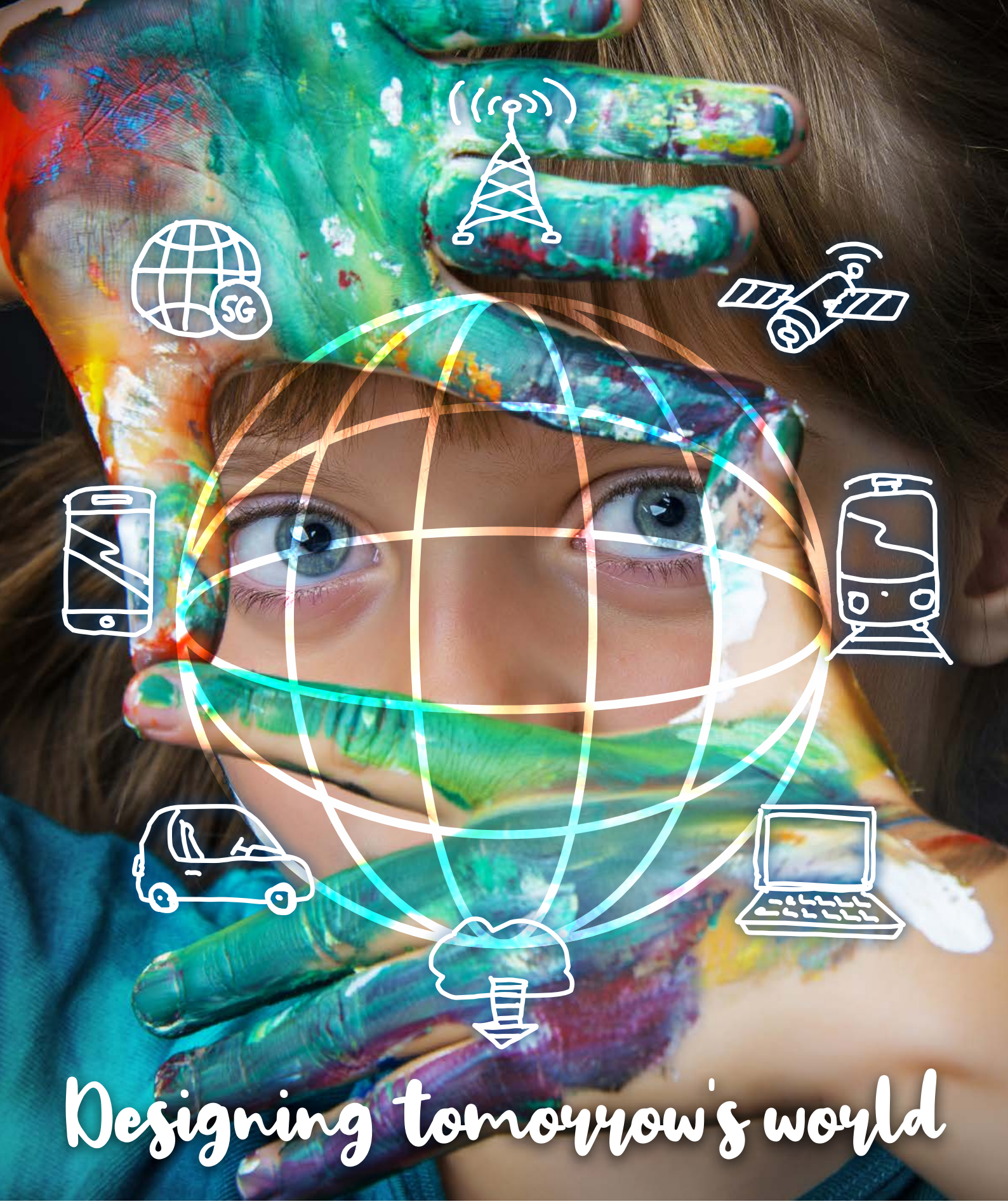
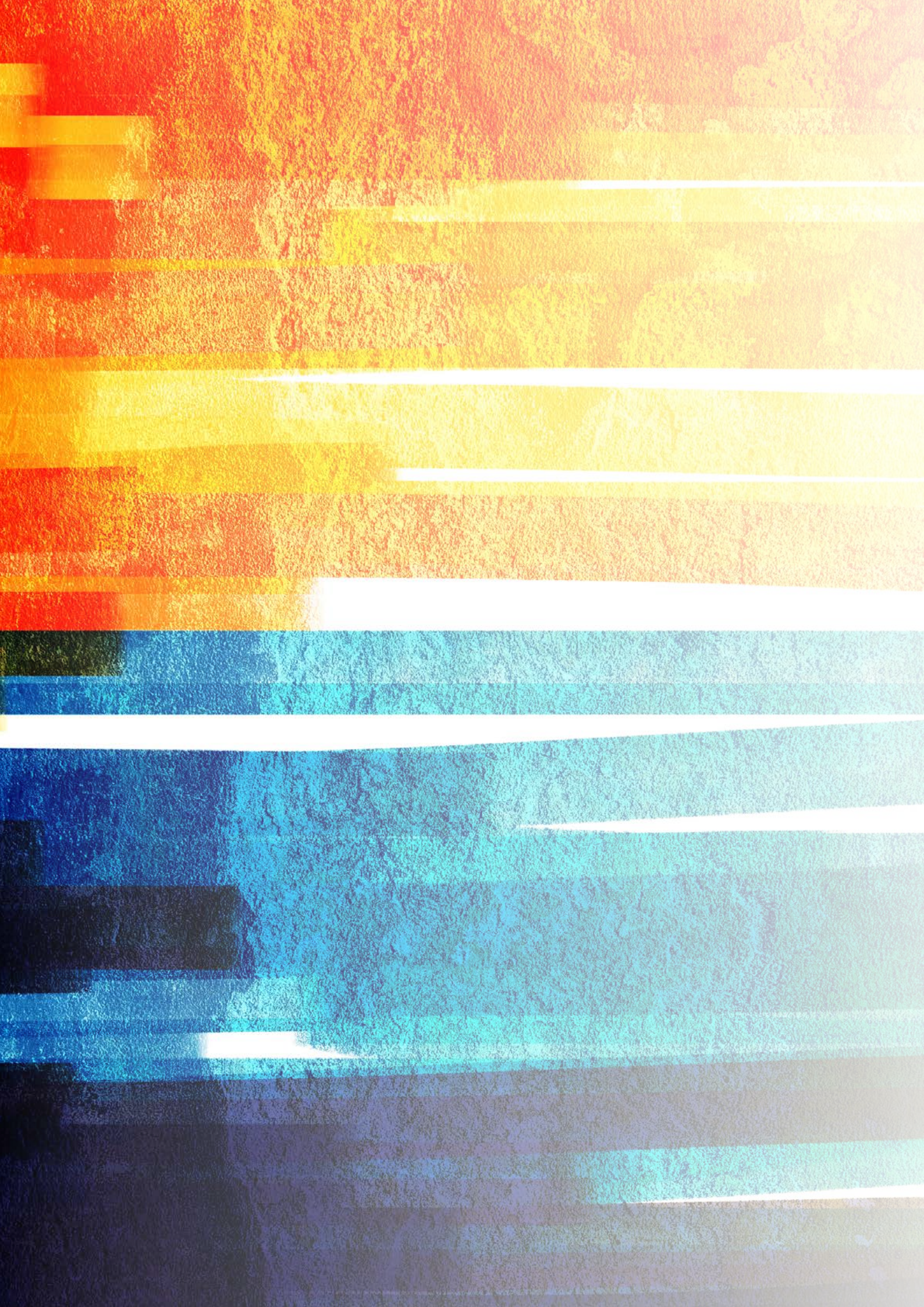


