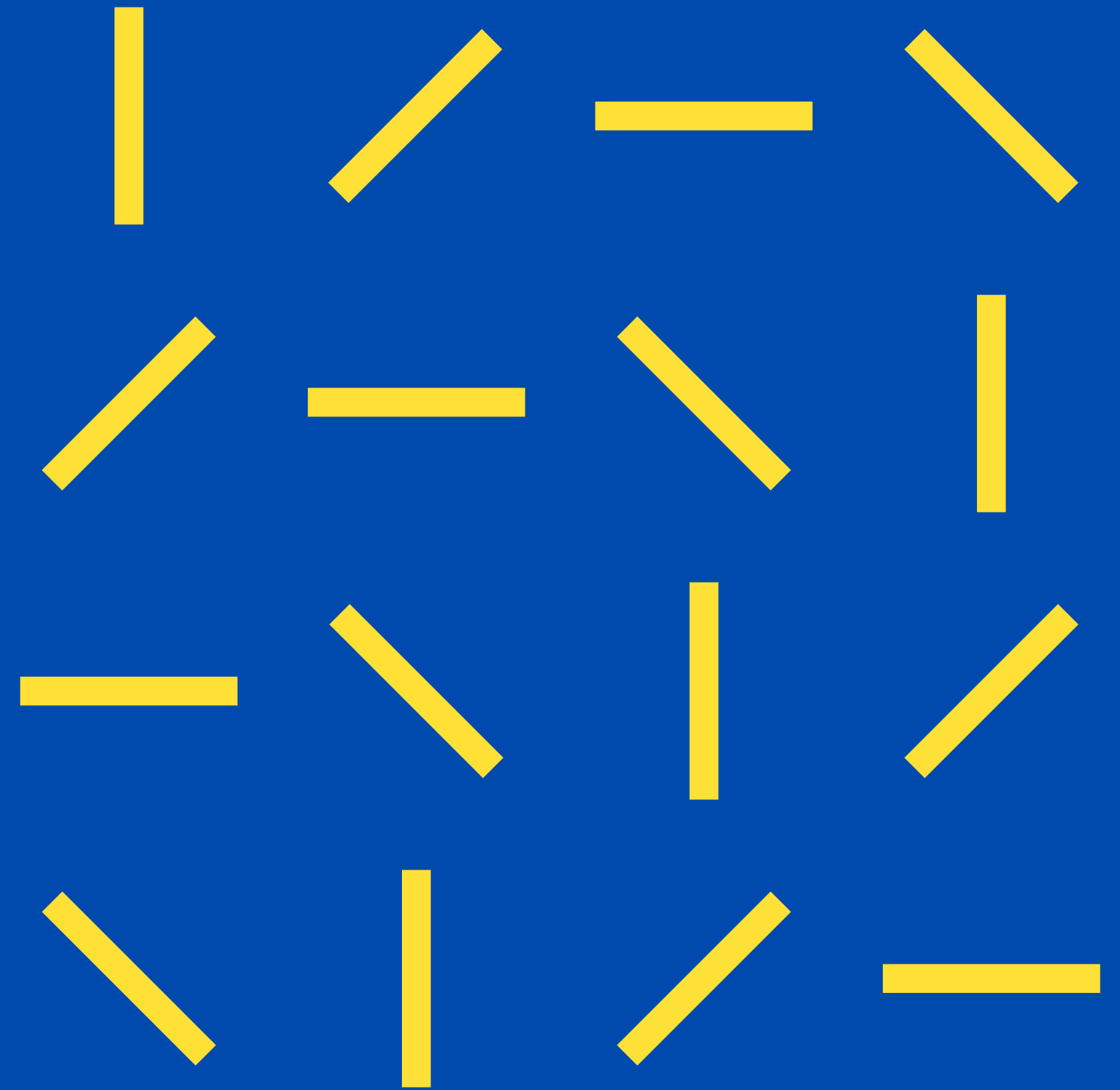




The importance of engaging in standards setting

Belen Suarez



WHY



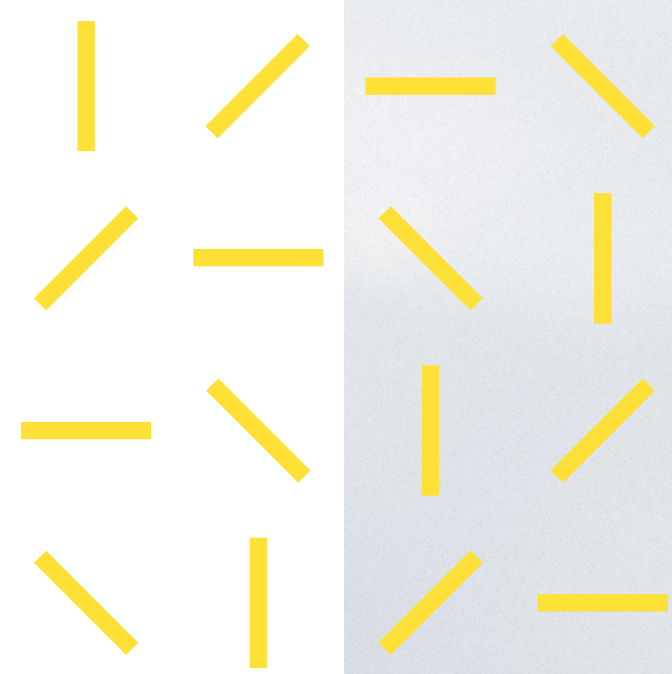
Benefits

Short-term and long-term benefits and a sustainable competitive advantage by:

- Opportunity to learn and discuss ideas
- Networking for partnership alliances
- To gain recognition in the industry and among customers taking an active/leading role
- Ensure the final standards best meet market and SME needs
- Timely access to knowledge
- Vigilance on future standards & and regulations,
- Eventually influences capacity

Leading

MARKET



CONVENOR



EXPERT

- **Reach Consensus**
- **Administrative Tasks**
- **Neutrality**
- **Measuring**



¡Thanks!

Belen Suarez
SBS Expert

- Convenor ISO TC 307 Blockchain and DLTs WG5

Governance

- Convenor CEN/CENELEC JTC 19 Blockchain and DLTs WG2 **Environmental Sustainability**
- **Expert ISO TC 279 Innovation Management**
- Expert ISO TC 207 **Environmental Management**
- CEN/CENELEC WG **DPP** SBS Expert