-thirds majority of the votes cast (abstentions not counted) are in favour of the proposal (or more);
- At least 5 members express commitment to participate.

As a consequence, BT Members are requested to state explicitly, by means of the commenting field provided in the BT-balloting tool, whether or not they are committed to participate in the work.

## PROPOSAL(S)

BT,

- having considered the proposal for a new field of technical activity (Form A) submitted by BSI as included in BT N 10085;
- noting that the creation of a new technical committee is necessary to carry out the work under Phase 2 of Mandate M/517 'Mandate for the programming and development of horizontal service standards';
- considering that the following members have expressed commitment to participate:
  - <members>
- decides:
  - to create a new Technical Committee, CEN/TC xxx 'Services – Procurement, contracts and performance assessment' with, the scope as provided in BT N 10085;
  - to allocate the Secretariat of CEN/TC xxx to BSI;
  - to ask the new CEN/TC xxx to draft its Business Plan and to submit it for BT approval by the end of May 2016.

*This decision is applicable as from: yyyy-mm-dd*

2015-08-21 – MO



<b>PROPOSAL for a NEW FIELD OF TECHNICAL ACTIVITY or NEW PROJECT COMMITTEE</b>	
Date of circulation .....	<b>CEN/TC / SC N</b> ..... (where appropriate)
Secretariat BSI .....	<b>CENELEC/TC / SC (Sec)</b> ..... (where appropriate)
Type of technical body proposed (TC / SC / PG / BTTF)	<b>TC</b> .....

**IMPORTANT NOTE: Incomplete proposals risk rejection or referral to originator.**

The proposer has considered the guidance given in Annexes 1 and 2 during the preparation

**Proposal** (to be completed by the proposer)

<p><b>Title of the proposed new subject</b> (The title shall indicate clearly and unambiguously, yet concisely, the new field of technical activity which the proposal is intended to cover.)</p> <p>Services – Procurement, contracts and performance assessment</p>
<p><b>Scope statement of the proposed new subject</b> (The scope shall precisely define the limits of the new field of technical activity. Scopes shall not repeat general aims and principles governing the work of the organization but shall indicate the specific area concerned.)</p> <p>Standardization related to the supply of services, particularly of a business-to-business (b2b) nature, on topics such as procurement and pre-contract information provision, contracts and performance assessment, including the development of standards responding to Mandate M/517.</p>

### **Purpose and justification for the proposal.**

Services contribute to almost 70% of EU GDP and are the only sector of net job creation in the EU. Nevertheless, service markets remain strongly fragmented, with only 20% of the services provided in the EU having a cross-border dimension.

One of the main objectives of the Services Directive 2006/123/EC is to release the untapped growth potential of services markets in Europe. It contains a number of measures, including the development of voluntary European standards. The aim of such standards would be to improve:

- compatibility and comparability between services supplied by providers in different Member States;
- the accuracy and value of information offered to those considering the purchase of services; and, by extension,
- the overall quality of service provision.

Progress in the development of European standards for services has been slow. European service standards represent only 3% of all standards. Only 24 European service standards were developed in the period 2005 – 2009. In the same time period, there was rapid growth in the number of the service standards at the national level, with the development of 453 new national service standards.

This trend could lead to proliferation of overlapping and incompatible national standards and the creation of new barriers to intra-EU trade in services. The timely development of service standards at European level would be an opportunity for better integration of the internal market for services.

CEN/BT accepted Mandate M/517 '*Mandate for the development of horizontal service standards*' in March 2013 (BT C15/2013). The preliminary work programme and prioritization developed under Phase 1 of the Mandate was accepted by CEN/BT (BT C12/2015) and has subsequently been approved by the European Commission. This proposal for a new field of technical activity reflects the intentions of that Mandate as there is currently no technical body in CEN that is capable of responding to it effectively.

