



BSI Standards Publication

## The role of standards in support of Technology Transfer

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## National foreword

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# CEN-CENELEC GUIDE 39

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**The role of standards in  
support of Technology Transfer**

**Edition 1, March 2022**

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## European foreword

This document (CEN-CENELEC Guide 39:2022) has been prepared by CEN-CENELEC BT WG 3 'STAndardization, Innovation and Research (STAIR)'.  
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It is intended for use by the CEN and CENELEC Members in their contacts with Research and Innovation stakeholders.

Standardization and innovation are often presented by arguing that standardization can block innovation. This guide helps to counter this argument by highlighting the role of standards in promoting innovation in the market place.

NOTE Where the expression CEN-CENELEC appears it refers to CEN and CENELEC jointly.

## 1 Why this Guide?

Technology transfer (TT) refers to the process of conveying results stemming from scientific and technological research to the market place and to wider society, along with associated skills and procedures, and is as such an intrinsic part of the technological innovation process.

Technology transfer covers the complex value chain linking research to its eventual societal deployment.

Relevant in any such value chain are<sup>1</sup>:

- to protect the technical invention
- to exploit it; and
- to bring it to market.

When browsing relevant material on the web, it strikes that typically the protection of intellectual property and related licensing are addressed (e.g. [https://ec.europa.eu/info/research-and-innovation/law-and-regulations/technology-transfer\\_en](https://ec.europa.eu/info/research-and-innovation/law-and-regulations/technology-transfer_en)).

Yet, it is obvious that innovations, when brought on the market, also will depend on standards and have to consider standardization.

OECD in its Oslo Manual 2018<sup>2</sup> recognizes standardization as an innovation activity. A variety of opportunities of using standards and standardization as innovation indicators has been investigated<sup>3</sup>.

Nevertheless, “while increasing ground has been covered by scholars on the basic picture regarding economic impacts of standards, there is need for more granular evidence, particularly in fields like open innovation research (...) or technology and knowledge transfer research. In the context of the latter, the topic of indicator development seems a particularly pristine field. For example, [...] a variety of channels for technology transfer, but not standards or contributions to standardization.”<sup>4</sup>

It is fair to say though that the EC within its “EU valorisation policy”<sup>5</sup> recognizes the value of standards as a crucial tool to get the most out of research results as standards “form a common language that allows researchers, people and industry to communicate, produce and commercialise products and services”.

In this Guide, we therefore will address:

- the benefits of standards and standardization to innovators;
- the links of intellectual property, patents and licensing with standardization.

<sup>1</sup> [https://ec.europa.eu/info/research-and-innovation/law-and-regulations/technology-transfer\\_en](https://ec.europa.eu/info/research-and-innovation/law-and-regulations/technology-transfer_en)

<sup>2</sup> EC/Eurostat (2018), Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition, The Measurement of Scientific, Technological and Innovation Activities, OECD Publishing, Paris/Eurostat, Luxembourg, <https://doi.org/10.1787/9789264304604-en>

<sup>3</sup> Standardization and Standards as Research and Innovation Indicators : Current opportunities and future challenges; Knut Blind, 2016; available from <https://www.oecd.org/sti/049> - BlueSky\_Standards\_Blind.pdf

<sup>4</sup> Radauer, Alfred (2020) Driving from the fringe into spotlight. The underrated role of standards and standardization in RTDI policy and evaluation. *fteval Journal for Research and Technology Policy Evaluation* (51). pp. 59-65. ISSN 1726-6629; available from <https://repository.fteval.at/547/>

<sup>5</sup> [https://ec.europa.eu/info/research-and-innovation/research-area/industrial-research-and-innovation/eu-valorisation-policy\\_en](https://ec.europa.eu/info/research-and-innovation/research-area/industrial-research-and-innovation/eu-valorisation-policy_en)