



# European norms and Standards

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purpose, effect and challenges



# What is the purpose of the European Union?

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# Read text number 1 in front of you - you have 20 min to do so

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- take notes.

# What is the European single market?

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- A free trade area covering all member states

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- A free trade area covering all member states
- The four freedoms:
  - Goods
  - Persons
  - Services
  - Capital

# What is the European single market?

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Dimension one:

- The first and most important goal is to eliminate tariffs and similar barriers to trade between the member states.
- Why?

Read text number 2 and 3 - you have 20 minutes.

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- Take notes.



# What is the European single market?

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Dimension two:

- Because the ideal is to eliminate all barriers to trade, national solutions that exclude products from other member countries become the target of **standardization**.

# Read text 4 and 5 - you have 20 minutes to do so

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- Take notes.

# What is the European single market?

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Dimension tree:

- Changing the way we think and act - national traditions become the subject of **standardization**.
- Why?

# What is the European single market?

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- A free trade area covering all member states
- The four freedoms:
  - Goods (eliminating traditional tariff systems, creating common norms and standards)
  - Persons (eliminating traditional borders)
  - Services (creating common norms and standards)
  - Capital (opening investment and creating common norms and standards such as the banking union)

# Challenges and criticism:

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- Countries may have to abide by lower standards than they are satisfied with.

# Challenges and criticism:

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- What is most important - freedom of trade or welfare of ordinary people.

# Challenges and criticism:

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- How do you change norms without changing people? And do people want to be changed?

# Challenges and criticism:

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- How do you change norms without changing people? And do people want to be changed?
- Changing people's fundamental understanding of themselves and the society they live in will sometimes create a counter reaction. Especially if it is not accompanied with clear improvements in daily lives.