How to organise an Academic Standard Day

A handbook for NSBs and Universities interested in exploring the concept of Academic standard days with support from the Horizon Europe project Edu4Standards.

This handbook will explain the concept of Academic Standard Days, the requirements and advise on how to organise a successful event overcoming the most common challenges.

What is an Academic Standard Day?

The goal of the Academic Standard Days is to introduce students who have little or no knowledge of standardisation to the topic and make them aware of the added value that knowledge of standardisation can have on their CV when they graduate. The ASDs will as well serve to give standardisation as an academic topic visibility and inspire lecturers at the national teaching institutes with new ways of conveying standardisation.

Who is the ASD for?

The ASDs are primarily for the students and should raise their interest and awareness. However, academic organisers may also see the event as beneficial towards promoting standardisation as a topic to be included in existing curricular and as an interesting area for further academic investigation. For NSBs and Industry, the ASD is an opportunity to promote careers within standardisation.

What are the requirements?

The ASDs holds ambitious targets for participation and should aim to be attended by:

- 100 students
- 10 teachers/academic staff
- 5 industry representatives

The ASDs shall be organised in coordination between an NSB and a university or higher education institute in the same country. The event shall take place within the Academic year 2025-2026. Exceptionally, it may be considered to host events during the fall semester of 2026.

All ASDs will see their costs recovered by the Edu4Standards.eu project up to 12.000 EUR. The recovery may consider anything needed to host an ASD which lives up to the concept, except for personnel costs.

What should the ASD cover?

To spark the interest in standardisation as an academic topic as well as a career, the ASDs shall by using different engagement methods introduce the participants to:

- The strategic role and importance of European policy priorities framed by the Twin Transition and the role of standards on delivering these ambitions in line with European core values;

- The uptake of standardization as a relevant and important knowledge for various economic operations, whether it is legal compliance, market access or general business strategy (supported by real business cases from industry and SMEs);

- The technical and societal facets of standardization and connection with academic/HEI curricula;

- The European and global standardisation landscape including an explanation of the highly decentralised, global ICT-related standardisation (for a and consortia);

- The soft skills and competencies necessary to engage and contribute standardization.

Developing an agenda for Academic Standard Days

We have already organised four academic standards days. Based on these events we have gathered different ideas on how to cover the ASD content with different engagement methods.

Ideas on how to..

..Raise students' awareness of the standardisation landscape

Introductory presentation: Present the European and international standardization bodies with visual aids and simplified diagrams. This can also be done during class to attract the students to the event.

Roundtable: Different experts give short keynote speeches about the role of standards in the area chosen as topic for the ASD.

Timeline game: the game is based on cards with year of key events related to the standardisation landscape and the establishment of the various relevant organisations.

..Raise the students' awareness of the skills required to engage and contribute to standardisation

Young professionals: Let young professionals either from industry active in standardisation or the NSB present the standardisation landscape and how their career path has run along it.

Panel discussion: invite experts from various standardisation committees to expose students to the breadth of standardization activities across different sectors, providing real life examples of companies that have successfully integrated standardisation into their business strategies.

Game session: to simulate decision-making and problem-solving various games are made available to the students to be played in groups and gain first hand insight into both technical and soft skills such as critical thinking, technical writing and collaborative work.

..Integrate a discussion of the technical and societal facets of standardisation

Play a serious game: The DIN game "the world of standardization" allows students to practice skills like consensus building, negotiation, and problem-solving within a simulated German, European or International standardization process. The game is designed to highlight the benefit of standardization within the innovation context.

Workshop: students work in groups on a case where they will learn and discuss about the importance and need for standards in our society. A joint follow-up where the groups can share their ideas and ask questions to the workshop responsible concludes the element.

Panel discussion: integrate the topic as questions for <u>industry</u> and <u>academic</u> speakers during panel discussions to show how standards support not only innovation but also respond to societal challenges.

Pick a case: Choosing a specific area, perhaps one that has been discussed in broader media, can help make these facets more tangible. This could for instance be related to safety of constructions, cyber and data security, or the green claims or other topics around which public debate has circled and where standards play a role.

..Make students familiar with the strategic role that standards paly to achieve European policy priorities

Case studies: To show how standards contribute to European projects and initiatives and with real world examples demonstrate how standards

Panel discussion: about the need for standardisation and standards in the topic chosen for the ASD inviting relevant agents from both public and private entities who each give a short intro on the point of view from their organisation.

Keynote: Invite an expert related to the topic of the ASD to show how standardization contribute that specific area ie. digital transformation or energy transition.

Invite a Horizon Europe project: Identify a R&I project within the same topic as your ASD and which works with standardisation as well. This can help showcase directly the value for research and how standards help bridge the gap between research and market.

..Raise awareness about standardisation as an important knowledge valorization route for various economic operations

Panel discussion: invite industry representatives to give insights to how their companies utilize standards for innovation and market access. This way showcasing the economic benefits of standardization, including improved efficiency, reduced costs, and enhanced competitiveness.

Introductory presentation: can be introduced in continuation of the presentation of the standardisation landscape as concrete sector examples.

Roundtable: invite industry to give testimonies from experience from their company and professional life about how standardisation can be a powerful tool for technology transfer, innovation, scalability, and economic transfer.

