

Strengthening SME - ISS Collaboration in 2025:
ISS Report 2025

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Introduction

This report details the Institute for Standardization of Serbia's (ISS) efforts to fulfill Article 6(3) of the EU Regulation on Standardization 1025/2012 throughout 2023. Article 6(3) mandates National Standards Bodies (NSBs) in the EU to report annually on activities that “encourage and facilitate the access of SMEs to standards and standards development processes” and share best practices with other EU NSBs.

Although Serbia remains in the EU accession process, it proactively embraces the regulation's spirit. Relevant provisions have been incorporated into:

- Law on Standardization (“Official Gazette of RS”, No.36/2009 and 46/2015)
- Decision amending the Founding Act of the ISS (“Official Gazette of RS”, No. 27/2016)
- Statute of the ISS (“Official Gazette of RS”, No. 29/2017)

This commitment reflects the critical role of SMEs in Serbia's economy. Notably, 99.8% of active companies are SMEs, employing nearly two-thirds of non-financial sector employees and contributing 32% to the national GDP.

“Strengthening SME-ISS Collaboration in 2025”

In 2025, the Institute for Standardization of Serbia (ISS) significantly deepened its commitment to Small and Medium Enterprises (SMEs). By leveraging our established partnerships, we introduced a suite of innovative programs designed to drive more diverse and meaningful collaborations. While maintaining our core support services, we have evolved our strategy to better address the specialized needs of the SME sector.

What is new in 2025?

Seminars

1. ISS NTC Seminar: Investing in Serbian Expertise

The Institute for Standardization of Serbia (ISS) continues to invest in the development of domestic expertise by hosting several specialized seminars for experts and professionals involved in the adoption of national standards. Integrated into the ISS annual work program, these sessions provide:

- Strategic Insights: Participants receive timely updates on the evolving international, European, and national standardization landscapes.
 - Specialized Knowledge: Experts gain technical skills and deep-rooted knowledge of standardization processes.
 - Impactful Participation: Training empowers members to contribute more effectively to National Technical Committees (NTCs).
- #### **2. Artificial Intelligence (AI) - Standards, European Regulations, Legislation, and Practical Challenges – ISS organized a promotional seminar**

This seminar provided an opportunity for participants to familiarize themselves with basic terminology, concepts, risks, and organizational management related to artificial intelligence. A series of standards related to AI were presented, including SRPS ISO/IEC 22989:2023, ISO/IEC 42001:2024; SRPS ISO/IEC 23894:2023, SRPS ISO/IEC 38507:2023 and ISO/IEC FDIS 42005.

Special emphasis was placed on regulations governing this topic, such as the European Regulation EU 2024/1689 Harmonized rules for artificial intelligence, as well as the Strategy for the Development of Artificial Intelligence in the Republic of Serbia (SGRS 96/2019) and its innovation.

Expanding Global Reach in 2025

A primary objective in 2025 was increasing the involvement of micro, small, and medium-sized enterprises (MSMEs). By fostering their professional growth, ISS strengthens the overall progress and innovation of the Serbian standardization landscape.

ISS continued to coordinate the active participation of Serbian experts in global arenas through 2025. Key initiatives include:

- Proposing and revising international standards and technical documentation.
- Direct engagement in the technical working bodies of ISO, IEC, CEN, and CENELEC.

New Editions and Publications

Each year, ISS releases a wide range of new publications, many of which are available free of charge. These can be downloaded directly from the ISS website, while our premium publications can be ordered and purchased online.

1. Environmental, Social and Governance (ESG) Implementation Principles

Immediately upon its international publication, the Institute for Standardization of Serbia has published the translation of document IWA 48, *Framework for implementing environmental, social and governance (ESG) principles* (SRPS IWA 48:2024).

Environmental, social and governance (ESG) is a strategic and operational framework designed to assist organizations of all sizes and types in implementing and reporting on their activities, products, services, and commitment to supporting the achievement of sustainable development, social justice, and good governance.

ESG encompasses accurate and regular reporting on material financial and non-financial impacts. However, ESG is not just about reporting. This document focuses on implementing and embedding ESG practices and values into the culture and activities of the organization.

