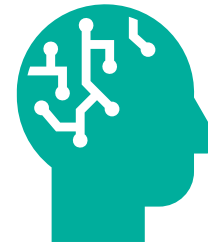


# Shaping the Academic Standardization Days: Value, Impact and Best Practices

- The What, Why, How, Who and Where of the Academic Standard days
- Experiences from Stockholm, Madrid, and Milano
- Students' testimonials
- Open Q&A
- The practicalities if you are interested to host an ASD
  - Support from the project
  - The application
  - The next steps

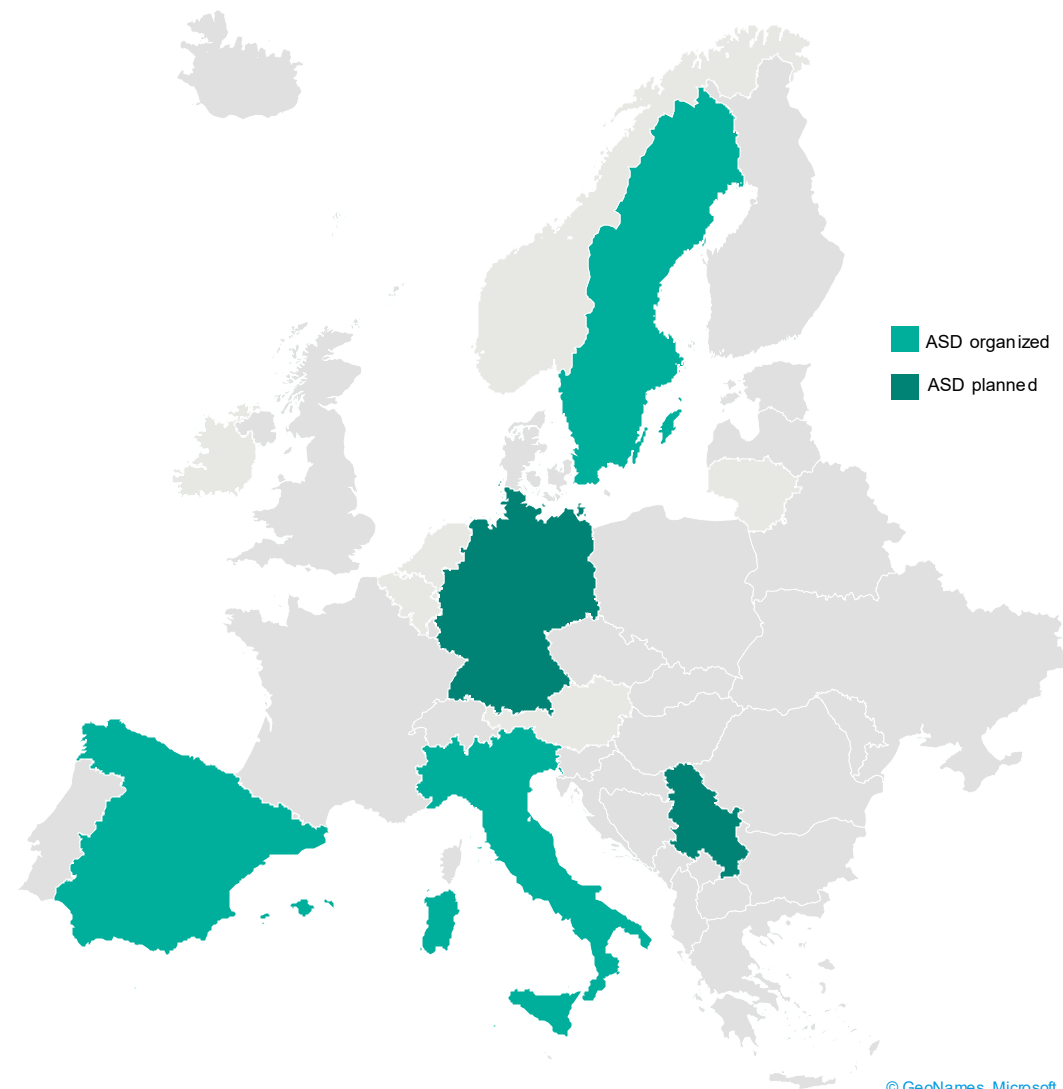
# What is an ASD? Why do we do them?

