Learning by Doing: 'Setting Standards' Game

UNECE/ WP 6 on Regulatory Cooperation and Standardization Policies
Geneva, 20 November 2013

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Standards boring?

http://standardtales.tudelft.nl/

Tales of Standardisation

Ter Leeringh ende Vermaeck

To learn from and amuse

Pieter Breughel de Oude. *Peasant Wedding*. c. 1565

Editor: Tineke M. Egyedi

In the year 2001, when storms were raking the earth, a group of learned people sat huddled together around a simple dinner table. There was a nasty draught, but the food was good and the drinks were plentiful. One of the elders stood up and addressed the gathering ... *(continue)*

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Learning by Doing

• “(...) all our knowledge begins with experience (...)” (Immanuel Kant, The Critique of Pure Reason, 1787)

• “Our schooling model, the one that says that teaching factual knowledge is at the core of learning is very wrong” (Roger Schank, ICES lecture, 2010)
Setting Standards, the ‘big’ game

A Delft University of Technology and United Knowledge Simulation Exercise on Strategy and Cooperation in Standardization Processes

Developed by
• Tineke Egyedi (initiator, Delft University of Technology)
• Arjan Widlak (United Knowledge)
• Jorrit de Jong (Harvard Kennedy School)

Sponsor
• Delft University of Technology
Why a simulation exercise?

- Learn by doing
- Engaging
- Laboratory for experimenting
- Safe environment to
  - Test new behaviour
  - Make mistakes (trial and error)
Simulation = simplification of reality

- Is about experiencing the essence of the standardization process
  - Underlying mechanisms
  - Inherent dilemmas
‘Setting Standards’: Pillar I

Standardization experience: Interactive story telling with experienced standardizers at a conference session
wij willen een standaard

hoe wildekeurig dan ook

02-10-2008

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‘Setting Standards’: Pillar II

- Academic knowledge
  - Standardization studies: procedures, development factors, timing, dynamics and innovation, etc.
  - Political and policy science: negotiation, collective action, etc.

- Experience with Gaming: United Knowledge
Timing of standardization along the technology S-curve (Egyedi & Sherif, 2010, p. 167)
Dissemination

Pilots
- ICES conference (Tokyo), EURAS conference (Paris), mixed session (The Hague)
- Participants: representatives from standards bodies, industry, government, students, scientists, journalists, artists, mediators, etc.

Played at e.g.
- Dutch office for land registry
- NIST (US policy makers)
- Chinese standardizers (training at Dutch Standards Body)
- Students TU Berlin and TU Delft
Training of Chinese Standardizers
Games developed for the Danish Standards Body

3 shorter games finalized in August 2013

- Good teaching! – On the meaning of standards
- **The Sky is the Limit** – On standards and innovation
- Multistuff Inc. – On standardization and business strategy
Games developed for the Danish Standards Body

Pilots of game on Innovation & Standardization

- Conference of Balkan Committee on Standardization & Related Activities (Sozopol, Bulgaria)
- Conference on Standardization & Innovation in IT (ETSI, France)
- Course on Innovation, IP and Standardization (TU Eindhoven, Netherlands)
- **UNECE/ WP 6 on Regulatory Cooperation and Standardization Policies, STaRT-ED Group (Geneva, Switzerland)**
Questions?

Information on the table outside

- Setting Standards
- 3 games developed for the Danish Standards Body

Thank you for your attention!