

Veolia, TotalEnergies, Pessac town hall, Ethik IA Outstanding Voluntary Standards Manufacturers in 2024

To dispel prejudices about the production of standards, the French Association for Standardization awards the Gold Standards trophies each year to the most involved contributing organizations. This is a necessary initiative, given how often voluntary standards are confused with regulations and how little is known about the fact that standards are written by economic players themselves. To go further in popularization, AFNOR has launched AFNOR Play, a platform of video content produced by artists and personalities "*that will make you love standards*".

The list of winners of the 2024 Gold Standards Trophies

Transition ecological	Veolia	Circular economy and measuring the circular footprint	Winner
	The Post Office	Consumer information on GHG emissions associated with delivery choice	
	Pessac town hall	Sustainable budget of communities	Price special
	TotalEnergies	Decarbonization of maritime transport	Winner
Digital of trust	Ethik AI	AI in health	Winner
	Ecolab / Commissariat general for sustainable development	Frugal AI	Price special
	Thales Six	Printed Circuit Boards	
Inclusion, diversity, well-being	Ministry of Europe and Foreign Affairs	Gender equality	Winner
	Ministry of Economy Finance and Industrial sovereignty and digital		
	Ministry of Equality between Women and Men and the Fight against discriminations		
	Ministry of Sports	Physical activities and sports in the environment professional	

Who does not normalize, is not sovereign...

Voluntary standards are involved in many aspects of our societies, whether industrial, economic or societal. They help develop today's markets and prepare those of tomorrow. An economic and societal power that is still too often overlooked, which the winners of the 2024 edition of the Gold Standards trophies have understood well and have skillfully used to promote new professional practices and have them recognized at the French, European or international level.

"The sovereignty of France and Europe is not at stake at home, but within the international standardization organizations that are the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC), the European Committees for Standardization and Standardization in Electronics and Electrotechnics (CEN-CENELEC) where other countries will impose their projects, their innovations on us if we do not take the lead. It is up to us, the French, to make our voices heard and take our rightful place at the standardization table. This is what our Gold Standards winners do, under the AFNOR flag: ensure that their good practices are shared and become the standard throughout the world," explains Franck Lebeugle, director of standardization activities at AFNOR. France has thus obtained responsibilities at ISO for the circular economy, the quality of metals and strategic materials, gender equality in organizations and is carrying out unprecedented work on frugal AI at the national level with a view to taking it to the international level.

To promote the love of standards, AFNOR involves artists

To further its work of popularizing standards, AFNOR has designed the AFNOR Play platform, a video portal that offers fun content telling the story of a voluntary standard, some of which is created by artists. It hosts, among other things, the performances:

- of the poet [Souleymane Diamanka](#) for an ode to the A4 format standard from the sheet of paper
- of the slam poet [Eureka](#) on the standard of safety signals and pictograms
- comedians [Lala Sagna](#) on the standard specific to school furniture and [David Azencot](#) on that of cork stoppers for sparkling wines

An initiative to follow in 2025!

About AFNOR

Mobilized in favor of a sustainable economy, the French Association for Standardization - AFNOR (law 1901) pilots the French standardization system and works for the creation of a common language and the interoperability of sectors of excellence. It unites those who want to develop a sector in the best conditions and brings together the entire value chain. 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 for promoting progress and promoting French innovation, since AFNOR represents France in the European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR's standardization activities. AFNOR's member companies are behind the creation of the Or Normes trophies.