As an ESG framework, this document provides comprehensive principles, a coherent structure, and guidance for ESG, so that all stakeholders, particularly SMEs, can be assured that they are operating within the same set of principles. The intention is for this ESG framework to be flexible enough to be applicable in organizations of all sizes, sectors, and jurisdictions, while at the same time reflecting the changes that are being emphasized and that can appear in various ways within ESG.

From January 2025, this publication is available for free of charge download from the ISS web site: <https://iss.rs/en/project/show/iss:proj:109717>.

2. New edition of the thematic standards e-collection “Equipment and necessary surface for children's playgrounds”

The Institute for Standardization of Serbia has published a new edition of the electronic standards collection “Equipment and necessary surface for children's playgrounds”.

The content of the 5th edition of the thematic electronic standards collection in the field of equipment and necessary surfaces for children's playgrounds consists of the following Serbian standards published in Serbian language: SRPS EN 1176-1:2024, SRPS EN 1176-2:2020, SRPS EN 1176-3:2017, SRPS EN 1176-4:2019, SRPS EN 1176-5:2019, SRPS EN 1176-6:2019, SRPS EN 1176-7:2020, SRPS EN 1176-10:2023, SRPS EN 1176-11:2017, SRPS EN 1176-11/Ispr.1:2019, as well as the Serbian standard SRPS EN 1177:2019, which is published in English.

The standards in this collection determine how to ensure the prescribed level of safety of equipment for children's playgrounds, as well as to improve the activities and characteristics that are known to benefit children because they provide them with valuable experiences that will enable them to cope with situations outside the playground.

The collection of standards is intended for organizations involved in the design and construction of children's playgrounds and playground equipment, inspection bodies, consumer associations, accredited testing laboratories, inspection bodies, distributors and other interested parties.

The price for the collection is 40% of the value of individual standards.

3. Updated and revised new electronic issues of standards collections in the field of low-voltage electrical installations

ISS has published four updated, revised, and supplemented new electronic issues of collections in the field of low-voltage electrical installations. The collections form an edition under the title that united the first editions from 2014 – „Low-Voltage Electrical Installations“. This edition includes the following titles: *Book 1: Basic principles, definitions and testing*; *Book 2: Protection for the purpose of achieving safety*; *Book 3: Selection and installation of electrical equipment*; *Book 4: Requirements for special installations and locations*. Detailed information is given on the following link: https://iss.rs/en/azhurirana-i-revidirana-elektronska-reizdanja-zbirki-iz-oblasti-elektrichnikh-instalatsija-niskog-na-pona_p1583.html.

Given the importance of low-voltage electrical installations, as well as the practical demands of a wide range of professionals in this field and the requirements of the Serbian Chamber of Engineers as a professional association, ISS has continued translating published documents from English into Serbian to facilitate and expand their practical application.

ISS offers special price for the users – each collection is 40% of the total value of the individual standards.

ISS Bulletin “Standardization”: Diverse Insights from 2025

Throughout 2025, the Institute for Standardization of Serbia (ISS) continued to publish its influential quarterly bulletin, *Standardization*. Each issue explored critical facets of the field, with highlights including:

- Hydraulic Turbines: A feature on national technical committee ISS NTC N004, which develops standards vital for both large-scale and small hydroelectric power plants.
- International Collaboration: Coverage of the 27th plenary meeting of CEN/TC 114 (Safety of machinery), hosted by the ISS, which brought together leading European experts.
- Outreach & Education: An overview of ISS participation in international construction and technology fairs, plus a review of the EDU4STANDARDS project conference held by the German Institute for Standardization (DIN).

