

Stop #Normbashing: the AFNOR Gold Norms trophies reward the CEA, Twelve App (Yubo), Audilab, COJO and UNIQ, five organizations that have been able to rely on standards voluntary in their strategy

Saint Denis – 10/19/2023. Voluntary standards create today's markets and prepare those of tomorrow. An economic power, little known, that the five winners of the AFNOR Gold Norms trophies have understood and skillfully used it to develop the emerging hydrogen market, launch a fundamental movement for responsible events or strengthen the protection of minors on social networks.

Ecological transition category | [see the video](#)

Winner: CEA – Atomic Energy and Alternative Energies Commission

For more than twenty years, the CEA has been a research player involved in standardization work on hydrogen technologies. In 2021, he was the 1^{er} French research organization filing patents in Europe, but has always integrated standardization into its R&D process. This is the case for its research work on hydrogen which quickly led it to lead pre-normative work such as the development of performance test protocols on fuel cells or electrolyzers, the transfer of knowledge on the diffusion of hydrogen in the wall of a storage tank, to establish thresholds included in the regulations or work on the carbon footprint of hydrogen. These now provide political decision-makers with transparent and resilient tools to define strategies for reducing carbon emissions.

What was the role of standardization? Bringing research results to the market, during technology transfers, and helping to consolidate research and innovation programs.

Special Prize: COJO – Organizing Committee for the Olympic and Paralympic Games | [see the video](#)

Paris 2024 is committed to organizing revolutionary, spectacular and sustainable games. Sustainability and legacy are at the heart of the ambitious project for the Paris 2024 Olympic and Paralympic Games. The OCOG was involved in the revision of the voluntary ISO 20121 standard, with on the one hand the ambition to be certified and on the other hand the desire to evolve the standard beyond its initial version of 2012, so that it reflects the best practices in the “event” sector.

What was the role of standardization? Concentrate best practices in the events sector and accelerate the sector's accountability through the 2024 Olympics.

Trusted and responsible digital category | [see the video](#)

Winner: Twelve App and its Yubo application

Yubo is at the initiative of creating a working group bringing together industrialists, associations and institutions in order to write a guide to best practices for platforms around three main themes: user assurance and trust, detection and content moderation, and education prevention. This involves building a toolbox of good practices, solutions and procedures to protect minors online, in addition to current and future regulatory measures, for social networks and particularly new and small platforms.

What was the role of standardization? Promote support for the project from a very broad spectrum of stakeholders, from institutions to industry, including the associative world.

Special Prize: National Union of Hardware Industries | [see the video](#)

The properties of BIM objects in hardware have until now been described differently, which made their development and comparison more complex, for manufacturers and users.

The National Union of Hardware Industries (UNIQ) mobilized its members, the CETIM and the UNM to create a common dictionary of properties for three families of products based on the NF EN ISO 23386 standard, relating to construction information modeling and other digital processes used in construction. This work was carried out in French and English to bring it to the European standardization committee "BIM for building hardware", which approved its development, on the basis of a standardized framework, developed by UNIQ. The standardized property dictionary will allow European players to work on similar bases.

What was the role of standardization? Build a common framework and a standardized language in this digital activity which is at the beginning of its development in this sector.

Category "A more inclusive, more diverse society contributing to well-being" | [see the video](#)

Winner: Audilab

Audilab is a network of hearing care professionals involved in the development of a voluntary standard on the services offered by hearing care professionals, in order to improve the living conditions of their patients suffering from hearing disorders. This work was proposed at the European level, leading to the publication of EN 15927 "Services offered by hearing aid professionals" in 2010, then was brought to the international level, in 2022, following the publication of ISO 21388. By establishing clear criteria and procedures, these standards help to harmonize practices internationally and improve the quality of hearing care for patients.

What was the role of standardization? Establish clear criteria and procedures, harmonize practices in the field of audiology.

For further

- **7,208 French companies and organizations participate in the writing of voluntary standards in France, Europe and internationally, and use them to conquer new markets. The number of committee participants thus increased by +6.5% compared to 2022.**
- **However, nearly 1,000 #Normbashing articles were published in France in 2022.**
- **The confusion between standardization and regulation persists, while voluntary standards (standards in English) are made by and for economic actors, without going through the seal of the State.**
- **AFNOR's Gold Norms trophies hope to change the point of view of socio-economic actors and opinion leaders by raising awareness of the economic and strategic role of voluntary standards in France's international influence, when other countries understood it better. The recent agreement signed with the SGPI([see here](#)) ambition too.**

About AFNOR

Mobilized in favor of a sustainable economy, the French Standardization Association - AFNOR (law 1901) manages the French standardization system and acts to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector under the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop standards, shared and adopted on a voluntary basis . Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities. AFNOR members are behind the creation of the Or Normes trophies.

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