Project presentation: A R&I project related to the topic of the ASD to present how research and innovation can be transferred into impactful standards.

Other ideas for engagement methods

Edu4Standards.eu has launched a [teachers' support tool](#) with links to material for different levels of standardisation teaching from various sources. The tool also includes links to relevant case studies and information about relevant serious games (some require reaching out to the owner for access).

Attracting the participants

The ASDs are very ambitious events when it comes to participation, below you can find recommendations to reaching each of the target audiences.

The students

Students have proven to be the most challenging group to reach in the numbers required. Organisers should pay close attention to the channels of communication and the messages they bring along including putting together an interesting event.

Reaching them

- **Social media:** Identify the preferred platforms of the students, if your organisation don't use these platforms make use of paid promotion for externals if possible and partner up with student associations and others who are on the channels and can help diffuse the invitations.
- **Physical presence at Uni:** Put up posters, promote the event at career days or other relevant happenings, get teachers to include a slide or handout flyers during their sessions
- **Partner up:** get support from student associations to diffuse the invitations, also industry partners who will be part of the event as well as teachers can help you reach the target audiences
- **Other Universities/HEI:** Go beyond the partnering universities and ask also other teaching institutions, ask professors to use their network to reach a wider audience. Experiences have been very positive with regards to having students of different academic background in the same room.
- **Bring a friend:** Contact those who have already signed up and encourage them to bring a friend to the event a few weeks before if not full
- **Influencers:** Another idea can be to get "influencers" who are popular among students and interested in the topic of your ASD to promote the day on their channel

Value proposition to students

- **Pair with a popular topic**: Standardisation alone does not directly attract a lot of interest. We therefore recommend that you pair it with another topic and focus the day on standardisation plus said topic. This could for instance be sustainability, international trade, cyber security, sustainable development goals ..
- **Offer catering:** include lunch breaks or dinner if your event takes place in the afternoon, free food is agreed to be an important factor for students when deciding which event to go to.
- **Offer certificate for participation**: A certificate is something that they can share afterwards, but it also indicates that what they will learn has a value
- **Include the day in an existing course**: Partner with professors early on to make the ASD one of the lessons in their course, or equivalent to a couple of micro-credits or exchangeable with a paper-hand in
- **Networking opportunity**: Especially master students view are focussed on their future career and value the opportunity to mingle with industry

Messages to use in the communication

- **Career relevance**: The day is an opportunity to explore career opportunities and understand what the industry is looking for
- **Societal and economic value**: The value of standardisation for the economy and society of the topic is so big it can hardly be valued

- **Standing out**: underline that not a lot of people have skills or knowledge about standardisation and that the students will stand-out
- **A different day**: highlight that the day will differ from ordinary lectures, it will be different and insightful

The academic staff

When it comes to reaching teachers, it is our experience that it helps to pair the ASD with a topic (eg. Cyber security, green transition, circular economy ..). Organisers should make use of existing teachers' networks and not shy away from excluding academic staff from other entities than those of the organisers in the program.

If there is a significant interest from teachers to the event organisers may also consider allocating time and space for a parallel session where teachers can enjoy peer to peer discussion, for instance while students solve case work.

The industry representatives

If the event follows the recommendation to focus on a specific topic, members of related TCs can be invited to discuss their work. Depending on the topic, it may also be relevant to involve public authorities who work with standards in their daily job to show the value of standardisation for society.

The experience with involving a Horizon Europe project was very positive. The projects may also be able to show the value of standardisation for both research and market.

Communication support

Edu4Standards.eu have developed a communication kit to support organisers of ASDs. The Kit includes:

- **Social media visuals templates**

- **Speaker and events cards**

- **Participation certificate**

- **[Slide deck design](#)**

- **Poster template (A0 format)**

- **Poster template (A4 format)**

What to do from here?

If you are interested in organising an ASD in your country take note of the following recommended steps.

All the forms needed to propose a

You are an NSB/NC	You are a UNI/HEI
Get in contact with universities or HEI nationally to find co-organizer/s	Get in contact with the NSB/NC in your country to find a co-organiser

➢ Agree on the topic of the event
  ➢ What topics are currently attracting attention? (cyber security, energy transition, circular economy, sustainability, health care, international trade, construction safety..)
➢ Identify tentative period/date for the event
  ➢ Events should take place during the academic year 25/26
  ➢ Avoid exam periods or other big events at the uni
➢ Find industry and academic partners who can contribute to agenda
  ➢ Can they also contribute to the outreach campaign?
  ➢ Do they have additional value to offer in relation to the event?
➢ Plan the different engagement methods for the different sessions
  ➢ Is there a need for an external moderator who can also help promote the event?
➢ Develop targeted communication plan to reach the audiences
  ➢ Identify which channels students use in your country
  ➢ Use a broad range of channels
  ➢ Get teachers and others onboard to help distribute the event

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

Send proposal form and the budget form to : …

There is no deadline but we recommend to submit proposals during August 2025.

Annexes

- [Evaluation of Academic Standard Day](#)
- [ASD Evaluation questionnaire for students](#)

nd plan an ASD are available [here](#)