ETSI STRATEGY

ETSI
The Standards People



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Preface

ETSI's Strategy develops and expands the objectives set out in its previous Long-Term Strategy and defines the strategic framework for ETSI's development and its major contribution to a sustainable and connected world.

The huge advances in technology over the past decades have been enabled by millions of users and developers who can "stand on the shoulders of giants" and indeed rely on deployed solutions which are agreed transparently and through a collective, voluntary effort from all stakeholders. ETSI is a main actor in this effort.

ETSI is a recognized European Standardization Organization that creates fundamental standards for ICT, to power our digital society, which relies on multiple layers and modules that interwork seamlessly and can be combined in many flexible ways.

ETSI standards and other deliverables are intended for global use for digital technologies, products, and services. The high quality of its work and its open and consensus-based approach to standardization has seen its reach extend from its European roots to the entire world.

When devising ETSI's strategy, we need to understand ETSI's fundamental essence; ETSI is an association composed of a very broad variety (both in size, origins, objectives and interests) of members, who decide collectively the direction the Institute has to navigate towards. Hence, ETSI's strategy is developed more as a direction of travel than as a final destination and does not have a time limit, being revised whenever changes in ETSI's context require such revision.

ETSI is not-for-profit. It will act in the best interest of its members whilst remaining business neutral; commercial discussions have no place in ETSI.

We must also acknowledge the pillars of ETSI's global relevance and success. In doing so, ETSI re-affirms its full commitment to abide by its well proven governance model, in all respects. We also understand that ETSI is operating in a very fast changing industry, and so its methods and strategy must be fit to this challenge.

