

Building Trust, Innovation, and Global Impact

EA
STRATEGY
2030

TABLE OF CONTENTS

1 - Introduction ■ page 3

2 - Statement from the EA President and Executive Secretary ■ page 4

3 - Mission and Vision ■ page 6

4 - EA's Values in the context of the Strategy 2030 ■ page 7

5 - Strategic Goals and Objectives ■ page 10

6 - Final statement ■ page 23

1 - INTRODUCTION

The European co-operation for Accreditation (EA) is an association of the legally appointed National Accreditation Bodies (NAB) of the Member States of the European Union (EU) and the European Free Trade Association (EFTA), and of candidate countries. It further has NAB members that are from Member States of the Council of Europe and countries identified by the EU in its European Neighbourhood Policy.

Regulation (EC) No 765/2008 established the legal framework for accreditation in the EU. According to Article 14 of this Regulation EA has been recognised as the body responsible for the European Accreditation Infrastructure.

Due to the European Accreditation Infrastructure accreditation has been implemented in many European and national legislations. Mid 2025, more than 150 EU legislations take recourse to accreditation and conformity assessment. It is apparent that the use of accreditation and conformity assessment will continue to rise.

This demonstrates on one hand that regulators, policy makers and market players have confidence in EA, its members and accreditation, and on the other hand it is an obligation and challenge to meet the expectations, in particular in new emerging sectors.

As we look towards 2030, rapid technological advances, evolving regulatory landscapes, sustainability imperatives, and the need for resilient global trade systems demand a future-ready accreditation system.

Grounded in our Vision, Mission, and Values, the EA Strategy 2030 sets out a clear roadmap for strengthening Europe's accreditation ecosystem, ensuring it remains trusted, coherent, innovative, and globally respected.

2 - STATEMENT FROM THE PRESIDENT AND THE EXECUTIVE SECRETARY

We are proud to present the EA Strategy 2030 — a forward-looking roadmap designed to ensure that accreditation continues to serve Europe’s citizens, businesses, and institutions with trust, coherence, and innovation at its core.

Our world is changing rapidly. Digitalisation, sustainability imperatives, emerging technologies like AI, and evolving global trade dynamics are transforming the way economies and societies operate. Accreditation must not only keep pace with these developments but also shape the future by enabling trust in new markets, supporting innovation, and reinforcing Europe’s commitment to quality, safety, and resilience.

The EA Strategy 2030 sets clear ambitions: to stay adaptable and future-ready, to foster consistency and coherence across all our members, to strengthen our voice with European policymakers, and to deepen our collaboration both within Europe and globally. At the heart of this strategy lies our commitment to competence, transparency, and partnership — values that ensure accreditation remains a trusted foundation for regulation, trade, and public confidence.

We are particularly proud that this strategy embraces digital transformation, capacity building, and the modernisation of the peer evaluation system. These steps will make accreditation more agile, risk-based, and efficient—meeting the needs of regulators, businesses, and society in a rapidly evolving world.

2 - STATEMENT FROM THE PRESIDENT AND THE EXECUTIVE SECRETARY

Together, with our members, stakeholders, and international partners, EA will continue to strengthen Europe's quality infrastructure and ensure that European accreditation remains globally recognised and respected. The EA Strategy 2030 is not just a roadmap for the next 5 years; it is a shared commitment to ensuring that accreditation drives trust, innovation, and progress well into the future.



Maureen Logghe
President



Andreas Steinhorst
Executive Secretary

3 - EA'S VISION AND MISSION

VISION

This forward-looking declaration - which expresses EA's long-term goals and aspirations - outlines the future state we aim to achieve.

EA envisions a trusted, balanced, resilient, and future-oriented accreditation system as a cornerstone of the European Quality Infrastructure — one that supports health, safety, sustainability, digitalisation, economic progress, and global trade, while strengthening Europe's core values on accreditation and promoting them internationally.

MISSION

Our mission explains why we exist and what we do to achieve the defined goals.

