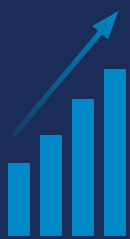




## THE IMPACT OF STANDARDS ON THE BELGIAN ECONOMY 2020

# KEY MESSAGES



Across industries, the development and publication of one additional standard will on average **increase GDP by €2.04 million per year and will increase labour productivity per person employed by €11.5.**

Standards contribute to about **0.2% of GDP, 19% of GDP growth and 19% of labour productivity growth.**



### Benefits of using standards

- ✔ improving product/service quality (70,3%)
- ✔ reducing risks (52,9%)
- ✔ supporting market access by creating a level-playing-field on competitive markets (38,3%)
- ✔ generating efficiencies in value chains and reduce transaction costs (38,8%)
- ✔ improving capability of following up on technical developments (32,1%)

### Benefits of participation in standards development

- ✔ influencing standards at sector level (77,4%)
- ✔ networking with other experts (69,0%)
- ✔ gaining early access to strategic information – possibility of anticipating changes (71,4%)
- ✔ sharing experiences and knowledge with others (70,5%)
- ✔ gaining access to business information that would otherwise not be available (23,2%)

## SMEs vs large enterprises

	 <b>SME's</b>	 <b>Large Enterprises</b>
<b>Use of standards</b>	value enhancer that allows for <b>differentiation</b> from competition	is a minimum <b>requirement</b> to operate in markets
<b>Standards Development</b>	<b>reactive</b> stance, as they either consider having limited influence on the process, or rather leave the follow-up to larger players	<b>crucial</b> activity: anticipating to potential developments and sharing experiences and technical product knowledge

## Nationally vs internationally

	 <b>Nationally</b>	 <b>Internationally</b>
<b>Use of standards</b>	standards allow them to gain <b>efficiencies</b>	the role of standards for gaining <b>market access</b>
<b>Standards Development</b>	" <b>sharing</b> experiences and knowledge with others" is more important for organisations with a national scope.	<b>Influencing standards</b> at sector level. Gaining early access to <b>strategic</b> information and anticipating to changes.

## Case studies: key takeaways

### Standards

- ☑ facilitate **dialogue** and **transactions** between customers and supplier, hence they reduce transaction costs
- ☑ create a **level-playing-field** on competitive markets
- ☑ play an important role in **improving** product **quality** and **safety**
- ☑ facilitate **global trade** and support competitiveness of Belgian companies in global markets
- ☑ support **R&D, innovation** and the commercialisation of innovative products and services