



BUSINESS PLAN

CEN/TC 52

SAFETY OF TOYS

1 BUSINESS ENVIRONMENT OF THE CEN/TC

1.1 Description of the Business Environment

Political, economic, technical, regulatory, legal, societal and international dynamics describe the business environment of the industry sector and the products, materials, disciplines and practices related to the scope of this CEN/TC. They may significantly influence how the relevant standards development processes are conducted and the content of the resulting standards.

CEN/TC 52 respects the Precautionary Principle as defined in COMM/2001/001 (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52000DC0001:EN:NOT>)

Market situation

Toys are used in play by children worldwide. Users are children from birth to 14 years of age.

In most countries, there is a great awareness of the importance of the safety of toys, both on the political and on the community level.

The market is dominated by a number of large toy manufacturers who export worldwide.

A great number of toys and parts for toys are manufactured in East Asia for or by toy producing companies. Tests are often carried out locally in the Far East by recognized test laboratories in accordance with national, regional or international requirements depending on the target market.

Stakeholders

Directly involved interested parties in the standardisation process are the toy industry (either by direct representation or through manufacturers' associations) consumer organisations on behalf of the end users, other relevant NGOs, representatives of governmental or local authorities (e.g. through enforcement agencies), test laboratories and research institutes.

Political and legal environment

There is great political awareness at all levels throughout Europe of the importance of safety of toys.

1.2 Quantitative Indicators of the Business Environment

The following quantitative indicators describe the European business environment. The indicators refer to the situation in **2015**, and are based on figures kindly supplied by Toy Industries of Europe (TIE):

Total production of toys in the EU:	approximately € 7 billion (manufacturer's price)
Percentage of newly developed products per year	60% (this compares to less than 40% in other industry sectors)
Manufacturers in the toy sector in the EU:	5 600
Directly employed in the EU:	nearly 188 000 (in production, in research and development, in marketing, in sales, in distribution and in many other services)
Exports from the EU to non EU countries	approximately € 1.91 billion
Imports to the EU from non EU countries	approximately € 9.1 billion (China is the leading supplier of toys)
Overall retail market in the EU	approximately € 18.7 billion representing 1.5 billion units of toys

Based on figures from ICTI, the International Council of Toy Industries (see www.toy-icti.org), the turnover of traditional toys (without video games) on the world market for **2010** was approximately 83 billion US\$.

2 BENEFITS EXPECTED FROM THE WORK OF THE CEN/TC

Standardization within TC 52 has since the 1980'ies mostly been based upon mandates from the EU Commission. CEN/TC 52 is thereby responsible for establishing requirements and test methods, which support the essential requirements of the Toy Safety Directive 2009/48/EC.

Toys are subject to a very large international and regional trade, and therefore the establishment and maintenance of European standards with satisfactory safety requirements and test methods for determining the safety of toys are of importance to both the European and the international environment.

Toys, which cannot meet the safety requirements of the harmonized European standards, cannot be CE-marked by the manufacturer and can therefore not be placed on the European market unless they are accompanied by an EC-type certificate.

The existence of standardised test methods is of both technical and economic importance to interested parties, e.g. manufacturers, enforcement agencies and test laboratories, when conformity to legal safety requirements in the Toy Safety Directive shall be assessed.

3 PARTICIPATION IN THE CEN/TC

All the CEN national members are entitled to nominate delegates to CEN Technical Committees and experts to Working Groups, ensuring a balance of all interested parties. Participation by observers of recognized European or international organizations is also possible under certain conditions. To participate in the activities of this CEN/TC, please contact the national standards organization in your country.

4 OBJECTIVES OF THE CEN/TC AND STRATEGIES FOR THEIR ACHIEVEMENT

4.1 Defined objectives of the CEN/TC

The primary objective of CEN/TC 52 is the preparation and maintenance of **safety standards** for toys with regard to mechanical, physical and chemical properties, flammability and labelling in accordance with the Toy Safety Directive.

Although *safety* will constantly be the first concern, other objectives are:

Environmental aspects

Although the major objective of the committee is the safety aspects of toys, the great and growing interest in environmental issues is acknowledged. Environmental aspects will therefore be observed and discussed wherever relevant in order to avoid prescribing measures, which might have a negative environmental impact. (See also 4.3 below).

Cooperation with ISO/TC 181 "Safety of toys"

A close cooperation between CEN/TC 52 and ISO/TC 181 as well as an overlap of experts participating in the work of both committees is successfully kept. Attempts to reach solutions which will be acceptable to both committees are also successfully being continued, e.g. by the attendance and active participation of ISO/TC 181 observers from the USA and China - both at CEN/TC 52 and TC 52/WG levels.

"Global alignment" is also on the agendas of the European Commission and CPSC (US Consumer Product Safety Commission).

4.2 Identified strategies to achieve the CEN/TC's defined objectives.

CEN/TC 52 will ensure the necessary maintenance and revision of its standards. As the standards of the committee in the majority are of a horizontal nature, only development of a limited number of *new* standards is foreseen.

Identification of safety aspects will be based on, and take into account, all relevant information, such as

- scientific evidence and reports
- accident data
- risk assessment

Note: The absence of an accident history may not be a good reason for an automatic presumption of a low level of risk. Other factors should be taken into account such as risk assessment, particularly when the possible severity is high.

Appropriate data may not be available for many reasons including the absence or ineffectiveness of a data collection system, the time delay in collating and presenting statistics, changes in production design and use conditions, etc.

4.3 Environmental aspects

CEN/TC 52 recognizes the need to reduce as far as possible the potential environmental impacts of toys during all stages (acquisition, production, use and disposal).

In addition to the present and possible future legal environmental measures that toys must fulfil, CEN/TC 52 intends to thoroughly consider environmental aspects when drafting its standards.

To this end, CEN/TC 52 further intends to make use of all relevant and known information on environmental aspects, including CEN Guide 4 (doc CEN/TC 52 N 1289).

5 FACTORS AFFECTING COMPLETION AND IMPLEMENTATION OF THE CEN/TC WORK PROGRAMME

A continued active commitment on the part of all stakeholder groups is essential for the completion and implementation of the work programme.