



Policy on Education about Standardization

Introduction

In the context of globalisation, most companies, organisations and public authorities are faced with the use of standards and conformity assessment in their daily activities. As a matter of fact, standardization is a key supporter of open markets, free trade and interoperability on a global level. Standardization is also a recognised tool for improving competitiveness of enterprises, and fostering access to market of innovative solutions.

Nevertheless, the benefits of standardization are not sufficiently known by stakeholders (enterprises, public authorities, consumers ...), mainly due to a lack of awareness resulting to a large extent from the fact that standardization is not sufficiently integrated in the educational programmes.

In that framework, the EXpert Panel for the Review of the European Standardization System (EXPRESS) recommended in its final report (recommendation 4) to “promote the inclusion of standardization practices and benefits in higher education” (EXPRESS report, February 2010). At the same time, some recommendations developed by the CEN-CENELEC SME Working Group insisted on the necessity to increase awareness about standardisation, specifically targeting education.

In that context, the CEN-CENELEC-ETSI Joint Working Group “Education about Standardization” (JWG-EaS) was set up to foster best practice in education about standardization in Europe and steer a series of actions with the aim of:

- achieving a significant increase in the number of people who have a fair and positive knowledge of standardization, its characteristics and added value;
- improving the understanding of the necessity of standardization amongst key targets (academia, government officials, business executives...);
- increasing the competency of those persons seeking to participate in the standards making process.

1 Target audiences

Education about standardization is key to increasing its recognition as an essential part of modern global society.

An increased awareness of the importance of standards is to be sought in a number of specific target areas:

- 1) Educational establishments and students
 - ➔ should ensure that all levels of formal education include elements of standards and standardization in the curriculum
- 2) Business, industry, governments and public authorities
 - ➔ should enhance the knowledge and use of existing standards, recognizing their importance as a strategic tool and their impact on organizational effectiveness
 - ➔ should be given appropriate understanding to enable them to participate in standards making processes
- 3) standard makers
 - ➔ need to achieve a level of overall competency, be familiar with the tools available to them and be capable to impart this information to others

2 Elements of the policy

By reference to existing good practice and based on examples of programmes including education on standardization provide the information to implement the following:

- 1) Develop elements of a model standardization curriculum for specific educational levels, focusing on the specific characteristics of education – whether academic, vocational or “life-long learning” – in technical, business, engineering and scientific fields without excluding social and general education
- 2) Develop arguments to help convince academia and other educational institutions to include standardization in their curricula, taking account of the wider context of standards (regulation, conformance and certification aspects, etc.)
- 3) Facilitate the provision of information about standards and standardization for students, teachers and developers of educational material
- 4) Ensure that ESOs and their members reflect best practices in training industry and federations in the art of standardisation and ensure that all training courses include in their curriculum general and specific information on standards and standardization
- 5) Collaborate in developing audience-specific communication initiatives (e.g. seminars/workshops) on “what standards can do for you, what you can do for standardization”