ETSI's main activity is the development of ICT standards. They are the enabler for the digital services and digital transformation of business, industry and society in general, being increasingly pervasive in all sectors of activity. The digital world shapes our future and ETSI is a relevant player in this area, ensuring the standards that enable interconnected, secure and sustainable solutions.

ETSI

Introduction

ETSI's Strategy originates from and is written so as to address the ETSI membership at large. It provides a high-level description of ETSI's major ambitions and aims, together with the rationale behind them. ETSI's Strategy builds on its preceding Long-Term Strategy from 2016 .

This document is built by considering the context in which ETSI operates, then position ETSI in this context and set its ambitions and expected direction of travel to achieve these ambitions. What this document will not address is how the whole Institute will develop the different activities to have it move forward, i.e. an implementation plan. As explained below, because of the breadth and depth of the activities developed by ETSI, our Strategy sets the guidelines that each component in ETSI is meant to follow.

The section entitled ***The Context*** describes the major factors in the ecosystem of the digital economy that determine or influence the technical standards that ETSI creates and enables. The section provides the socio-economic, political and technology context in which ETSI operates and in which its Strategy is set.

The section entitled ***ETSI's Strategic Position*** provides ETSI's position in terms of its Mission and Vision taking the Basic Principles that characterize and underpin the way ETSI operates as a starting point.

The section entitled ***ETSI's Strategic Directions*** defines the aims and ambitions for the coming years. These are described in terms of Key Strategic Directions, each defining a major area of development for ETSI. Together, they define ETSI's journey to achieve its ambitions and some of the expected major stages of that journey.

As stated before, all work developed at ETSI should have this strategy as a guiding principle, it being the factor that will bring all efforts together and drive ETSI forward in the right direction. The implementation of this strategy is built, as everything in ETSI, bottom-up. All those engaged in ETSI work will develop their actions bearing in mind how those help ETSI move in the direction and within the boundaries its strategy determine.

Hence, ETSI will annually review and adapt the action plans to fulfil the strategy. The different technical groups and the Board will continue to develop and improve their work plan and hence contribute to keep ETSI at the heart of the digital world globally, and inviting all to openly participate, all under the oversight and with the support of the Board and all ETSI members.

The Context

Our societies, both at the European and global level, are faced with economic and societal challenges such as sustainable development, modernization, ageing populations and social cohesion. Climate change is a fact and governments and society now realize that specific action and commitment are needed. Digital technology is part of the solution to these challenges. The introduction of this digital technology into economic and societal processes is becoming increasingly pervasive and indeed the world's economies are now undergoing a digital transformation.

This digital transformation of our economies, empowered by the rapid evolution of technology, impacts and is influenced by all aspects of life. It ranges from the way we live, work and interact, to the way in which we are governed and participate in democratic and administrative processes, as well as a changing relationship between customers and providers. Its influence and impact are expected to penetrate ever wider and deeper, driven by and creating a dynamic and evolving world of digital and cognitive technology and their applications. Digital technologies can help to optimize the use of energy and natural resources, in addition to the re-use of materials within a truly circular economy.

Standardization has enabled success in many business areas. Standardization also plays an important role in digital transformation, ensuring an interoperable and conducive business environment that enables and stimulates innovation and competitiveness. ICT standards are at the core of this transformation. Based on consensus, they provide an accepted technical basis and widely adopted technology platforms, driving innovation in multiple ways and across multiple industry sectors. The impact of the digital transformation and the evolution of ICT can be seen through socio-economic, policy and technology trends.

3.1 Socio-economic Trends

Digital technologies are not only impacting our daily life at large, they influence economic models, open up new opportunities, and accelerate new ways of interacting. They enhance access to culture and education for all and revolutionize public services. Mobility, any2any communication, the proliferation and broad accessibility of multimedia content, and the automation of processes and services are shaping the digital economy as well our personal lives. When faced with extreme conditions (e.g. exceptional measures taken during a pandemic) the importance and value of digital technologies for continuing operations, be it in business, public administration, health, education, culture or other areas becomes evident.

ICT and its role in society

Digital technologies transform society at large, impacting individuals, households, businesses and governments towards the new horizons of a data driven society. They contribute to a major transformation of the social and economic models that define the world in the digital era, impacting and influencing markets and economies locally, nationally, regionally and globally, and providing new ways for interaction and integration. The world is developing towards a culture of licensing and sharing as opposed to owning, i.e. there is a larger tendency to rent a service than purchase a product. This is starting with knowledge sharing, and developing through social networks, and then into service platforms. At the same time, it is accelerating a trend that moves away from individual development and towards teamwork: the standardization and open source communities are clear examples.