EA advances a future-ready accreditation system that builds trust, drives innovation, and delivers real value for society and trade. Through strategic digital transformation, effective peer evaluations, and strong collaboration among its members, EA proactively addresses global challenges while reinforcing Europe's quality infrastructure. Working closely with European institutions, stakeholders, and international partners, EA ensures accreditation remains credible, resilient, and impactful across all sectors.



4 - EA'S VALUES IN THE CONTEXT OF THE STRATEGY 2030

EA's values are at the heart of the Strategy 2030. They guide how we work, make decisions, and build partnerships across Europe and beyond. As we adapt to new technologies, evolving regulations, and changing expectations from society, these values ensure that accreditation in Europe remains reliable, transparent, and focused on the public interest.

In a rapidly changing world, our five values — **Confidence, Coherence, Competence, Commitment, and Collaboration** — express who we are and how we approach our work. They turn our mission and vision into practice, promoting trust, consistency, and excellence in all areas of accreditation. Together, they provide a clear direction for implementing the Strategy 2030 and for strengthening the European Quality Infrastructure for the future.

4 - EA'S VALUES IN THE CONTEXT OF THE STRATEGY 2030

Confidence: Trust through transparency, impartiality, and inclusivity.

We foster trust through a non-competitive, not-for-profit, and non-discriminatory approach. With open-mindedness and transparent communication, we ensure accreditation remains impartial, inclusive, and anchored in the public interest.

Coherence: Acting as one community for harmonised practices across Europe.

We act as one community, committed to harmonised implementation, mutual support, and a shared vision for accreditation. Through cooperation, consistency, and a common spirit, we promote alignment within Europe and with international partners.

Competence: Deep expertise and continuous learning for evolving needs.

We value deep expertise, continuous learning, and applied competence. EA invests in its members by promoting training, knowledge sharing, and the adoption of new technologies to meet evolving needs.

4 - EA'S VALUES IN THE CONTEXT OF THE STRATEGY 2030

Commitment: Integrity, ethical conduct and innovation in serving regulators and society.

We serve regulators, stakeholders, and members with integrity, ethical conduct, and innovation. Through influence and advocacy, we strengthen accreditation's role in shaping a resilient, forward-looking, and sustainable quality infrastructure.

Collaboration: Partnerships across Europe and globally for shared progress.

We build strong partnerships across our network — uniting members, stakeholders, and international peers to drive collective progress in accreditation.

5 - STRATEGIC GOALS AND OBJECTIVES

The strategic goals and objectives of the EA Strategy 2030 turn our vision, mission, and values into concrete actions. They set out the priorities and direction needed to strengthen the European accreditation system, ensuring it remains trusted, coherent, and capable of responding to new challenges and opportunities.

Each goal represents a key aspect of EA's long-term ambition: to build future readiness, promote coherence among our members — the National Accreditation Bodies, enhance collaboration with European and global partners, and reinforce trust through ongoing improvement and innovation. Together, these objectives form a clear roadmap for collective progress, enabling EA and its members to deliver meaningful value to regulators, industry, and society through a strong and reliable accreditation system.

5 - STRATEGIC GOALS AND OBJECTIVES

Goal 1: Build Future Readiness through Adaptability, Innovation, and Competence

As the world undergoes rapid technological transformation, accreditation must evolve to remain relevant, resilient, and forward-looking. Emerging technologies such as artificial intelligence, digital platforms, and new conformity assessment methods are reshaping industries and regulatory environments. At the same time, societal expectations around sustainability, quality, and safety are growing.

To stay ahead, EA will continue to enhance its capacity to anticipate and adapt to these changes, ensuring that accreditation continues to deliver trust, value, and global credibility. This goal reflects EA's commitment to embracing innovation, fostering agility, and building the knowledge and skills necessary to meet tomorrow's challenges.

