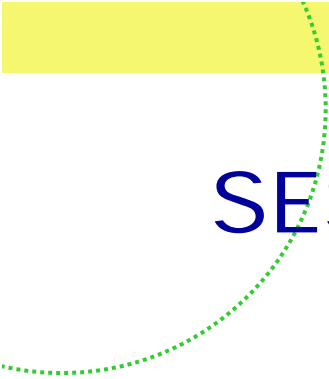




# SESKO Survey 2007



Motives to participate in  
electrotechnical  
standardization in  
Finland

## SESKO's survey on participation

- The **purpose** of the survey is:
  - 1) to find out **the motives of experts** to participate in standardization work (TCs and WGs)
  - 2) to find out **the motives of involved enterprises** to participate in standardization by sending expert to TCs and WGs
  - 3) to find out **the barriers behind uninvolved enterprises** not participating in standardization

## SESKO's survey on participation

- The **purpose** of the survey is:
  - 4) to find out, how **the technical experts and involved enterprises** feel about standardization
  - 5) to find out, **what kind of knowledge** uninvolved companies have of standardization

## SESKO's survey on participation

- We had three different types of questions for **three target groups** via internet
  - 1) for the **Finnish technical experts** who work in TCs,SCs, WGs, MTs and PTs
  - 2) for the **decision-makers of the Finnish involved enterprises**
  - 3) for the **decision-makers of the Finnish uninvolved enterprises**

## SESKO's survey on participation

- **Samples** - the questions were sent:
  - 1) to the **470 technical experts** and **137** (37 %) responded
  - 2) to the **350 decision-makers of the involved companies** and **39** (11 %) responded
  - 3) to the **250 decision-makers of the uninvolved companies** and **33** (13 %) responded

## SESKO's survey on participation

- The **reliability** of the survey:
  - The sample (37 %) of the technical experts can be regarded as covered – conclusions are reliable
  - The number of enterprises were quite small (11 % involved enterprises and 13 % uninvolved enterprises) – conclusions approximate reasonably well to the highly probable views

## SESKO's survey on participation - experts

### ■ The **profile** of an **expert**

The typical expert who responded:

- is a male over 30 years old (95 %)
- works for a specialist in his organization (65 %)
- is in the position of upper clerical worker or middle management (32 %)
- works for preliminary industry (43 %) or in supervision, inspection or testing (22 %).
- has participated in standardization:

**Kuinka kauan olet ollut mukana standardointityössä?**

**Kysymykseen vastanneet: 172** (ka: 2.2)

(20.1) <b>alle 5 vuotta</b>		<b>33.7%</b>	58
(20.2) <b>6-10 vuotta</b>		<b>28.5%</b>	49
(20.3) <b>11-20 vuotta</b>		<b>25%</b>	43
(20.4) <b>yli 20 vuotta</b>		<b>12.8%</b>	22

## SESKO's survey on participation - experts

### 1a) Why did you join standardization work?

The superior proposed/ordered 54 %

My colleague proposed 22 %

I joined voluntarily 32 %

### 1b) Why are you still doing standardization work?

Because of my duties 54 %

It is important for my professional development 34 %

For personal interest 6 %

## SESKO's survey on participation - experts

### 2) I consider standardization work

- at least more useful working time than normal 35 %
- as very useful working time 12 %
- as normal working time 50 %
- as a waste of time 3 %

## SESKO's survey on participation - experts

3a) Well over 90 % of experts find working for standardization as

- interesting and necessary
- useful for the Finnish electro-technical business
- important to the Finnish electro-technical industry as a whole

3b) About 80 % of experts find standardization as a little

- laborious, timeconsuming, bureaucratic, slow and complicated

## SESKO's survey on participation - experts

4) 98 % of experts find standardization **useful** because

- they can get information about future standards and this information benefits work a great deal (94 %)
- they can get a lot of new and relevant information about subjects of their own (92 %)
- standardization improves their professionalism a great deal (86 %)
- they understand well the logic of standards better which helps them understand reasons for selected choices (82 %)
- they can create relationships with other parties working in their field very much or at least reasonably (79 %)

## SESKO's survey on participation - experts

- 5) By taking part in standardization experts feel that they can have a great deal
  - of influence on the content of standards 66 % (not at all 3 %)
  - to bring their own expertise into use 73 %
  - to help create better standards 65 %
  - to improve safety 60 % (not at all 6 %)
  - to bring Finnish competence and point of view for the creation of international standards 64 % (not at all 7 %)

## SESKO's survey on participation

### – involved enterprise

- The profile of a decision-maker of involved enterprise:

A typical decision-maker who responded, sends technical experts to participate in standardization

- normally comes from the preliminary industry (49 %)
- employs from 20 to 500 people (66 %)
- mostly has the office of his/her company located in the metropolitan area of Finland (67 %)
- has been involved in standardization for over ten years (77 %)

