Education about Standardization
Content

- What is EaS
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WHAT IS EDUCATION ABOUT STANDARDIZATION?
What is education about standardization?

Learning standardization & standards?

- Strategic importance
- Benefit from standards
- Influence the content of standards
- Business development using standards

Teaching & training:
- Pupils
- Students
- Managers
THE EUROPEAN FRAMEWORK FOR EDUCATION ABOUT STANDARDIZATION
Council of the European Union

Council Conclusions on Standardization and Innovation (2008)

Encourages Member States to improve the position of standardization in education programmes and academic curricula
Communication on a Strategic Vision for European Standards (2011) asks ESOs, its members and other standardization bodies

• To improve awareness and education about standardization
• To increase public knowledge about standardization
The key issue!

Education about standardization

Europe is less advanced than other areas!

We need urgent and powerful actions to support Europe in a competitive world!
THE EUROPEAN STANDARDIZATION ORGANISATIONS JOINED FORCES
The CEN-CENELEC-ETSI policy on Education about Standardization
Target audiences

- Educational establishments and students
- Business, industry, governments and public authorities
- Standard makers
European Stakeholders

- Business, learners, workers, education providers/authorities

ESSG

- High level guidance - Steer & advise - Coordinate

CEN & CENELEC Governing Bodies

JWG-EaS

- TF Masterplan
- TF National Structures
- TF Engagement & Partnering
- TF Repository

High level guidance - Steer & advise - Coordinate
The European Joint-Working Group on Education about Standardization (JWG-EaS)
European Joint Working Group on EaS

- Set up in 2010
- Participation: national standards organisations and experts
- Observers: European Commission, EFTA, ISO, IEC
- Aim: get standardization into national education systems across Europe and educate
  - Students, teachers
  - Workers, CEOs
  - Government officials, politicians
Expectations and key issues

- **Enhance knowledge and skills** through education and training
- **Engage academia and enterprises** to include standardization as part of **life long learning**
- **Inform and inspire students and teachers/trainers** about **importance** of standards and standardization
Main achievements of the JWG EaS

- concerted policy on education about standardization
- 'repository' of tools and materials
- model curriculum for higher education
- model curriculum for vocational training
- Masterplan and Implementation plan on EaS, endorsed end 2012
The Masterplan for EaS and its Implementation Plan
Link with the EaS policy

A progressiv consolidation from the policy to actions!
Benefits

Education about Standardization

Primary & Secondary Education
- School children: Awareness of standards in everyday life

Tertiary Education
- Vocational/Technical College Students: Learn about standards; ready to use knowledge as future employees
- University Students: Understand how standardization relates to their academic discipline

Life-Long Learning
- Managers and employees: Know benefits of and use of standards for business, shape the content of standards

Benefits for Europe
- Facilitating trade in the global market and facilitating global market access
- Providing investment confidence for businesses
- Fostering innovation
- Enabling regulation, developing new markets
- Improving the employability of the European workforce

Input ➔ Output
Key stakeholders

Standards setters
International Standards bodies (e.g. ISO, IEC, ITU),
European Standards Bodies (CEN CENELEC ETSI),
National Standards Bodies,
Other standards setting organizations (professional associations, relevant consortia).

Intermediaries
National/Regional education authorities and regulators,
Schools, teachers and educationalists,
Universities and academics,
Vocational and technical colleges,
Research organizations,
Relevant funding bodies.

Beneficiaries
Standards reliant businesses,
Trade associations and unions, Governments,
Consumer organizations.

Target Groups
School pupils, vocational learners,
University students,
Industry employees,
Managers and CEOs.
Practical breakdown of work

Governance by European Stakeholder Steering Group

Co-ordination by Joint Working Group - Education about Standardization

Task Force

- High level guidance
- Direction and priorities
- Information exchange
- Best practice sharing

Analysis
- Understand educational systems in different member states;
- Identify Eas gaps;
- Identify barriers for Eas;

Events
- Host conferences e.g. ICES, EURAS;
- Organize conferences;
- Prepare promotional material;

Consultation and partnering
- Link to European stakeholder associations with a vested interest in EAs;
- Build and maintain working relations with partner SSOs;

Teaching
- Develop the basis for standardization as an academic discipline (canonical knowledge to be taught);
- Develop teaching material;
- Train teachers;
- Give lessons;

Projects
- Develop and execute projects tailored to specific stakeholder needs;
- Internships;
15 Key actions

1. Create a **European Stakeholder Steering Group (ESSG)**
2. **Refocus and empower** the JWG so that its aims and activities support and provide the driving force for the Masterplan
3. Establish needs in order for members to create **national EaS structures**
4. Implement an **outreach** plan for the Masterplan
5. Identify **cooperation** partners
6. Perform a **gap analysis** of education about standardization
7. Make an **inventory** of current teaching
8. Identify the **barriers** to standardization education, define objectives, formulate solutions
15 Key actions (cont’d)

9. Host the ICES 2013 conference
10. Host the EURAS 2013 conference
11. Identify (and define strategies to engage) key European stakeholders
12. Establish a European EaS network
13. Initiate a dialogue with relevant EC services to get Member State support for the Masterplan
14. Establish Task Forces (under JWG-EaS) to explore needs and feasibility and foster initiation of a series of projects having fast and/or high impacts
15. Refine and extend the existing repository of teaching materials
European Stakeholder Steering Group for EaS (ESSG)

- Top-level structure
- All relevant European stakeholders represented
- To ensure appropriate stakeholder support for the EaS Masterplan
- Steer management, leadership and coordination of the Masterplan
- Provide expertise and advice to the JWG-EaS
- Coordinate with other bodies and initiatives for the implementation of the Masterplan.
1. TF National Structures:

- to promote and facilitate the creation of national EaS structures,
- give guidance to launch a national structure,
- provide ideas to improve the initiatives at national level also based on already existing best practice.
2. TF Engagement and Partnering:

- To promote the ESO EaS Masterplan
- support the activities of the ESO EaS Implementation Plan
- share projects, initiatives and knowledge that could benefit European partners
- promote dissemination and sustainability of the outcomes of the JWG-EaS
3. TF Repository:

- To develop the ESO Repository of training materials on standardization,
- to screen material submitted for the repository,
- to analyse other existing repositories and
- to propose possible evolution of the JWG-EaS repository, bearing in mind the European dimension.
EaS AT NATIONAL LEVEL
Complementarities between the European and the national level

Mirror organisations & actions should be done in parallel with EaS!
Our conviction

Education about standardization will allow current and future employees and managers to foster competitiveness and innovation within their organisation
Our engagement

At European level:
- Masterplan and its Implementation plan
- European stakeholders
- European activities
- Support national activities

At national level = KEY
- Set-up national structures and national plan
- National stakeholders
- National activities,
- Support European activities
Thank you

Any questions?