- **Academic Standard Days** are stand-alone **interest creating** events at higher education institutes across Europe targeting students in the domains of engineering and business among others
- The **aim** is to strengthen the link between **standardisation and R&I** as well as address the need to form the **next generation of standard drafters**
- The events will also act as **dissemination opportunities** for **EDU4Standards** and contribute to **increasing visibility** of standardization at HEI with the possibility of **replication of the ASD concept** post project



# How should the ASDs come about

- 5 MOCK **Academic Standard Days** in 5 partner countries
  - In total 15 **ASDs** in 10 different European countries
  - With the participation of at least..
    - 1 NSB
    - 1 University/HEI
    - 100 students
    - 10 teachers
    - 5 industry representatives
- ..In each ASD



© GeoNames, Microsoft, Open F

# Learning from Experience

## Stockholm



Petra Fogelberg  
Swedish Institute of  
Standards (SIS)

## Madrid



Daniel Masso Aguado  
Spanish Association for  
Standardization (UNE)

## Milano



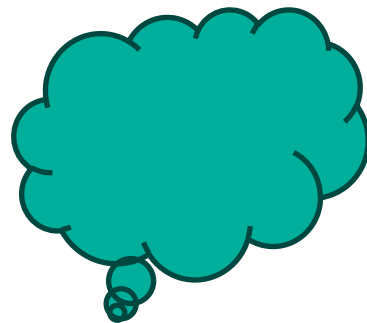
Adriano Ferrara  
Italian Standards Body  
(UNI)



# Student testimonials



How did students experience the ASD in their country?



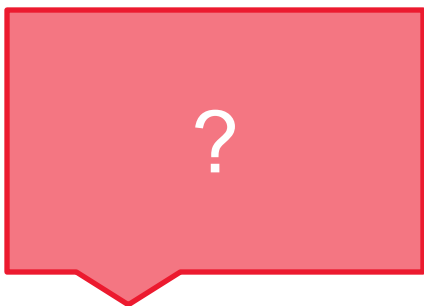
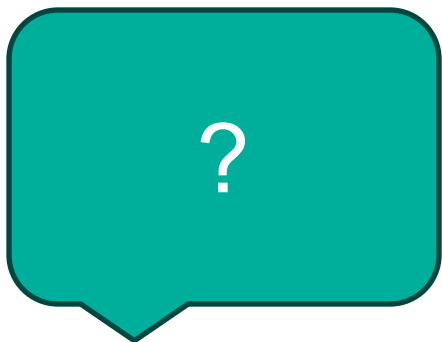
Hanna Sofri Lundberg  
Sweden



Alberto Olmedo  
Spain



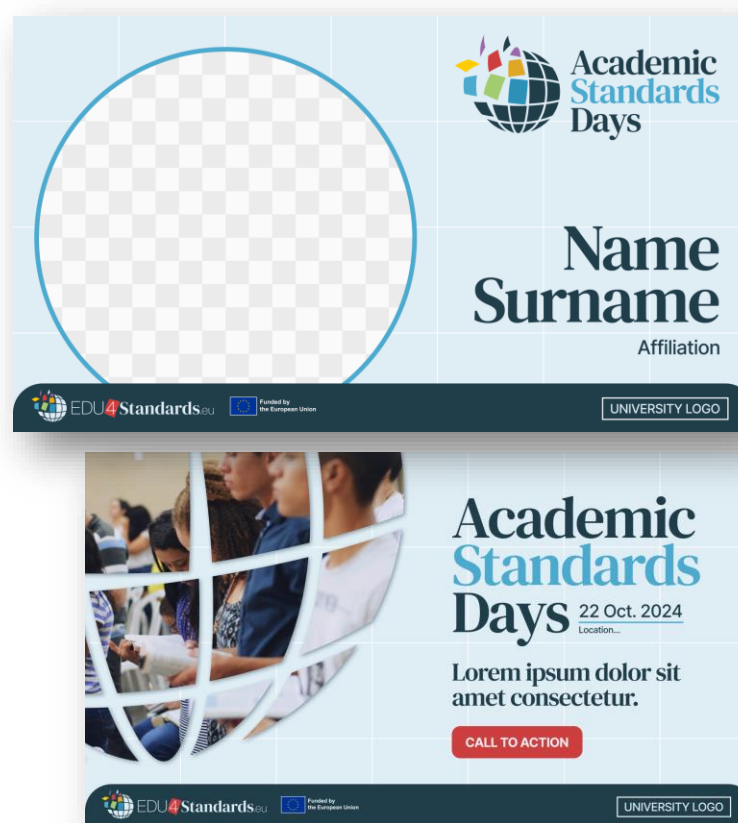
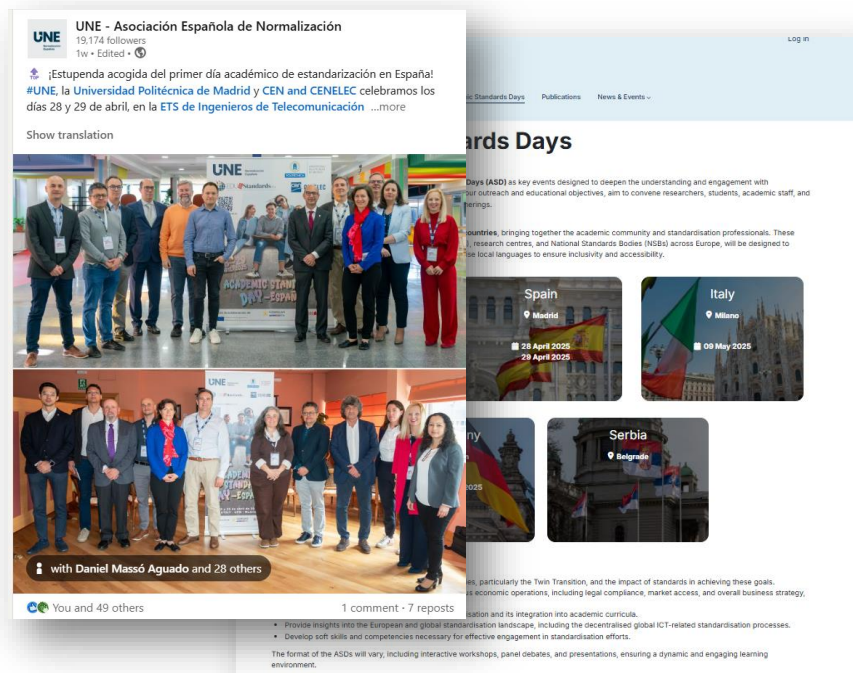
Linus Edlund  
Sweden