- Gender Diversity: A look at women's contributions to the field, featuring an interview with Jelena Pavlović from the "Nikola Tesla" Institute.
- Innovation & Quality: Latest updates from the "Standardization in Context..." section, focusing on innovation and quality infrastructure.
- The Digital Frontier: Highlights from the "Interesting Facts" section on detecting deepfakes, a topic of growing importance in the digital age.
- Empowering SMEs: In-depth analysis in the "In Focus" section on how standards drive growth, innovation, and competitiveness for small and medium-sized enterprises.
- Global Perspectives: An exclusive interview with Ms. Maitane Olabarria Uzquiano, Secretary General of Small Business Standards (SBS), discussing her career and the role of standards in EU candidate countries.
- Cybersecurity & Risk: A comprehensive look at the dark web phenomenon and how standards serve as essential tools in risk management.
- Digital Transformation: An introduction to the "IEC White Label" platform, showcasing modern, digital-first ways to access and utilize standards.
- The Value of Certification: Insights into certification as a mechanism for business improvement, highlighting benefits such as enhanced productivity and strengthened customer trust.

By exploring these diverse topics, the *Standardization* Bulletin remains an essential resource for professionals, researchers, and anyone interested in the evolving impact of standards.

ISS Participation in National Fairs: A Strategic Platform for Standardization

Trade fairs serve as a vital touchpoint for the Institute for Standardization of Serbia (ISS), allowing us to engage directly with stakeholders and achieve three primary objectives:

1. Expanding Professional Reach

- Expert Recruitment: Identifying and recruiting qualified specialists to contribute to our National Technical Committees (NTCs).
- Business Development: Showcasing our portfolio of standards, specialized training, and implementation guidance to a targeted audience.
- Strategic Networking: Forging new alliances with industry leaders and potential institutional collaborators.

2. Enhancing Public Awareness

- Education: Clarifying the role of standards, addressing common misconceptions, and demonstrating their tangible benefits to the economy.
- Active Participation: Encouraging diverse stakeholders to take a seat at the table in the standards development process.

3. Empowering Small and Medium Enterprises (SMEs)

- Direct Engagement: Connecting with SMEs, who represent the core demographic of fair exhibitors.
- Relationship Management: Reconnecting with established partners to offer tailored support and updates.
- Customized Solutions: Helping smaller businesses navigate specific regulatory challenges and leverage standards for a competitive edge.

- ISS at the 2025 Fair of Technique and Technical Achievements

Attendees gained insights into the latest developments in electrotechnical standardization, with a focus on two key areas:

- The IT Sector: The adoption of international and European standards, specifically regarding artificial intelligence.
- Cybersecurity: The critical role of standards in securing information systems, particularly within the wind energy sector.

Throughout the Fair, visitors - especially SME representatives - benefited from exclusive discounts on ISS publications, (re)certification services, and online access to standards.

- ISS at the 49th International Building Trade Fair

ISS participated in this landmark event with a keynote lecture titled "Directions of Development in Construction Standardization." The session drew a diverse audience, ranging from industry experts and engineers to students and representatives of leading construction firms.

- ISS at the International Energy & EcoFair

For the third consecutive year, ISS participated in the 20th International Energy Fair and the 21st International Environmental Protection Fair (EcoFair), held under the theme *"Nature has the Message."*

- Energy Efficiency & Circular Economy: ISS highlighted how standards drive sustainable development and resource efficiency.
- A Collaborative Hub: The event served as a vital platform for decision-makers, universities, and industry leaders to exchange knowledge and showcase technological innovations.
- EcoFair Highlights: This year's ecological focus centered on energy system transformation. The host city, Kraljevo, presented its Local Environmental Action Plan as a model for standard-driven environmental protection.

- ISS at the 61st International Furniture & Wood Industry Fair

From October 8 to 12, 2025, ISS took part in the region's premier event for furniture production and wood processing.

- Expert Engagement: ISS delivered a specialized lecture, "Standardization in the Field of Furniture and Woodworking Machinery," addressing the technical requirements for quality and safety.
- Industry Support: At the ISS stand, visitors learned how standards contribute to the competitiveness and development of the woodworking sector.
- A Global Platform: The fair introduced a new exhibition concept, combining direct sales with professional design consultations, further connecting producers and designers across the region.

By maintaining a proactive presence at these diverse international fairs, ISS continues to effectively promote the value of standardization, foster strategic partnerships, and enhance its visibility across the Serbian market.