The proposal is for a new committee that will concentrate primarily on developing a suite of horizontal standards. These will need to be capable of flexible application across the wide range of services for which there is demand in Europe. Phase 1 of Mandate M/517 and the EC has identified the following priority topics:

- Performance measurement;
- Service contracts; and
- Service procurement.

A supplementary set of standards is envisaged, including:

- Service terminology;
- Provision of information to customers; and
- Customer satisfaction measurement

It is possible that a need for sector specific service standardization might be identified in the future which might also need to draw upon the resources of this committee.

BSI chaired the ad-hoc group responsible for developing the response to phase 1 of the mandate and is proposed to act as the secretariat for this new committee. Mr Norman Rose is proposed to chair the committee and a CV is included as Annex A.

Is the proposed new subject actively, or probably, in support of European legislation or established public policy?

Yes       No

If Yes, indicate if the proposal is

- in relation to EC mandate(s): M/517 Horizontal Service Standards
- in relation to EC Directive(s)/Regulation(s): EU Services Directive
- in relation to other legislation or established public policy: N/A

#### Proposed initial programme of work

The development of a programme of EN Standards covering the following subjects:

- Service procurement: A European Standard for service procurement could contribute to reducing differences in national procurement processes, procedures and requirements. It could facilitate service providers' access to foreign markets and conversely, service customers' access to foreign suppliers. A standard that sets out common guidelines could contribute to increased transparency of procurement processes and procedures, thereby reducing opportunities for corruption.
- Service contracts: A European standard for agreements and contracts will foster the cross-border co-operation of companies as well as the service provider-client relation in the European countries. As a consequence, service providers' access to foreign clients will be facilitated and the efficiency of contractual relation both in the b2b and the b2c contexts will be improved. In the case of countries with weaker legislation addressing consumer's rights, the standard would offer enhanced consumer protection.
- Performance measurement: A single European Standard for performance measurement could help improve transparency between service providers and clients and help to avoid conflicts related to performance disputes or conflict settlement. The standard would help promote the cross-border movement of services especially in the b2b market and might help overcome language and cultural barriers between organizations.

Individual Working Groups may be established to lead the development of each document.

#### **A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing CEN, CENELEC, ISO and IEC deliverables.**

This new field of activity will concern itself with the development of horizontal standards – those that apply to mainly b2b and some b2c service sectors – and not those designed for a specific service sector or industry. However these standards could operate alongside existing industry sector-specific standards and/or provide a framework for the development of others.

CEN/PC 420 currently concerns itself with Service Excellence Systems and has prepared a TS on Service Excellence . However this PC's primary focus is the quality of services to customers/consumers and not the wider effectiveness of service delivery from procurement and contracting through to performance assessment. The proposed new field of activity would initially be concerned primarily with standards relating to services between business (b2b) and would therefore be distinct in scope from CEN PC 420, although both areas of activity would be complementary.

A new technical committee would almost certainly require liaisons with CEN/TC 420 – Service Excellence Systems and potentially CEN/TC 348 Facility Management. Both CEN/TC 348 and ISO/TC 267 concern themselves specifically with Facilities Management however there may be some value from technical coordination.

**A listing of relevant existing documents at the international, regional and national levels.**

**FprCEN/TS16880** (WI=00420001) *Service excellence - Creating outstanding customer experiences through service excellence.* This standard is focused on service delivery and therefore relevant to the development of supporting documents intended for buyers and providers of service.

**ISO 10004:2012** - *Quality management - Customer satisfaction - Guidelines for monitoring and measuring customer satisfaction.* This ISO standard provides guidelines on monitoring and measuring customer satisfaction.