YOUR QUESTIONS  
TO  
SPEAKERS  
&  
STUDENTS

# Support: The ASD Toolkit

- Online promotion
- Offline branded material
- Templates





# How to get involved

## POV: NSB

- Get in contact with universities or HEI nationally to find partners

## POV: UNI/HEI

- Get in contact with the NSB/NC in your country to find a partner

Answer to the call for interest with a proposal for an Academic Standard Day in your country

Publication:  
End May 2025

Deadline:  
End July 2025

- Agree on the topic of the event
- Find industry and academic partners who can contribute to agenda
- Plan the different engagement methods for the different sessions
- Develop targeted communication plan to reach the audiences

# ASD Comms Toolkit

Edu4Standards.eu Webinar

14 May 2025

Maria Giuffrida, Trust-IT Services

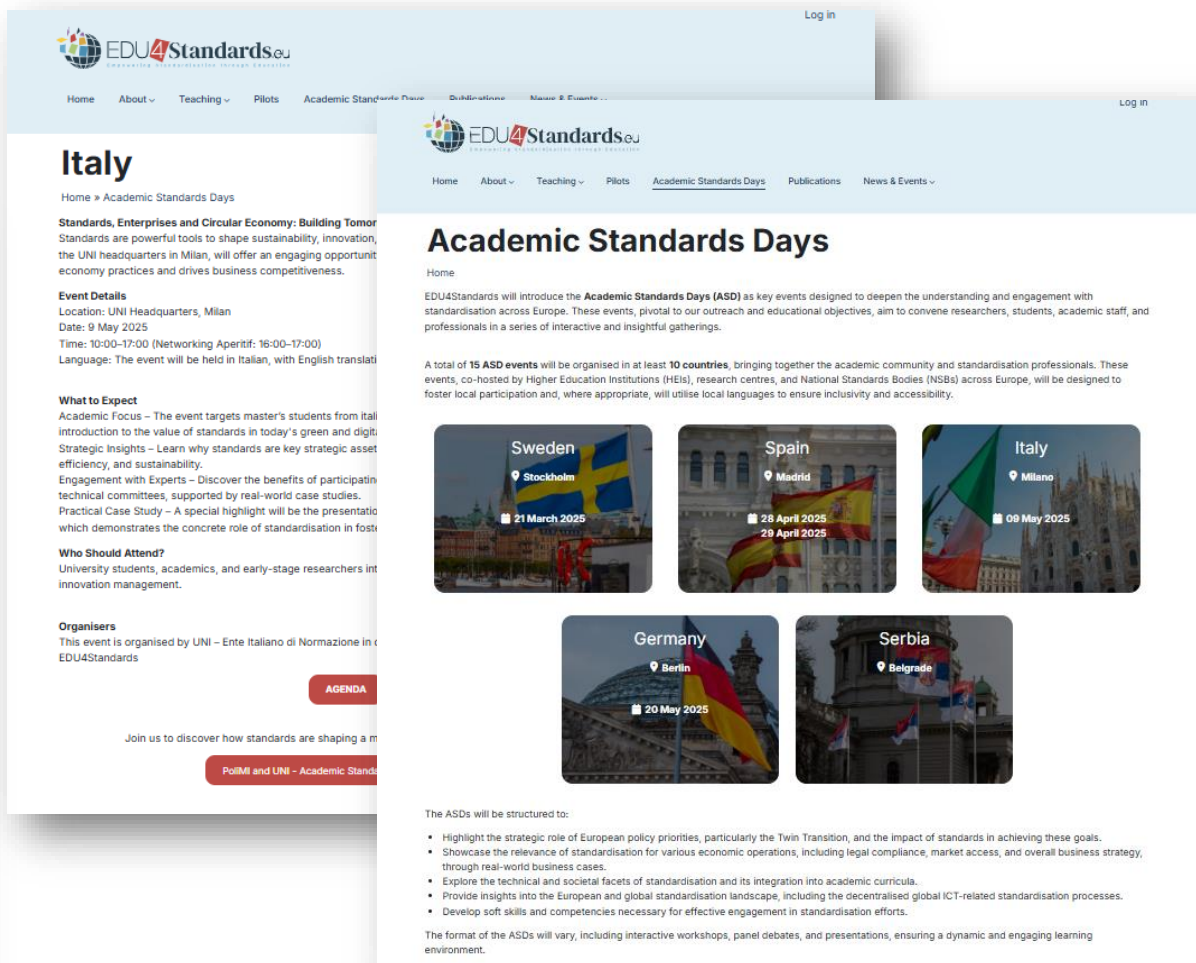


Funded by  
the European Union

