Proposal for Academic Standard Day

**Project Description**

Edu4Standards.eu is a Horizon Europe funded project with the aim to empower standardisation in Europe through Education. CEN is a partner of the project, which started in January 2024 and will run for three years.

The Academic Standard Days (ASDs) is an event-concept developed as part of the Edu4Standards.eu project. The ASDs intend to strengthen the link between standardisation and education by creating interest for standardisation among students as well as teachers at higher education institutes across Europe

**Technical context**

The Edu4Standards.eu project will fund 15 ASDs across Europe with up to 12.000 Euro per event. To receive the funding the event must be organised in collaboration between a National Standards Body (NSB)/ National Committee (NC) (or both) and University/Higher education institute of the same country and take the necessary steps to achieve the following attendance targets:

* Attendance of 100 students
* Attendance of 10 teachers/professors
* Participation of 5 industry representatives

A first round of four so-called MOCK ASDs have taken place during Q1-Q2 of 2025 and have been organised in collaboration with the project partners. The remaining ten days will be scheduled following a call for interest to the members of CEN and CENELEC and must take place during the remaining time of the project.

**Expected delivery**

In addition to meeting the above-mentioned attendance KPIs, the Academic Standard Days shall make use of various engagement methods and contribute to raising the awareness of the participants regarding the standardisation landscape, the skills required to contribute to standardisation and about the role standardisation plays as an important knowledge valorisation route for various economic sector. The event shall furthermore integrate a discussion of the technical and societal facets of standardization and highlight the strategic role that standards play to achieve European policy priorities.

The ASDs may be organised as a half day, one day or two-day event but shall take place within the academic year 2025-2026.

Costs to achieve this, may include but are not limited to:

* Renting of venue
* Catering
* Technical equipment
* Moderator fee
* Give aways
* Speakers’ travel cost
* Printings and/or media
* Paid advertisement on social media

*Note that personnel costs are not eligible and that the refunding of expenses will be based on the receipts/invoices of the service providers.*

Following the successful organisation of the ASD, the organisers will be asked to prepare a post-event report. The report will need to describe:

* Activities and expenditures undertaken to ensure the success of the ASD
* Count of attendees per target group and any additional relevant metric
* Any public communication material related to the ASD
* Highlights of main takeaways and lessons learned from the event

The report will feed into the Edu4Standards.eu deliverable “D4.3 – Edu4Standards.eu Academic Standardisation Days Outcomes”.

*Please fill in the below and upload it again on the EDU4Standards.eu website, together with the following annexes 1) draft agenda 2) cost estimates (template provided by CEN)*

Based on this form and abovementioned documents a services contract will be signed between CEN and the organising NSB/NC who will receive an advance payment of 50% of the estimated costs.

* 1. Location

|  |  |
| --- | --- |
| Event name: |  |
| Event date: |  |
| City, Country: |  |

1.2 Organisers

|  |  |
| --- | --- |
| Organising NSB/NC: |  |
| Contact person: |  |
| Email: |  |
| Organising University/HEI: |  |
| Contact person: |  |
| Email: |  |

1.3 Collaborations

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| Do you foresee collaboration with other partners? (please list them and how they will support the promotion and execution of the event). | |
| Universities |  |
| Student associations |  |
| Industry |  |
| Others |  |

2.1 Participants

|  |  |
| --- | --- |
| How does the organisers plan to reach the students in the invitation phase to reach the participant target (minimum 100 students)? | |
| Communication channels: |  |
| Messages (selling points) to be communicated: |  |
| Other things to mention: |  |
| What do you plan to do to attract the students interest­ for the event? (e.g. offer micro-credits, collaborations with known companies/persons, link to classes, free meals..) | |
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| Describe the role of the teachers/professors related to the ASD? (if invited as participants please describe how you plan to reach them) |
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| Describe the role of the industry representatives related to the ASD? (will they be speakers, present a case, organise a fair..) |
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2.2 Modes of engagement

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| What different engagement methods will you use throughout the ASD event? (e.g. presentations w/Q&As, quizzes, videos, games, case work, etc..) |
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2.3. Intended outcomes

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| Does the event have a specific topic in relation to standardization? (e.g.. SDGs, digital transformation, cyber security, energy transition, circular economy…) | |
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| Describe which elements in your agenda refer to and how they will contribute to the following objectives: | |
| * raise students’ awareness of the standardisation landscape |  |
| * raise the students awareness of the skills required to engage and contribute to standardisation |  |
| * integrate a discussion of the technical and societal facets of standardization |  |
| * Make the students’ familiar with the strategic role that standards play to achieve European policy priorities |  |
| * Raise awareness about standardization as an important knowledge valorization route for various economic operations |  |

2.4 European Student Association

All students who have participated to the ASDs will automatically be invited to become part of the European Students’ Standards Association (ESSA). This association aim to support students in their continued learning as well as become a source for young talents for industry.

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| To NSB/NC: How could such an association best support your strategy? (e.g. Attracting talent, raising awareness about standardisation/your organisation, promoting research related to standardization, other?) |
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| What could you offer to the ESSA for students in your country? (e.g. Visits, events, access to standards for academic purposes, webinars.. others?) |
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