

Report on HZN's activities for SMEs in 2025

SMEs as HZN members

Number of SMEs members of HZN: 120
Number of SME representatives in HZN TCs: 434
Number of HZN TCs with SME representatives: 125

Rights of SMEs as members of HZN:

- participation in the work of HZN technical committees (TCs)
- involvement in the work of technical bodies of European and international standardization organizations
- free insight into draft standards possibility to influence the content of future standards
- a 20-percent discount on standards, services, workshops.

SME Contact Point <https://www.hzn.hr/hr/kontaktna-tocka-za-msp-2862/2862>

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SME Contact Point has been established in HZN to provide direct, timely and tailored support to SMEs in regard to standards and national standardization. It is a part of HZN's Standards Library – information, documentation and communication point of HZN. In 2025 HZN's Standards Library was visited by 21 representatives of SMEs. 1,224 inquiries by phone or e-mail were answered, ensuring continuous expert support and counselling to interested stakeholders. HZN website was regularly updated for information on its activities and the activities of European and international standardization organizations for SMEs, including events and publications aimed at informing SMEs, improving their representation in national standardization and encouraging their application of standards in their business operations.

HZNacrti draft review tool

<http://hznlive.67bricks.com/>

900 draft standards were uploaded in 2025 enabling wide availability of draft standards at the enquiry stage and promoting the engagement of stakeholders in standardization activities.

The HZNacrti draft review tool is designed to facilitate participation of stakeholders, SMEs in particular, in the Croatian standards development processes. The tool, free of charge for all interested users, enables viewing and commenting on draft standards at the enquiry stage. This promotes transparency of standardization processes and active involvement of experts and the business sector in shaping standards.

Repository of Croatian standards HRN4You

<https://repozitorij.hzn.hr/>

1,699 Croatian standards were uploaded to the HRN4You system in 2025 at their announcement in HZN e-Bulletin, subject to copyright protection of standards. More than 2,000 SMEs users have the right to view standards uploaded in the system. HRN4You allows viewing Croatian standards and other normative documents developed within the standards

development process in HZN. Subscription to the Repository is subject to the [Price list of HZN standards and services](#).

Participation in CEN/CENELEC SME-WG

In 2025 the SME working group continued its efforts aimed at strengthening the role of SMEs in standardization processes. Its work was focused on the following:

- Strategic planning and priorities: The members of the group reaffirmed their commitment to supporting SMEs by aligning strategic objectives and priorities for the upcoming period. Preparation of a new Action Plan was agreed to reflect recent developments in industry, including the recommendations of Workstream 3 of the High-Level Forum on European Standardisation (HLF).
- Promotion and visibility: Special emphasis was placed on developing a business case highlighting the specific benefits of SME participation in standardization activities. The initiative was launched by Hulda Niinistö, Project Manager at CEN-CENELEC, with the aim of raising awareness of the importance of standardization at both national and European levels.

Planned activities include:

- strengthening the promotion of CEN-CENELEC Guide 17 at national level
- legal basis – Croatian Standardization Act, Regulation (EU) No 1025/2012 on European Standardisation
- continued coordination with relevant stakeholders and the organization of annual meetings to ensure continuity of support for the SME sector.

Cooperation in the call for proposals for grants to enterprises for product certification and implementation of management systems

Throughout 2025 cooperation continued with the Ministry of Economy and the HAMAG-BICRO agency on the implementation of the Call for proposals for grants announced on 23 December 2024 as part of the Operational Programme for Competitiveness and Cohesion 2021-2027.

At the request of the HAMAG-BICRO Project Evaluation and Contracting Division, HZN provided expert clarifications related to the application of standards and certification schemes as part of the evaluation of project proposals. According to the Ministry of Economy a total of 587 contracts were signed under this call in 2025.

Participation in the 10th Balkan Conference on Standardization

Organized by the Romanian Standards Association (ASRO), the tenth Balkan Standardization Conference titled “Research and Education Trigger Next Gen Standardization” was held in Timișoara from 22 to 23 September 2025. The conference brought together around 40 participants, including representatives of the European Commission, European and international standardization organizations, national standardization bodies, European universities, as well as companies, research organizations and ministries from Romania.

The event highlighted the strong connection between research, education and standardization as the foundation of future competitiveness, with a particular focus on SMEs. It was emphasized that a systematic integration of standardization into educational programmes enables SMEs to recruit qualified experts more easily and reduces the costs of additional training. The importance

of linking research and standardization was underscored as it allows SMEs to market innovations more quickly and enhance their competitiveness. Furthermore, cooperation between educational institutions and standardization bodies was recognized as a factor that strengthens SMEs' market position and facilitates their access to international markets. In conclusion, a harmonized and systematic model of education for standardization is needed to provide smaller companies with long-term, financially sustainable support.

Marking the World Standards Day 2025

HZN Doors Open Days were held in the week from 14 to 18 October 2025 following the World Standards Day. The Standards Library, Ulica grada Vukovara 78, Zagreb, was open for visitors without the need for an appointment every day from a.m. 11:00 and 2:00 p.m. They were able to obtain information on standards in their area of interest, read them or buy them at a discount. In this period, all visitors of the Standards Library and all buyers of standards were granted a 20 % discount on Croatian standards (HRN), which could be combined with the existing discounts listed in the Price list of HZN standards and services.

20th anniversary of HZN and the European SME Week

To mark the 20th anniversary of HZN and as part of the European SME Week campaign—held every November to raise awareness among SMEs about the importance of standards—HZN provided special benefits for users throughout November 2025. From November 3 to 28, 2025, visitors to the Standards Library and all customers who ordered Croatian standards via email were granted a 20% promotional discount.

Thanks to this model, certain categories of customers were able to receive a total discount of up to 70%, further facilitating access to standards for all interested users.

Free of charge access to Harmonized Standards **<https://has.hzn.hr/>**

In line with the new legal practice at the EU level HZN continued to actively implement measures to ensure free access to Harmonized Standards through a dedicated platform. The operation of the platform is directly based on the judgement of the Court of Justice of the European Union (ECJ) of 5 March 2024 in case C-588/21 P. This judgement, in the context of Regulation 1049/2001, established the obligation to provide public access to the texts of harmonized standards while simultaneously maintaining their copyright protection. In accordance with the agreement reached between the European standardization organizations (CEN and CENELEC) and their national members, HZN as the national standardization body has fulfilled the European Commission's requirements regarding the availability of these documents. By 31 December 2025 a total of 441 Croatian standards with free access had been successfully uploaded to the platform.