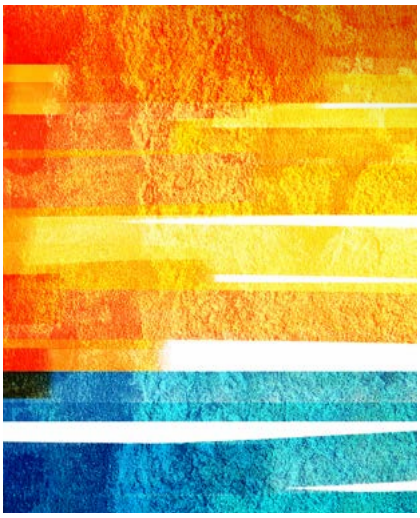
Many online services that increasingly occupy substantial amounts of people's time (e.g. the social media) are offered for free in exchange for personal data collection. While the amount of personal information and datasets is constantly increasing, people's wish to have more control, access and portability often depend on interoperability and standards.

New technology like Artificial Intelligence and Machine Learning open up new realms of making use of global information and available data. At the same time, they increase the focus on values and ethics with regard to technology, on the trustworthiness of technical systems but also in full respect of universally recognized human rights, security, protection of privacy, non-discrimination, inclusion, accessibility and environmental sustainability.

ICT standards play their role in establishing appropriate processes and norms around the use and functioning of technology, including the data generated by the use of such technology.

Players and their roles

The ecosystem in the digital world makes room and opens up new opportunities for many different players at many different levels, from service providers to manufacturers, from end users to administrations. Each player may assume different roles depending on specific circumstances, and the nature of the roles is changing. The digital transformation, with its connectivity and interoperability, makes this possible. For example, traditional consumers of services may become producers as well; small and medium enterprises increasingly expand their scope by being less locally or regionally constrained when it comes to offering their services; manufacturers and service providers explore new channels and enter into new relationships with their customers; mass production is moving towards the individualization of products and services. Furthermore, robotics and artificial intelligence are taking a more prominent role to ease and automate the production chain. 3D printing and virtual products design are making local production an interesting alternative to global supplies. Smart devices are becoming even more versatile personal assistants for people, helping them manage their social networks, health, finance, work and enjoy various types of entertainment. These developments in the ecosystem of the digital world provide for new and disruptive business opportunities and competition between businesses.



Industry sectors and the role of standards

ICT is a key enabler throughout all industry sectors. Sectors like automotive, industrial automation and healthcare support their own standardization model, responding to requirements specific to the market sector, but now also rely on inter-sector cooperation with ICT. ICT standards allow for integration and enable physical layers to be enriched with cognitive layers, including standards that are applicable across traditional sector boundaries. Cognitive technologies, Artificial Intelligence, Machine Learning and robotics enable new interaction models between people and machines, as well as between people or indeed between machines.

Learning, education and skills

Digital technology is transforming learning and having a major impact on education. The ways in which people are accessing and retrieving information are changing even for those in remote areas. Education will play a key role in developing people's skills to use and make the most out of new ICT technologies, including adaptability to new jobs in a more digitized labour market. Increasing digital literacy creates a virtuous circle between market uptake and adoption of new technologies and the development of digital skills.

Circular economy

Driven by the need to limit waste and pollution and to increase the sustainability of production, industry (and society) is looking beyond the "take-make-waste" industrial model towards a circular economy which is based on three principles: design to minimize waste and pollution, maintain products and materials for a longer life-cycle and regenerate natural systems. ICT is increasingly part of the design tools, part of the monitoring/ maintenance and repair process and part of the optimization of the assisted regeneration of natural systems: standards make this possible and economic through collaboration.

Energy efficient solutions

The ICT industry continues to contribute to the enhanced optimization of the resources and energy and to sustainable development by devising more solutions oriented towards power saving with long-term sustainability, and evolve existing technologies as much as possible without compromising innovation. When relevant and possible, ICT is promoting the use of standardized technologies and architectures to reduce or optimize ICT power consumption. When embedded in any other product or service, ICT can be an enabler of energy saving and efficiency.

SMEs

Today, most of the companies in the world are SMEs. They also provide the largest source of employment. The rapid evolution of digital technology creates a need to help SMEs grow their knowledge and skills to adopt these technologies. Modern and advanced economies that want to remain or become leaders strive to be at the forefront of digital technologies. Standards are an important factor in technology adoption by SMEs, as they open up innovation ecosystems and reveal new technologies that are often the result of industrial collaboration and large private investments in R&D. Standards enable SMEs to be innovators and developers of new technologies. As the evolution of new digital technologies is ever faster and their role in the markets more and more disruptive, a growing need for supporting and accompanying SMEs in the adoption of standardised technologies arises.