## Online Promotion

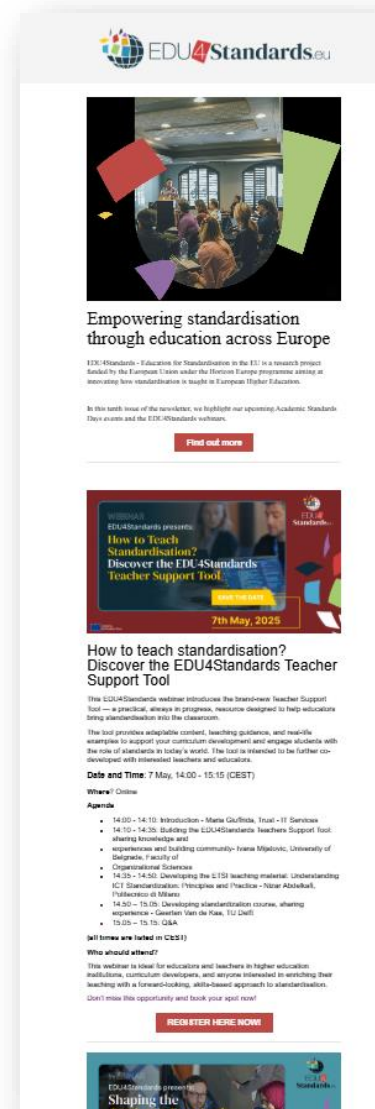


## Social media posts



## Dedicated website pages

## Newsletters





 Graphic Templates

 Colour Palette



Colour Palette

|     |         |         |         |
|-----|---------|---------|---------|
| 0   | #FFFFFF | #FFFFFF | #FFFFFF |
| 0.5 | #EAF4F8 | #EAF4F8 | #EAF4F8 |
| 1   | #D0E0F0 | #D0E0F0 | #D0E0F0 |
| 1.5 | #B0D0E0 | #B0D0E0 | #B0D0E0 |
| 2   | #80B0D0 | #80B0D0 | #80B0D0 |
| 3   | #4080B0 | #4080B0 | #4080B0 |
| 4   | #004080 | #004080 | #004080 |
| 5   | #000000 | #000000 | #000000 |
| 6   | #000000 | #000000 | #000000 |
| 7   | #000000 | #000000 | #000000 |
| 8   | #000000 | #000000 | #000000 |
| 9   | #000000 | #000000 | #000000 |
| 10  | #000000 | #000000 | #000000 |

Speaker and Event Cards



Certificate of Attendance

## Branded material



Flyer



Roll-up Banner



