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Technical Assistance Information Exchange Instrument (TAIEX), DG Enlargement

# **Standards benefit the small business in Bulgaria**

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# HOW THE SMEST PROJECT OUTCOMES WERE IMPLEMENTED

- **Group of 14 BDS staff members trained on the SMEST toolkit**
- **Promotion of SMEST project outcomes**
- **Information provided for SMEs**
- **Link on BDS website organized**





# HOW THE SMEST PROJECT OUTCOMES WERE IMPLEMENTED

## BASIC FINDINGS

- **Standardization plays an important role for integrating of Bulgarian economy in the European Single Market**
- **Standards are basis for complying with EU requirements**
- **Through relevant application of standards safety of products and services is assured, the environment will be protected**
- **Application of standards is very important for the future sustainable development of Bulgarian SMEs**
- **Standardization helps for improvement of peoples welfare, better social media and preserved environment**





# HOW THE SMEST PROJECT OUTCOMES WERE IMPLEMENTED

- Project developed on "Improvement of the standardization system in Bulgaria", co-financed by the ERDF through the Operational Program "Competitiveness of Bulgarian Economy 2007 - 2013."
- Special focus on SMEs
- Promotion of standardization activities for non-standardizers





## **HOW THE SMEST PROJECT OUTCOMES WERE IMPLEMENTED**

➤ **Study on the needs of enterprises and the business in Bulgaria in the sphere of standardization activities and services provided by BDS;**

**Main connotation: The enterprises and companies in Bulgaria consider standards as an important part of their activity - 96,6% of BDS members and 81,6% of all interviewed companies**





## **WHAT IS THE PROBLEM?**

**> Businesses and organizations (not BDS members) are not familiar with its specific activities and services, but nearly 40% of them expressed readiness to seek for more information**

**> one third of them would become a BDS member, but there is a lack of information how to proceed**





# WHY ARE WE MAKING EFFORTS?

- **Companies with over 50 employees consider application of standards as very important for their performance (65,1%)**
- **45,9% of the small companies share this opinion**
- **Larger companies (62%) declare they have good knowledge on standards**
- **48,6% of the SMEs have some information on this matter**







# WHY ARE WE MAKING EFFORTS?

➤ **Attitudes for participation in the standards development**

✓ **47,3% of the larger companies and**

✓ **36,8% of the small businesses express readiness to participate in the standardization activities of BDS**





# **WHY ARE WE MAKING EFFORTS?**

**Companies consider the participation in BDS Technical Committees as positive because:**

- ✓ **There is a possibility to get in contact and information with partners and competitors in the process of technical work (60,3%)**
- ✓ **They could get advanced information about standards and the projects (58,8%)**





# GOALS

- **To improve the competitiveness of Bulgarian enterprises within the European Single Market through development of the national standardization system in Bulgaria**
- **To improve the level of awareness of Bulgarian business on the services provided by BDS and to encourage the application of European standards by Bulgarian SMEs**
- **To improve the quality and quantity of BDS services provided for businesses and to increase the administrative capacity to this end**





## **INFORMATION AND AWARENESS RAISING INITIATIVES AT NATIONAL LEVEL**

- **Organizing of seminars for providing general information for SMEs, interested parties and nonstandardizers**
- **Round tables on specific topics and area of standardization activity**
- **Specialized seminars organized together with the representatives of quality infrastructure organizations**
- **Trainings on standardization for SMEs**





## **INFORMATION AND AWARENESS RAISING INITIATIVES AT NATIONAL LEVEL**

- **Media campaign – TV and radio advertisements**
- **Publications in specialized editions and magazines**
- **Internet promotion campaign**





## **SUPPORT TO PARTICIPATION IN STANDARDIZATION ACTIVITIES AT EUROPEAN LEVEL**

- **Organizing the participation of at least 100 experts from BDS TCs and BDS delegates in standardization working forums, experts' groups and plenary meetings at European and international level**
- **Organizing 2 large discussion forums for Bulgarian SMEs representatives and representatives from European Standards Organizations within the CEN/CENELEC Annual Meeting 2012**
- **Organizing an exhibition for Bulgarian SMEs actively applying standards**





# OUTCOMES

- **Carried out more than 400 interviews among Bulgarian business operators for identifying their needs related to standardization**
- **Organization of 38 business events with more than 1000 participants**
- **Publishing and dissemination of over 30 000 brochures addressing Bulgarian SMEs**





# OUTCOMES

- **Improved administrative capacity of BDS for providing more and better services for SMEs**
- **More active participation of Bulgarian business representatives in the European and international standardization.**







# NEW SERVICES AND INCENTIVES

- **More translated standards in priority sectors**
- **Setting up special editions of related standards, e.g. Eurocodes**
- **Translation of guidance for application of environmental and quality management systems standards**





# NEW SERVICES AND INCENTIVES

- **Extended relational data base with more sophisticated options for public enquiry, commenting and voting**
- **Full text data base of all approved and implemented standards by BDS**
- **Possibility for reading standards on- line for free**
- **E-sales of standards**





# NEW SERVICES AND INCENTIVES

## ➤ Incentives for:

- ✓ participating in more than 1 BDS TC
- ✓ companies participating with more than one expert
- ✓ branch associations participating in several BDS TCs
- ✓ branch and professional associations and academia buying standards for their training purposes





## **THE WAY FORWARD**

- **Design of new initiatives based on the feed back from questionnaires and interviews carried out during the information campaign**
- **New working groups for new standardization initiatives**
- **Increased number of sold out standards in the spheres of interest**

➤ **planned second survey on the SMEs satisfaction**



# INDICATOR OF OUR SUCCESS

*The benefit of standards' application is recognized by the Bulgarian business and society!*





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**THANK YOU FOR YOUR  
ATTENTION!**

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