3.2 Policy Trends

Global level

Digitalization is the major driver of innovation, competitiveness and growth in the world. The digital economy, and the associated need for ICT standards are high on the political and policy agenda in every region of the world. Societal concerns, such as for the environment and sustainability or the balance between security and personal privacy, are today addressed by policy makers throughout the world. ICT standards are considered to be important for supporting such policy objectives and to stimulate innovation. Policies gradually go beyond traditional industry-segment boundaries, taking a comprehensive approach. This includes aspects related to digitizing industries, considering different layers as well as connectivity and transfers across these layers. With this, policy makers also lay the basis for creating added value, by fostering new services, new ecosystems and the emergence of new industries.

UN's 2030 agenda for sustainable development

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. It recognizes that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. All countries and all stakeholders, acting in collaborative partnership, will implement this plan. The agenda develops across 17 Sustainable Development Goals and 169 targets. ICT is a fundamental piece enabling each of the 17 Goals which, as the agenda points out, are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental. [Source: United Nations]. The EC highlights that at UN's Sustainable Development Goals are at the heart of its policy making.

Challenges to global collaboration

The current context sees regional or national sovereignty being stressed as a strong and solid basis for global action, making international relations more difficult. Global cooperation and coordination may be impacted. ICT standardization needs to maintain its role as a neutral player, serving regional and local interests and needs as much as global trade and market success. ICT standardization must remain a place where participants from all over the world are welcome to contribute on a peer basis in order to foster global and local economies.

European level

Digital transformation and its impact on industries, markets, administrations and societies are long-standing issues for the EU, EFTA and national governments. At the European level, this has led to a wide range of comprehensive policy initiatives, aiming at keeping Europe at the forefront of the digital era. This is complemented by a high focus on security and privacy. Digital technologies as enablers for competitiveness, entrepreneurship and innovation are highlighted in European policy initiatives. European values and ethics play a key role for the acceptance and trustworthiness of new technology.

With the New Legislative Framework, Regulation 1025/2012, the Committee on Standards, the Annual Union Work Programme, the Multi-Stakeholder Platform on ICT Standardization and the EU Rolling Plan on ICT Standardization, the EU has an effective framework in place for optimally leveraging the full potential of ICT standards to support EU Regulation and policy objectives.

In its 2020 work programme, the EC points at six headline ambitions: (1) a European Green Deal -citing, amongst others, a European Climate law and a new Circular Economy Action Plan; (2) a Europe fit for the Digital Age -looking at a Data Strategy, Artificial Intelligence, Security and a Industrial Strategy for Europe; (3) an economy that works for people; (4) a stronger Europe in the world; (5) promoting our European way of life; and, (6) a new push for European democracy. The development of all these ambitions comprise the due development of appropriate ICT technologies, which will in turn be supported by standards.

The EU and EFTA are also aware of the challenges of ICT developments and has therefore identified some specific measures to counter risks. The risks to data protection, data privacy and cybersecurity are addressed through the issuing of the General Data Protection Regulation ((EU) 2016/679), the Directive on the security of networks and information systems (aka NIS Directive, (EU) 2016/1148) and the EU Cybersecurity Act (Regulation (EU) 2019/881).

3.3 Technology Trends

Technology is the driving factor of the digital transformation leading to fundamental changes in societies and economies. ICT standards are the key to interoperability and modular development, enabling many new and creative ways of integrating technologies in highly innovative systems that support many different economic sectors, paving the way to fair and sustainable competition. In addition, specific standardization activities contribute to promoting and facilitating the adoption of new technologies and their market penetration.

Citius, Altius, Fortius

Technology trends arise at an ever-increasing pace and those with the potential within the next few years to significantly impact the environment in which ETSI operates are of strategic importance. Evolving towards a connected world of people and "things", we are witnessing a sheer increase in processing power, faster and more efficient-higher capacity-lower latency communication links and more flexible applications. New developments will enable efficient automation in the world through real-time processing and control capabilities, with connectivity of guaranteed quality of service in terms of latency and reliability. Automated digital solutions will need to demonstrate the required levels of reliability to safely enable innovative services, by using "security by design" principles, by enabling virtualization and by employing Cloud innovations. Capabilities such as distributed intelligence, edge computing, data analytics and distributed ledger technologies will further enable automation, security, and real-time decision making. Multi-dimensional displays of reality will empower humans to oversee complex systems in many industry sectors and real-life cases, including, for example, crisis management. ICT standards-based solutions will be essential for economies of scale and reliability.

