Charter of Trust Response to the EU – US Trade and Technology Council

Introduction

We, the members of the Charter of Trust, welcome the opportunity to provide input to the EU – US Trade and Technology Council. Digitalization has transformed nearly every aspect of modern life. Today, billions of devices are connected through the Internet of Things. While this created great opportunities, it also harbors great risks. To make the digital world more secure, we have joined forces as the Charter of Trust - a unique initiative by leading global companies - with a cooperation that has reached significant milestones toward improving cybersecurity and has ambitious goals for the future. The Charter of Trust's focus is on three important objectives: To protect the data of individuals and companies; to prevent damage to people, companies and infrastructures; and to create a reliable foundation on which confidence in a networked, digital world can take root and grow.

Working Group 1 - Technology Standards

Standards come into contact, directly or indirectly, with almost all products traded worldwide, be it through the product itself, its manufacturing process or related services. Standardization facilitates access to markets, as it contributes substantially to the quality assurance of the individual competent and of the finished product and legal certainty. This prevents products from having to be adapted for different countries and incurring additional costs for additional test and certificates.

Some countries have recently significantly strengthened their commitment to achieving a leading position in international economic competition. At first glance, this development seems promising from an economic point of view. However, if a region works individually on standardization, this standardization is likely to reflect only the business model of that region. Therefore, it is important to encourage cooperation in the development and subsequent adoption of international standards to curb standardization that is not compatible with the transatlantic business model.

In the continuous and rapid change in digitalized markets also lies the opportunity for a more structured transatlantic cooperation in the development of new regulations for product safety and services and their joint revision. In this way, cybersecurity, safety, and quality requirements can be reviewed and aligned. In this regard, the Charter of Trust sees a need for action on key digital technologies. One suggestion would be the implementation of flagship projects by policymakers and stakeholders in the EU and the US in strategic areas such as semiconductors, AI, cybersecurity, and data management. For example, the European Semiconductor Industry Association ESIA has reached out to its US-counterpart SIA and the European Commission to promote further coordinated action in the domain of standardizationi.

To improve cooperation, governments and industry in the United States and Europe should work together on several fronts. In view of the accelerating technological developments, e.g. in the automotive sector, the Industrial Internet of Things (IIoT), emerging cellular technologies, quantum and cloud computing, a globally streamlined standardization framework for technical standards and international standardization projects should be pursued. This would be an essential step not only for consumers and users, but for all links in the supply chain. Furthermore, promoting dialogue in areas of

common concern with leading stakeholders in the U.S. and Europe would contribute to a better understanding of standards requirements and implementation.

Standards can ensure safety, security, marketability, or interoperability of a particular product or solution for consumers and market actors in the future. With useful definitions and requirements, standards should support markets by addressing the right issues. To build trust, a consensus-based approach is most suitable, involving all affected parties in the standardization process. Market support, however, is best achieved by giving market participants a leading position. The inherently international digital transformation and the digital marketplace require that standards also be international. To make cooperation on international standards particularly efficient, the development of standards under the umbrella of ISO and IEC or 3GPP presents a good opportunity.

In order to sustainably strengthen the common position in the competition of global rule-making, a benchmark for regulatory frameworks and recognized standards should also be set in the international context. Market-oriented and consensus-based standardization, particularly at the international level through ISO and the IEC, is an effective instrument in this respect. Projects for transatlantic joint standardization roadmaps on innovative technology can support early coordination of regulatory frameworks and alignment of different technical regulations on both sides of the Atlantic.

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[i] https://www.eusemiconductors.eu/sites/default/files/uploads/20211014_ESIAPosition_EU-USCooperationinSemiconductorStandardisation.pdf