## SESKO's survey on participation

– involved enterprise

- 1) The decision-makers find participating in standardization beneficial to their enterprises very much and at least reasonably
  - through knowledge benefits - 97 %
  - through networking benefits - 86 %  
(not at all 6 %)
  - through increasing internal capabilities - 86 %
  - by influencing the contents of standards 75 %  
(not at all 3 %)
  - by supporting own products and services - 86 %  
(not at all 6 %)

## SESKO's survey on participation

### – involved enterprise

- 2) Participating in standardization work offers concrete benefits to our enterprise by providing the possibility to

	<b>Not at all</b>	<b>A little</b>	<b>Some</b>	<b>A lot</b>
<b>Gather and benefit from cutting-edge information</b>	2,8 %	5,6 %	52,8 %	38,9 %
<b>Stay at the top of technological advancement</b>	5,6 %	5,6 %	55,6 %	33,3 %
<b>Support own products and services</b>	5,7 %	8,6 %	51,4 %	34,3 %
<b>Build and benefit from new networks</b>	2,8 %	30,6 %	52,8 %	13,9 %
<b>Access new markets</b>	16,7 %	38,9 %	36,1 %	8,3 %
<b>Develop internal capabilities</b>	2,9 %	25,7 %	40 %	31,4 %
<b>Influence industry development</b>	2,8 %	11,1 %	58,3 %	27,8 %

## SESKO's survey on participation – involved enterprise

Participation is <b>useful</b> because	<b>1.1 Experts</b>	<b>1.2 Decision-makers of involved enterprises</b>
<b>firms capability improves VERY MUCH</b>	68 %	87 %
<b>firms reputation as competent actor improves VERY MUCH</b>	69 %	87 %
<b>firms knowledge base improves VERY MUCH</b>	75 %	87 %
<b>Through participation</b>		
<b>firm doesn't get any or only a little help to develop own products</b>	51 %	22 %
<b>firm gets a lot of help to develop own products</b>	8 %	30 %
<b>firm doesn't get any or only a little competitive advantage</b>	48 %	31 %
<b>firm gets very much competitive advantage</b>	5 %	7 %

## SESKO's survey on participation

### – uninvolved enterprise

- The profile of a decision-maker of uninvolved enterprise: A typical decision-maker, who responded and whose enterprise is not involved in standardization,
  - represents planning and construction, and contractors' field (53 %),
  - normally comes from the preliminary industry (25 %) or educational field (22 %)
  - employs
    - less than 20 workers (31 %),
    - from 20 to 100 workers (25 %) and
    - from 100 to 500 workers (35 %)
  - mostly has the office of his/her company located in the metropolitan area of Finland (45 %) or western part of Finland (26 %).

## SESKO's survey on participation

### – uninvolved enterprise

- 85 % of uninvolved enterprises know which standards are important for their operations/products/services
- 52 % don't know that
  - it is possible to participate in standardization for anyone interested
  - participating in standardization allows them to choose the level of activity
- 85 % don't know at all or know only partly what standardization requires
- 61 % don't know at all or know only partly how their enterprise can participate in standardization

## SESKO's survey on participation

### – uninvolved enterprise

- 58 % of uninvolved enterprises don't know whether their competitors are participating in standardization
- 61 % have arranged follow-up for the standards which are important for their operations
- 91 % consider that participating in standardization requires much time and at least some resources
- 76 % consider their enterprise has the resources for monitoring relevant standards (no resources 21 %)
- 49 % consider their enterprise has the resources to participate in standardization on a national level (no resources 39 %)
- 21 % consider their enterprise has resources to participate in standardization on international level (no resources 55 %)

## SESKO's survey on participation

### – uninvolved enterprise

- 79 % of uninvolved enterprises consider participating in standardization can be as useful for the business of their own
- 88 % know only partly the benefits that can be achieved by participating in standardization
- 30 % consider the participation fee of 650 euros (/year/committee/expert) prevents them from actively participating in standardization (46 % don't)

## SESKO's survey on participation

– **uninvolved enterprise**

- Does your enterprise intend to participate in standardization in the near future?
  - Absolutely yes 3 %
  - Probably yes 12 %
  - Probably no 39 %
  - In no way 6 %
  - Don't know 40 %

## SESKO's survey on participation

### – uninvolved enterprise

- Why doesn't your enterprise participate in standardization? Decision-makers responded as follows:
  - We hadn't enough information about standardization?
  - Very useful and important thing but not our core business.
  - We don't get round to it.
  - These activities will incur expenses – cannot charge anyone.
  - Lack of resources (time, people, money, knowledge)
  - Resources have been allocated elsewhere.
  - Lack of appropriate contacts.
  - This issue has never arisen.
  - We are just becoming involved!