Roles of hardware and software

The trend towards the increased use of software continues, which presents many opportunities but also challenges. There are still many use cases, however, where robust, reliable hardware built according to high quality standards is indispensable. There will be a need to balance, on a case by case basis, the quality of dedicated hardware with the scalability benefit of commercial off the shelf (COTS) hardware. On the other hand, software is now also meant to comply with very stringent quality, reliability and stability requirements, especially for those pieces of software that integrate mission-critical products and services. Last but not least, SW-defined networks will enable network design to be upgraded without changing hardware, thus reducing the environmental impact of the ICT sector.

The shift towards the increased use of software implies new ways of working and understanding the "traditional" worlds of IT development and Telco development. Coming from different ways of working and behaving, today's digital world needs both approaches to co-exist and cooperate. Standardization will continue to evolve and adapt to this new pace.

The increased role of software implies that maintenance and repair of products is more and more software based. In order to achieve a more circular economy, software and data interfaces should be increasingly open in order to allow third parties' interventions for software-based maintenance and repair. ICT standards play an important role in creating open and accessible interfaces.

A new wave of computing capabilities

Computing is becoming ubiquitous in future ICT systems, relying on cloud processing, distributed computing (e.g. edge computing), microservices in a cluster, etc. ICT systems will have access to quasi-unlimited resources through "Computing as a Service" in order to process the ever-increasing amount of data. This trend supports the tremendous growth of Machine Learning and neural networks together with data analytics knowledge, which have brought Artificial Intelligence (AI) solutions to be adopted in an impressive manner, in process automation, language and image recognition or predictive management, amongst others. With AI, new challenges are emerging, such as the testing of non-deterministic behaviours of ICT modules, data quality for un-biased AI training, AI interoperability and interchangeability, as well as the need to match the technical standardization with the ethical considerations that could drive product realization.

Photonics

Photonics is a key element in the foundation of the digital transformation in various domains. It is based on technologies with substantial scientific advancements and continues to provide a rich source of technological development and exploitation opportunities, as well as providing a unique route to solving problems in many application areas. Photonics is an essential contributor to the European and worldwide economy and, its advancement is vital to the development of advanced digital technologies. Those technologies will reduce carbon dioxide emissions and increase the value per Watt replacing electronics-based technologies in many areas. Since photonics is of paramount importance as a lifeline of the new digital age, standardization in the various application fields is required for a healthy photonics-based eco-system including in the area of sensing, displaying and transmitting for applications in communication, security, lighting, health and manufacturing.

Virtualization and Clouds

This paradigm facilitates the optimized use of resources and exploitation of intensive computation regardless of locally available computing power. This technology is a major enabler for innovation and for providing intelligent technology features to other areas and on all levels. The development of new concepts such as "cloud-native" that brings a new approach to building and running applications to exploit the advantages of the cloud computing delivery model. Stable and secure connectivity is critical for the successful deployment of virtualization and cloud technologies and related services such as cloud architectural models, edge computing, management of functions and data, and service exposure capabilities. Various forms of these technologies facilitate the development of new applications and new ways of implementing ICT functionality in many new sectors, from autonomous driving to cloud robotics or remote operations. ICT standards significantly contribute to achieving interoperability as well as the portability of data.

Security and Privacy

The need to address the security and privacy aspects of the systems with which people interact, or depend upon, is recognized as extremely important. Interconnected digital devices, services and systems have become a part of our everyday lives, for individuals, businesses and administrations. While security is not usually the primary feature by which a consumer traditionally makes product or service choices, baseline security by design for all devices has become critical. With our growing dependence on networked digital systems comes an increase in the variety and scale of threats and cyber-attacks. The challenge today and for the coming years is to protect a world where everything is connected and more and more assisted by artificial intelligence. The standards community will continue to develop advanced cryptographic and other multiple cybersecurity techniques to mitigate the ever-evolving threats/risks, arising from increased connectivity. The standards community also needs to ensure that agile diverse technical security standards support all use cases and that the consolidation of data into a few large entities or single points of failure is avoided to prevent massive data breaches or misuse. This effort becomes even more important in the pervasive worlds of IoT, 5G, virtualized networks, clouds, and artificial intelligence where systems should support applicable privacy and security obligations and regulations.

