One standard, one version, 34 countries. For how much longer?

What the proposed European Standardisation Regulation (COM(2026) 780) and the Public Procurement Act (COM(2026) 590) change for companies that sell on the basis of European standards, in the Single Market and in public tenders.

~27,000
European standards in the CEN, CENELEC and ETSI catalogues

~3,650
referenced standards (≈13%): the only ones the new Regulation governs

34
countries that today adopt every European standard identically

6 → 4
years to deliver a harmonised standard: the Commission's target

Tenders: from free choice to exception

TODAY · DIRECTIVE 2014/24

Buyers choose between functional requirements and standards.

1st: national standards transposing European standards

2nd–6th: technical assessments, ICT specifications, international and national standards

PROPOSAL · PPA, ART. 88

Functional requirements as the rule; standards only by exception.

1st: harmonised and referenced standards, Commission common specifications

2nd: European standards, even those you already comply with

Does this affect you?

- ☐ Your tenders or customers cite EN standards.
- ☐ You export across Europe with a single product version.
- ☐ You bid for utilities, hospitals or municipalities.
- ☐ You make connected products (CRA) or products with a digital passport.
- ☐ You sell in partner countries: Türkiye, Georgia, Ukraine, Moldova.

Two or more ticks: your competitive position may change.

Five risks the headlines miss

R1
European standards outside the framework
87% of the catalogue gets no legal backing for identical adoption and withdrawal of conflicting national standards.

R2
Other bodies, no criteria
No EU seat or patent policy required: risk of locked-in technologies.

R3
SMEs at a disadvantage
Standards without a national version, free only in their original languages, mostly English.

R4
Public procurement
Standards become the exception in tenders, and bidders must prove equivalence.

R5
Innovation and external reach
Harder to bring innovation to market and to export to the Middle Corridor.

The text is decided now, not in 2028

October 2026
Proposals published: Regulation and PPA

December 2026
Have Your Say feedback closes · European Product Act proposal

2027
Amendments in Parliament and Council

December 2027
Expected adoption of the Regulation

2028–2029
Application: by then, only compliance is left

From briefing to amendment

1 · BRIEFING
45 minutes for your association or board.

2 · DIAGNOSIS
Which of your standards and tenders change, and what it costs you.

3 · MONITORING
Alerts on the Regulation, the PPA and the European Product Act.

4 · POSITIONING
Amendments and meetings with Parliament, Council and Commission.

5 · COALITION
"One standard, one version, 34 countries", with shared costs.



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Sources: COM(2026) 780 final; COM(2026) 590 final; European Commission, presentation to the Industry Advisory Forum (6/10/2026). Approximate figures.

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