

**AFNOR Gold'Norms Trophies:  
the Ministry of Ecological Transition and Territorial Cohesion,  
the Responsible Digital Institute, Suez smart solutions  
and the Aqua-Valley center rewarded**

**Binding, regulatory... do the standards deserve this reputation? The Or'Norms trophies once again this year demonstrate the opposite! The 4 winners awarded, on the eve of World Standardization Day, were able to take the full measure of voluntary standards in the context of projects with major challenges: ecological transition, responsible digital technology and a more inclusive society.**

**Category "Contribution to the ecological transition" | [see the video](#)**

**Winner: The Ministry of Ecological Transition and Territorial Cohesion (MECT)**

The ministry was involved in the development of a pre-normative document: AFNOR SPEC on the fight against food waste, the basis of a future state label. This label was announced in the anti-waste law for a circular economy of February 2020. *"The document makes it possible to list, objectify and share all the criteria that must be kept in mind to demonstrate that a producer or distributor of food products deserves to be labeled anti-waste."*, describes Catherine Conil, responsible for the file at the General Commission for Sustainable Development, a department of the ministry.

**The advantages of standardization:** be a public policy tool complementary to regulation. AFNOR Spec inspired the development of the label both in its structure, in its dynamics and its criteria (safety standards, information, training, etc.).

**Category "Trusted and Responsible Digitization" | [see the video](#)**

**Winner: The responsible digital institute**

The Responsible Digital Institute was also involved in the development of a pre-normative document: AFNOR SPEC 2201 on the eco-design of digital services, published in April 2022. *"With around forty stakeholders, we have developed a checklist of all the levers on which to intervene to reduce the environmental and social impact of digital technology, from the extraction of the raw materials necessary for the manufacture of a smartphone to the respect for moderation teams working on social networks"*, explains Vincent Courboulay, teacher at the University of La Rochelle, who coordinates the project.

**The advantages of standardization:** build consensus in an area where private interests have prevented the subject from moving forward for years.

**Category "A more inclusive society" | [see the video](#)**

**Winner: The Aqua-Valley center**

The Aqua-Valley cluster won the trophy in the "A more inclusive society" category for its work to raise awareness among 212 SMEs and VSEs in the water sector about voluntary standards in Occitanie. *"Through three training sessions, these companies were able to discover the strategic interest of voluntary standardization and its usefulness for disseminating innovations. Individual support then made it possible to carry out a dedicated standardization diagnosis for each company trained. Then three of them take their innovations to standardization"*, describes Yvan Kedaj, general director of the Aqua-Valley Cluster

**The advantages of standardization:** promote competitiveness, performance and provide market access to all types of organizations regardless of their size. Voluntary standards bring together proven methods and reference results, align the rules of the game between economic players from different countries, and reduce barriers to trade. They promote the transfer of technologies or new practices and facilitate their acceptance by the market and response to calls for tender.

**Category “Trusted and Responsible Digitization” | [see the video](#)**  
**Special prize for Suez smart solutions**

A special prize was awarded to Suez Smart Solutions for its involvement in the voluntary standard NF EN 13757-4 “Communication systems for meters - Part 4: M-Bus wireless communication”. *“By recommending the use of the 169 MHz frequency on the VHF band, this voluntary standard reinforces the advantages and performance of communicating meters deployed on the drinking water distribution network at points of consumption. The first of these advantages is to avoid having to send a technician to read your meter”,* explains Eric Farnier, responsible for the file at Suez Smart Solutions

**The advantages of standardization:** offer the interoperability of systems that all players need, free themselves from proprietary solutions, ensure the sustainability of the solutions offered on the market, standardize market solutions to facilitate development and maintenance, while making cost savings. 'ladder.

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**About AFNOR**

A partner of economic players, the French Standardization Association (1901 Law) works to create a common language and the interoperability of sectors of excellence. It brings together those who want to develop a sector in the best conditions and brings together the entire value chain around them. Together, they define the guiding principles of an activity and develop a shared and voluntary standard. Nearly 20,000 representatives of companies, associations, federations and the State participate each year in this co-construction exercise. An essential tool to promote progress and promote French innovation, since AFNOR represents France in European (CEN-CENELEC) and international (ISO) standardization bodies. Franck Lebeugle is the director of AFNOR standardization activities. AFNOR members are at the origin of the creation of the Gold Standards trophies.

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