Open innovation and collaboration

Open innovation is a major trend in technology development, that also enables additional ways of collaboration with external communities and foundations and participation in joint R&D projects. Working across traditional boundaries is increasingly common in the ICT context, further accelerating the development of new and innovative digital technology. This includes open source developments which complement standardization activities in many ways from providing interoperability features to providing platforms for technology and data management, service layers or service delivery platforms. Open platforms are being created for providing an open and reliable basis on which competitive differentiation takes place in terms of implementation and service offerings. Implementing solutions in open source is gaining momentum, leveraging on the capabilities that technology offers and on the power of collaboration. This industry trend includes open hardware, open software and open interfaces and new areas such as Distributed Ledgers Technology. Moreover, open innovation fosters the pipeline process from academy and research results to standards and eases the knowledge flow among big industry, SMEs and other ICT stakeholders. The terms “open innovation”, “open standards” or “open source” are used in a broad way, encompassing various types of collaboration.

Applicability of quantum mechanics

Quantum mechanics will bring significant changes for the features of our future networks and services. Many aspects of modern technology already apply the quantum theory namely in computing, optics, communication systems, medical and research imaging among others. Standards are already taking quantum mechanics-based ICT systems into account.

ETSI's Strategic Position

ETSI operations are underpinned by a number of basic principles that constitute its core and from which its strategy and activities stem. These principles are:

Worldwide community

- **ETSI is inclusive with a global membership representing a wide range of stakeholders, a global network of partnerships**
- **ETSI works across all sectors of industry and society that make, use or rely on ICT**
- **ETSI favours partnering, promoting global collaboration**
- **ETSI activities are driven by its members**
- **ETSI promotes the knowledge and benefits of standards**

Innovative and market driven

- **ETSI works at the forefront of emerging and developing technologies**
- **ETSI's work is based on timeliness, quality and responsiveness for the benefit of the market, consumers and society at large**
- **ETSI delivers an extensive portfolio of ICT standards with an end-to-end perspective**
- **ETSI produces standards aimed at being adopted by all markets, even the most competitive**
- **ETSI welcomes and encourages innovation contributed to all its activities, including standards, methodologies, rules and processes**
- **ETSI enables the availability of world class technologies for all through standardization**
- **ETSI promotes the visibility and availability of its standards**

Recognized European Standardization Organization with global impact

- **ETSI is fully compliant with WTO TBT provisions and EU Regulations**
- **ETSI adopts a consensus approach in its decision making**
- **ETSI supports EU strategic objectives, regulatory requirements and policies**
- **ETSI in its standardization work strives for a sustainable future**
- **ETSI supports and promotes the EU Industrial Strategy objectives of becoming more green, digital and resilient**

Our Mission

ETSI's mission is to provide platforms where interested parties come together and collaborate on the development and promotion of standards for Information and Communication Technology (ICT) systems and services, used globally for the benefit of all.

Our Vision

Designing tomorrow's world, ETSI is at the forefront of new Information and Communication Technology, leading the development of standards that enable a sustainable and securely connected society.

ETSI's Strategic Directions

ETSI aims to maintain and strengthen its strategic position through a number of Key Strategic Directions, each defining a major area of development for ETSI. Together, they define ETSI's journey to achieve its ambitions and some of the expected major stages of that journey.

5.1 Being at the Heart of Digital

ETSI is at the forefront of the standardization of new and existing digital technologies, providing the right environment and tools for an open discussion of ideas and an efficient development of standards for the benefit of all.

ETSI is the preferred point of call for ICT related standardization, providing a platform through which its global membership can address the standardization of industry- driven digital technologies which are positioned for international adoption.

ETSI leverages its global membership, partnerships and liaisons, including collaboration with other standard-setting organizations, to broaden its portfolio and engage with different market sectors, understanding and sharing their needs, concerns and methods.

ETSI enables comprehensive end-to-end ICT architectures and technologies, including device, network and cloud, allowing the end user to exploit the digital services where power efficiency and sustainability are at the heart of this development, in addition to embedding the best practices for security and privacy by design, fostering trust and social and ethical responsibility on its work.

ETSI continues to be a recognized ESO by the European Union and the preferred ICT standards partner of the European Commission and the European Free Trade Association and engages in supporting European strategic objectives, e.g. digitalization, health and the green deal.

ETSI develops and makes appropriate use of software, including open source, and establishes effective liaisons with open source foundations and communities to further the global adoption of ETSI standards.

ETSI engages and works closely with academic, research and innovation communities to stay at the forefront of technology.

ETSI in drafting standards has a close cooperation with European spectrum authorities, ITU and global spectrum activities to meet spectrum demands in a timely and adequate manner, and will continue assessing innovative technologies to enable standards addressing the efficient use of the finite spectrum resource.

5.2 Being an Enabler of Standards

ETSI is where its members come to debate and exchange ideas around the development and use of technology of central importance to their success. It also facilitates industry-wide stakeholder workshops and other networking events for the exchange and dissemination of knowledge.