Objectives:

- Strengthen EA's ability to respond to emerging technologies (e.g. AI), regulatory changes, and growing conformity assessment demands.
- Develop competencies through collaboration, resource-sharing, and targeted capacity building.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 1.1: Strengthen EA's ability to respond to emerging technologies, regulatory changes, and new conformity assessment demands

EA will proactively monitor developments in technology and legislation to integrate new requirements into the accreditation framework swiftly and effectively. This includes creating mechanisms to evaluate the impact of innovations such as AI, digital verification tools, or evolving environmental standards on accreditation processes. By staying ahead of these trends, EA ensures that accreditation remains relevant, future-ready, and capable of addressing the needs of regulators, businesses, and society.

Objective 1.2: Develop competencies through collaboration, resource-sharing, and targeted capacity building

A future-ready accreditation system depends on the competence and expertise of its people. EA will invest in its members' capabilities by encouraging cross-border collaboration, knowledge sharing, and professional development programs. Joint training initiatives, digital learning tools, and shared resources will support a consistent, high-quality approach to accreditation across Europe. This collective investment in expertise ensures that all EA members can meet new accreditation demands effectively and consistently.

5 - STRATEGIC GOALS AND OBJECTIVES

Goal 2: Foster Coherence and Consistency

A strong and trusted accreditation system depends on the ability to act as one cohesive community. Divergent practices among members can weaken confidence in accreditation outcomes and create unnecessary complexity for regulators, businesses, and international partners.

This goal emphasizes the importance of alignment, harmonization, and mutual understanding among EA members to ensure a consistent approach to accreditation across Europe. By fostering coherence, EA strengthens its reputation as a reliable and credible partner for both European and global stakeholders.

Objectives:

- Enhance coherence and harmonization of accreditation practices among EA members to strengthen trust and credibility.
- Boost collaboration to ensure consistent implementation of new legislations and schemes.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 2.1: Enhance coherence and harmonization of accreditation practices among EA Members to strengthen trust and credibility

EA will develop common frameworks, guidance, and best practices to ensure accreditation procedures are applied consistently across all member states. Harmonization will also help maintain trust in European accreditations both within the EU and globally.

Objective 2.2: Boost collaboration to ensure consistent implementation of new legislations and schemes.

EA will actively support members in interpreting and applying new EU legislation and conformity assessment schemes. Through knowledge sharing, coordinated training, and dialogue, EA will help members implement requirements consistently and efficiently.

5 - STRATEGIC GOALS AND OBJECTIVES

Goal 3: Boost the engagement with European regulators and Policy-Makers

Regulatory decisions increasingly rely on robust conformity assessment and accreditation. However, to be effective, accreditation must be considered early in the legislative process so it is correctly integrated into policies and regulations.

This goal seeks to position EA as a proactive and trusted partner for EU institutions and policy-makers. By strengthening engagement, EA will ensure accreditation continues to serve public interests and regulatory needs in the best possible way.

Objectives:

- Strengthen early involvement in legislative processes to ensure accreditation is appropriately and correctly included (where relevant).
- Enhance the proactive liaison with EU institutions to explain the role and value of accreditation and its best use in legislation.
- Ensure sufficient resources to respond to legislation and its implementation.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 3.1: Strengthen early involvement in legislative processes to ensure accreditation is appropriately included.

EA will actively monitor EU legislative developments and provide timely expertise to legislators, ensuring accreditation is correctly referenced and utilized where it adds value.

Objective 3.2: Enhance the proactive liaison with EU institutions to explain the role and value of accreditation.

EA will invest in advocacy and awareness efforts so policy-makers fully understand how accreditation supports regulatory compliance, consumer protection, and competitiveness.

Objective 3.3: Ensure sufficient resources to respond to legislation and its implementation.

EA will strengthen its internal capabilities to handle the growing number of EU legislations involving accreditation, ensuring timely and effective support to its members and institutions.

5 - STRATEGIC GOALS AND OBJECTIVES

Goal 4: Strengthen and Evolve the Peer Evaluation System

Peer evaluations are the backbone of trust in the European accreditation system. They ensure that all national accreditation bodies meet the same high standards. However, as demands on accreditation grow, the peer evaluation system shall be further enhanced to ensure it remains efficient, risk-based, and technologically enabled.

