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# INDUSTRY AND GREEN TRANSITION: THE INSTRUCTIONS ALREADY EXIST

As the industry faces unprecedented environmental challenges, standardization is emerging as a strategic lever. Concentrated on good practices, voluntary standards constitute a powerful tool to facilitate this transition, while preserving competitiveness.

What distinguishes the norm from the regulation? Almost everything, even if they are often confused. Voluntary standards are the result of collective work by market players and are not obligatory (only 1% are), unlike regulations, developed by public authorities. On the other hand, they can support the law by giving companies the means to achieve an objective. They can be recognized by their little sign: ISO, NF EN ISO when the standard is adopted in France and Europe. This is how the standards define, for example, the dimensions of bank cards (practical for entering any ATM!), the type of socket for your smartphone charger (now universal: USB-C) or the diameter of the plumbing pipes. They guarantee quality, security and interoperability, and constitute a concentrate of good practices. Implied: the company which moves away from it handicaps its chances on the market concerned. "Our job, explains Lina Ismail, at AFNOR (Development and Innovation), it's about creating the foundations of trust. »

### Voluntary standards made by and for the market

In a context of climate emergency, voluntary standards take on increased importance. They offer professionals a toolbox to achieve national and European environmental objectives. For example, in response to French law establishing the obligation to calculate greenhouse gas emissions in all transport chains, the NF EN ISO 14083 standard provides a methodology for a harmonized calculation between all stakeholders. By promoting sharing between peers, by conveying a common language that facilitates national and international exchanges, standards are an accelerator of impact, crucial when we talk about environmental transition. "Being able to demonstrate one's environmental performance will tomorrow be a competitiveness issue for businesses," insists Lina Ismail. Starting with industry! Companies wishing to initiate or accelerate their environmental transition already have a

large catalog of voluntary standards. "Today we of course talk a lot about carbon, but it is the trees that hide the forest. The green transition is a bundle of subjects", continues the expert. We no longer present the flagship standard ISO 14001. For more than twenty-five years, it has involved the entire company in an environmental management system.» Other more specific standards feed into this framework: NF EN ISO 14064-1 explaining how to quantify greenhouse gas emissions for an organization, assessment of the impacts on the life cycle of a product/good with the NF EN ISO 14040 standard, future ISO 59000 series on the circular economy, reparability standards, etc.

### The Triple E, future reference

In the first quarter of 2024, AFNOR is preparing the publication of Triple E, for European Environmental Excellence. The working group brings together manufacturers (large groups and SMEs), employers' organizations, federations and NGOs to choose the best indicators to apply to company processes. The Triple E relays the impetus given by the public authorities with the green industry law, which presented this project as a guarantee, for manufacturers who comply with it, of easier access to financing and public procurement. The Triple E must encompass the six environmental objectives taken into account in the EU green taxonomy, be adaptable to all sectors, all company sizes and all levels of maturity on environmental subjects. "An industrialist who has not started his environmental project will find with the Triple E a gateway to getting started concretely", underlines Lina Ismail. And no worries for more advanced companies that have already adopted voluntary standards: Triple E will work by equivalence with already existing devices.



Being able to demonstrate his performance environmental will tomorrow a competitiveness issue.



Lina Ismail  
Responsible Development and Innovation

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Three questions to...  
Bruno Costes

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Chairman of the CCPN (Standardization Coordination and Steering Committee) and director of AFNOR in respect of Airbus.

The standards give one step ahead

### As a seasoned industrialist, why do you see voluntary standards as an opportunity for businesses?

I often remind those around me of the difference between mandatory regulation and voluntary standardization, made in particular by manufacturers and for manufacturers. Beyond the consistency of practices, the confidence that companies want to generate by choosing these standards, we have an interest in developing and adopting French and European standards that correspond to our industrial needs and our know-how, to not be subject to standards from external third parties and strengthen our competitiveness. Europe must be sovereign in setting its standards.

### In your opinion, is voluntary standardization only an affair of large industrial groups?

Our French industrialists all have a role to play, whatever their size. Getting involved in standardization certainly represents an investment (particularly in terms of time), which SMEs often consider out of reach. In my opinion, this is a mistake: this investment will quickly be counterbalanced by the interest that the SME/SMI finds in making its own approaches visible to better penetrate the markets and give confidence to users. Deciding to standardize is a strategic choice. Don't be subjected to the choices of others, and get a head start.

### What standards have been most valuable to you in your career?

The aeronautics industry almost only works with international standards! But those that have struck me the most are the management standards, such as the ISO 9001 standard, and now the ISO 14000 series. These are very powerful standards, which help to integrate new concepts in a progressive and systemic way, and which establish a framework for replicating these approaches in many areas of the company and its supply chain, in continuous improvement mode. They have enabled considerable progress in environmental performance and energy management, and will enable tomorrow in terms of sustainable development management.

### In the hardware store, a gateway to BIM

The National Union of Hardware Industries (UNIQ) has seized voluntary standards to move towards BIM - Building Information Modeling, the digital model of the building, which now accompanies the building throughout its life, with 3D visualization and characteristics of each of its components.

**Locks, cane levers or door closers**

"We saw a need for generic objects in the hardware world and we thought that was our role

to build a dictionary of properties, speaking to everyone, to integrate our products into this new digital model", explains Eric Pourquey, director of Groom and BIM project manager for UNIQ. Based on the voluntary standard NF EN ISO 23386 on the modeling of construction information and other digital processes used in construction, UNIQ has enabled locks, cane levers and other door closers to integrate naturally into BIM and has even taken its work to a European scale.