ETSI provides support and a range of tools to enable the identification of the needs and requirements for standards and their production and adoption.

ETSI develops and maintains processes, policies, tools and information databases that can fully meet the needs of its members and enable the acceptance and adoption of the standards it creates on its own or in partnership with others. These enablers include the ETSI intellectual property rights policy, its interoperability tests and methodologies, and the processes it has developed to create, maintain and promote European standards and other standardization deliverables.

ETSI continues to develop means to provide end-to-end support for the standards process from the embryonic demand for a standard to its adoption, including implementing processes, policies, tools and information databases that are needed to use open-source and engage with open source communities.

Through its relationship with the European Commission, the European Free Trade Association, national governments and other policy makers, and through its relationship with industry leaders and societal stakeholders, ETSI is the enabler of standards in response to regulatory, legislative, policy and market needs.

5.3 Being Global

ETSI creates standards intended for global use, with a membership from across the world and a very wide set of partnerships covering all world regions and relevant sectors for ICT.

ETSI also supports and actively contributes to the production of global standards through its collaboration and partnerships with standard-setting organizations across the world. ETSI establishes partnerships and tailors its processes in order to be able to offer, contribute to, and influence, worldwide standards.

ETSI exploits and nurtures its unique membership mix and its market driven approach to attract new members, partnerships and standardization activities that require a broad consensus among private and public sectors.

ETSI carries out the promotion, education and other strategies required to ensure that its work programme and activities are widely known, in order to make ETSI attractive to new and existing members.

ETSI builds on its ESO status to contribute to the European economy, European Union legislation and policies, inclusiveness and competitiveness of European businesses globally, thereby furthering the goal of “Made in Europe for Global Use”. ETSI encourages the adoption of its standards in other regions of the world.

ETSI endeavours to remain the first point of call for ICT standardization in Europe for its members and for standardization requests from the European Commission.

5.4 Being Versatile

ETSI is versatile in the methods it uses to create ICT standards.

ETSI innovates in its working methods, creating room for wide participation, innovation, time to deployment, and the global acceptance of ETSI standards.

ETSI promotes and supports the development and implementation of cutting-edge standards for the digital transformation of economies and societies and the circular economy and green deal.

ETSI has a flexible structure of technical bodies that enable the timely creation of standards by whatever technical methods are appropriate to the task at hand. There is participation in the standardization process from organizations that can contribute expertise to the work, including organizations that are not ETSI members, where appropriate.

ETSI will, where appropriate, adapt to the industry trend and work in synergy with developer communities to support the creation and maintenance of test suites and tools, additional standard-related software material, and reference implementations. This will accelerate the definition of standards, foster adoption and dissemination, lower implementation costs and help verify compliance.

ETSI produces technical standards and material to support compliance testing.

ETSI will continue to evolve and enhance its governance and flexible ways of working to meet its members' needs, without sacrificing the solidity and stability that help build trust and confidence.

5.5 Being Inclusive

ETSI's membership represents real market and societal needs, from local to global, leveraging the digitization of business and industry, circular economy and the sustainable development of modern society.

ETSI supports the appropriate representation and effective participation of all relevant stakeholders and has a continuous dialogue among the members to ensure that their needs are taken into account and that its processes are open and inclusive.

ETSI is committed to attracting, retaining and engaging all members in its work: large and small companies and research organizations, as well as other business, consumer, societal and environmental stakeholders. It promotes the participation of SMEs and start-ups in standards-setting as a way to boost their competitiveness and access to markets.

ETSI interacts with societal stakeholders and SME representation in order to further promote inclusiveness.

ETSI liaises with and invites actors from other sectors to work together in a coordinated effort to understand and incorporate sectors' needs into ETSI standards.

About ETSI

Officially recognized by the European Union as a European Standards Organization (ESO), our outputs include globally applicable standards for Information and Communications Technologies, including fixed, mobile, radio, transportation, broadcast and Internet technologies.

Established in 1988 as a not-for-profit organization, ETSI has over 900 members drawn from 65 countries and five continents. These include some of the world's leading companies from the manufacturing and service sectors, regulatory authorities and government ministries, as well as small and medium-sized enterprises and innovative start-ups, alongside universities, R&D organizations and societal interest groups.

Our standards help ensure the free movement of goods within the single European market, allowing enterprises in the European Union to be more competitive. Building on this heritage, the consistent excellence of our work and our open approach sees ETSI's influence extend beyond our European roots to the entire world.

Follow us on:

ETSI
650, Route des Lucioles
06921 Sophia Antipolis CEDEX, France
Tel +33 4 92 94 42 00
info@etsi.org
www.etsi.org

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