This goal focuses on modernizing peer evaluations to keep them effective, credible, and future-ready.

Objectives:

- Make peer evaluations more risk-based, consistent, and efficient.
- Introduce new approaches and digital tools.
- Empower and professionalize peer evaluation teams.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 4.1: Make peer evaluations more risk-based, consistent, and efficient.

EA will introduce risk-based planning and streamlined processes to ensure evaluations focus on critical areas while maintaining rigor and impartiality.

Objective 4.2: Introduce new approaches and digital tools.

Digital technologies will be leveraged to facilitate remote evaluations, knowledge sharing, and data-driven decision-making, reducing administrative burden and increasing efficiency.

Objective 4.3: Empower and professionalize peer evaluation teams.

EA will invest in the training and professional development of peer evaluators to ensure consistency, competence, and high-quality assessments across Europe.



5 - STRATEGIC GOALS AND OBJECTIVES

Goal 5: Strengthen EA's Role and deepen the strategic collaboration with key stakeholders in Europe and Globally

Accreditation operates in a global environment where trade, regulation, and innovation transcend national borders. To maintain leadership and global recognition, EA must deepen its collaboration with stakeholders across Europe and internationally.

This goal reflects EA's ambition to be a recognized, trusted partner that promotes the European accreditation model worldwide while reinforcing cooperation among its own members.

Objectives:

- Engage stakeholders proactively to boost mutual understanding and trust in the European accreditation system.
- Promote the European accreditation model and enhance EA's presence and trust at the international level.
- Enhance EA's internal structure and membership model for long-term coherence and effectiveness.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 5.1: Engage stakeholders proactively to boost mutual understanding and trust in the European accreditation system.

EA will create platforms for dialogue with regulators, industry, consumers, and international partners to ensure alignment of expectations and priorities.

Objective 5.2: Promote the European accreditation model and enhance EA's presence at the international level.

By actively participating in international forums and collaborations, EA will strengthen global recognition of the European system as a benchmark for quality and reliability.

Objective 5.3: Enhance EA's internal structure and membership model for long-term coherence and effectiveness.

EA will review its governance, processes, and membership frameworks to ensure they remain efficient, inclusive, and fit for the future.

5 - STRATEGIC GOALS AND OBJECTIVES

Goal 6: Enhance Communication, Awareness, and Visibility

Even the most robust accreditation system requires clear communication to highlight its value for society, regulators, and international partners. Many stakeholders may not fully understand what accreditation is or how it benefits them.

This goal aims to strengthen EA's visibility, ensuring accreditation is recognized as a cornerstone of trust, safety, and global trade competitiveness.

Objectives:

- Optimise communication and enhance understanding of accreditation and its value for regulators, the public, and European and international partners.
- Invest in tailored tools to increase stakeholder awareness and trust in accreditation.
- Strengthen the EA brand and reinforce the acceptance of European accreditations globally.

5 - STRATEGIC GOALS AND OBJECTIVES

Objective 6.1: **Optimise communication and enhance understanding of accreditation and its value.**

EA will develop clear, targeted communication strategies to explain accreditation's role in supporting regulatory compliance, safety, sustainability, and innovation.

Objective 6.2: **Invest in tailored tools to increase stakeholder awareness and trust.**

Digital campaigns, educational materials, and stakeholder engagement tools will be deployed to reach diverse audiences effectively.

Objective 6.3: **Strengthen the EA brand and reinforce the acceptance of European accreditations globally.**

A stronger, more recognizable EA brand will help position European accreditations as globally trusted and credible, supporting trade and regulatory alignment worldwide.

6 - FINAL STATEMENT

EA Strategy 2030 positions the European accreditation system as a driver of trust, innovation, sustainability, and global trade competitiveness. By staying adaptable, future-ready, and collaborative, EA will strengthen the European Quality Infrastructure, reinforce alignment with EU policies, and enhance Europe's leadership in accreditation worldwide.

Building Trust, Innovation, and Global Impact