**BS EN 15221-2: 2006** *Facility management – Guidance on how to prepare facility management agreements*

**BS EN 15221-7:2012** *Facility management – Guidelines for Performance Benchmarking*

**BS ISO 18480-2** *Facility management Part 2: Facilities management – Part 2: Guidance on strategic sourcing and the development of agreements*

**Known patented items**

Yes      No    If "Yes", see CEN-CENELEC Guide 8 and provide full information in an annex

**A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) in particular those who are immediately affected from the proposal** (see Annexes 1 and 2) and how they will each benefit from or be impacted by the proposed deliverable(s)

Affected stakeholder groups with an interest in this proposal would include:

- Service providers (companies, government) including SMEs operating in Europe or seeking to do so;
- Client organizations/users and buyers of services – those involved in procuring services from Europe or cross-border including representatives from public procurement bodies;
- Other suppliers and third-parties including certification bodies, academia, consumer groups, NGO

**Liaisons:**

**A listing of relevant external European or international organizations or internal parties (other CEN, CENELEC, ETSI, ISO and/or IEC committees) to which a liaison should be established (in the case of ISO and IEC committees via the Vienna or Dresden Agreements).**

CEN/TC 420 – Service Excellence Systems  
ISO/TC 267 / CEN TC 348 – Facilities management

**Joint/parallel work:**

**Possible joint/parallel work with:**

- CEN            (please specify committee ID)
- CENELEC (please specify committee ID)
- ISO            (please specify committee ID)
- IEC            (please specify committee ID)
- Other          (please specify)

**Name of the Proposer**

*Martin Danvers, Head of Technical Policy, BSI*

**An expression of commitment from the proposer to provide the committee secretariat if the proposal succeeds.**

BSI would provide the secretariat to a new Technical Committee and would like to propose Mr Norman Rose of the UK to chair it. Norman Rose is greatly experienced in the business services area and has a strong knowledge of the European market and of standardisation. Please find attached CV.

**Signature of the proposer**

**Annex(es) are included with this proposal** (give details)

**Annex A - CV of Mr Norman Rose**

**Annex A**  
**Norman Rose**

Norman Rose is a solicitor experienced in competition, contract and procurement law. Since 1996 he has specialised in government and public affairs working mainly in the business services sector, where he has influenced policy on a wide range of issues including the Services Directive, the Public Procurement Directives, employment regulation, and PFI policy in the UK. He was Director-General of the Business Services Association from 1996 – 2007. From 2007 he has run VetA, now New Paradigm, a government affairs advisory service, with three other colleagues.

His work over the past 25 years has included high-level engagement in outsourced business processing (EDS and BSA), facility management, the security industry (through representing the top 5 companies in the UK) and business services (through representing 20 of the major corporate providers of these services in Europe).

Norman is the founding Chairman of the European Business Services Round Table. He was a member of the Forum on Business Related Services established by DG Enterprise from 2002 - 2005 and the Forum on Services in the Internal Market set up by DG Internal Market from 2006 – 2009 and was Vice-Chairman of the High Level Group on Business Services established by DGs Enterprise and Internal Market from 2012 to 2014. From 2003 to 2010 he was Vice-President of the European Society of Association Executives.

He is currently taking the lead in developing the services and membership of the Centre Europeenne des Services d'Enterprises (the European Centre for Business Services) which will incorporate existing organisations ECFM (Facility Management) and EP4 (Public Procurement). In addition to acting as a representative organisation, it provides a Centre of Excellence, a 'Think-Tank' on new ways of procurement and delivery of services, and a champion of the development of standards, working closely with CEN.

From 2004 until its closure in 2011 he was the Chairman of SITPRO, the international trade facilitation body of the UK Government. As such he was a member of the Interdepartmental Committee on International Trade Facilitation and sat on a number of UN committees. Currently, at the request of a number of companies, he has accepted an invitation to chair the board of UK Trade Facilitation, a business-driven organisation seeking to assist UK exporters to identify and exploit new international markets.

One of Norman's personal interests is vocational education and training. From 1998 – 2010 he was an active participant in developing and implementing government policy in respect of vocational training in the UK. As a member of the Qualifications Committee of the Institute of Association Management (of which he is currently President) he has assisted in the development of a new suite of vocational qualifications for staff in not-for-profit organisations in the UK.

