

European Standards building a #BetterDigitalWorld consumers can trust

Consumer protection and empowerment are crucial to building trust and confidence in digital technologies. **CEN and CENELEC**, with the support and expertise of **ANEC**, the European consumer voice in standardization, are strongly committed to **supporting consumer rights** in Europe by providing a platform for the development of European Standards (ENs) on digital technologies.

With this objective in mind, on **15 March**, CEN and CENELEC with ANEC celebrate **World Consumer Rights Day** by joining a global campaign to build a **#BetterDigitalWorld** in order to promote access, participation and innovation benefitting consumers, the economy and society.

1 Initiating consumer involvement – Smart energy

Expectations by **2020**, almost **72%** of **European consumers** with **smart meters** for electricity and **40%** with one for gas.*

European Standards already ensure the implementation of 'intelligent metering systems' enabling active participation of consumers in the energy market and defining privacy and security requirements for smart metering.

*Source: ses.gic.ec.europa



2 Building consumer confidence - eMobility & Smart Cities

91 300 plug-in **electric vehicles** sold in Europe during first 6 months of **2016**, + **21%** year-on-year increase.*

It's essential to provide infrastructures that build consumer confidence.

Also, the smart cities of tomorrow will need infrastructures for recharging the batteries of electrical vehicles.

European Standards guarantee consumers that these infrastructures include equipment for recharging of batteries that is efficient, user friendly and safe.

*Figures from EV Obsession and GreenTechnica partner EV Volumes



3 Ensuring consumer privacy - Big data

Total digital data created worldwide growth predicted from **4.4 zettabytes** in **2013** to **44 zettabytes** by **2020**.*

European Standards are being developed to help consumers take control of their data, and make their fundamental right to privacy more actionable.

The upcoming security technologies will include privacy-friendly default settings, making security products and services compliant with European Standards and boosting consumer confidence.

*Source: ec.europa.eu



4 Creating accessibility for all - Online access

The **65+ population** is projected to increase from **26%** in **2010** to **53%** in **2060**.

Persons with disability in Europe represent **10% to 15%** of total population.

Digitisation of products and services offers new opportunities for people with disabilities and older people to take part in society and in the labour market on an equal basis.

In 2014, CEN, CENELEC and ETSI together with ANEC and other stakeholders developed the first European Standard for accessible ICT products and services.

Currently, more work is being undertaken to improve accessibility of websites and to ensure that accessibility of websites and mobile applications is taken into account during design, construction and maintenance.



*Source: ec.europa.eu