### **Professional Career**

Consultant, New Paradigm Business Services Ltd	2012 -
Secretary General, European Centre for Facility Management	2013 -
Chairman, UK Trade Facilitation Ltd*	2012 -
Executive Director, The Recruitment Society	2012 - 2014
Managing Partner, VetA Advisory Services	2007- 2011
Chairman, SITPRO Ltd*	2002 - 2011
Secretary-General NOMOS International Lawyers	2008 - 2010
Director, BiP Solutions Ltd*	2007 - 2009
Director-General, Business Services Association (BSA)	1996 - 2007
Secretary, British Paediatric Association (BPA) (now the Royal College of Paediatrics and Child Health)	1995 - 1996
Independent Legal Consultant	1992 - 1995
Director, International Contracts, European Government Affairs and Associate International General Counsel, Electronic Data Systems Corporation	1988 - 1992
Deputy Director, Company Affairs, Confederation of British Industry	1985 - 1988
Deputy Secretary, Law Society of Scotland	1974 - 1985
<b>Outside Involvements - Business</b>	
Member, UK Delegation, UNCEFACT*	2015 -
Almoner, Worshipful Company of World Traders*	2015 -
Vice-Chairman, High Level Group on Business Services*	2012 - 2014
President, Institute of Association Management*	2014 – 2016
Chairman, European Business Services Round Table*	2002 -
Member, Editorial Advisory Board, Government Opportunities	1999 - 2011
Member, Inter-Departmental International Trade Facilitation Committee	2007 - 2010
Member, European Forum on Services in the Internal Market (EFOSIM)	2006 – 2009
Member, European Forum on Business Related Services	2002 – 2005
Director, Sanderson Barber Associates Ltd*	1993 – 1996

Director, St. Lazarus Foundation Ltd\*  
Trustee, St. Lazarus Trust\*  
(\* = Non-Executive Director)

2000 – 2014  
2012 - 2014

### **Qualifications Affiliations and Training**

LL.B – Edinburgh University - 1967 - 1970

Admitted as a solicitor in Scotland - 1972

Admitted as a Writer to the Signet – 1972

Admitted as a member of the Society of Solicitors in the Supreme Courts of Scotland - 1977

Fellow, Institute of Association Management – 1997

Fellow, Royal Society of Arts – 1998

Liveryman, Worshipful Company of World Traders – 2002

Liveryman, Worshipful Company of Educators – 2013 (Freeman from 2003)

Member, The Recruitment Society – 2009 - 2014

Fellow, Chartered Management Institute – 2012

**February 2015**

## **Informative Annex 1 "Principal categories of market needs"**

- Consumer protection and welfare
- Environment
- Innovation
- Support to:
  - public policy
  - European legislation/regulation
- Market access/barriers to trade, i.e. enhancing the free movement of:
  - services
  - goods
  - people
- Interoperability
- Health/Safety
- Terminology

## **Informative Annex 2 "Principal categories of stakeholders"**

- Industry and commerce,
  - where particularly appropriate, to be identified separately as
    - Large enterprises (those employing 250 staff or more)
    - Small and medium sized enterprises (SME), (those employing 250 staff or fewer)
- Government
- Consumers
  - including those organizations representing interests of specific societal groups, e.g. people with disabilities or those needing other particular consideration)
- Labour
- Academic and research bodies
- Non-governmental organisations (NGO),
  - including organizations representing broad or specific environmental interests
- Standards application business (e.g. testing laboratories, certification bodies)

Sometimes it is valuable also identify the immediate affected stakeholders from industry and commerce in terms of their position in a product value chain, as follows:

- Supplier
- Manufacturer
- Intermediary (e.g. warehousing, transport, sales)
- Service provider
- User of the product or service
- Maintenance / disposal

NOTE: 'Immediately affected stakeholders' are considered to be those who, within the context of the proposal, would be in a position to implement the provisions of the intended standard(s) into their products, services or management practices.