

*Conference program, version 28 May 2024*

# Education on standardisation in Europe

*A conference organised by EC High-Level Forum (HLF)  
on European Standardisation*

*17-18 June 2024, Delft, The Netherlands*

The success of the European standardisation system depends on the involvement of experts from business, public administration, civil society, research and science. How can Europe ensure it will create a pool of future talents to represent it in the field of standardisation and maintain its standard-setting position? How can we scale up education on standardisation in universities, vocational institutes, and on-the-job?

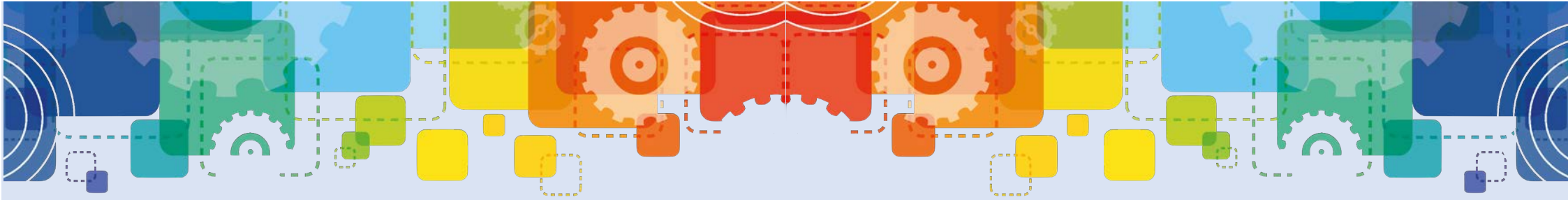
This event brings together national and European standardisation bodies, academics teaching about standardisation, representatives of EU Member States, and other stakeholders to discuss the challenges and work towards concrete solutions.

This conference is organised by Workstream 1 of the High-Level Forum (HLF) on European Standardisation of the European Commission, led by Eindhoven University of Technology, CEN-CENELEC, and DIGITALEUROPE.

The event is hosted and sponsored by the Eindhoven University of Technology in collaboration with the Dutch Ministry of Economic Affairs and Climate Policy. The networking receptions are supported by ETSI and by CEN-CENELEC.

**TU/e** EINDHOVEN  
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TECHNOLOGY





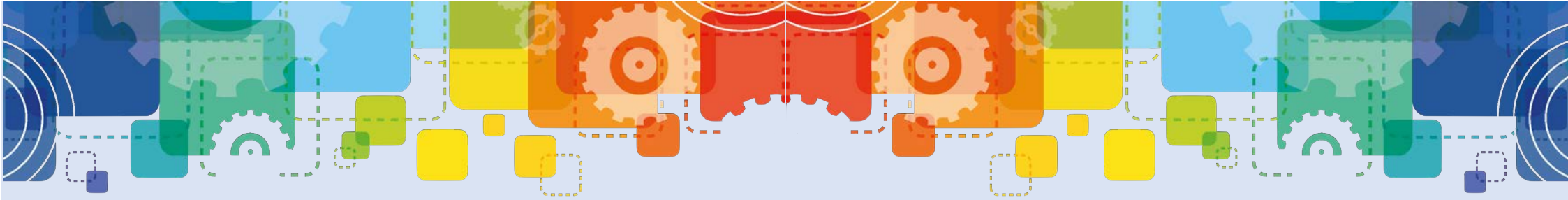
## Program Overview

### Monday 17 June

12:00	Registration, coffee
13:00	Session 1: Opening address: Perspectives on standardisation education from academia, industry, and standardisation bodies
15:00	Coffee/tea
15:30	Parallel workshop 2A: A cross-European student certificate on standardisation
	Parallel workshop 2B: Incentives for teachers and students
17:00	Networking reception (until 19:00)

### Tuesday 18 June

9:00	Session 3: Fireside conversations: best practices of academia and national standardisation bodies (NSBs)
10:30	Coffee/tea
11:00	Parallel workshop 4C: Linking standardisation education to the Academies for Net-Zero Industry Act
	Parallel workshop 4D: SME perspectives on standards education: vocational training & life-long learning
12:30	Lunch & poster session
13:30	Session 5: Serious games for standardisation education
15:00	Coffee/tea
15:30	Session 6: Gameplay
16:30	Session 7: Parallel workshop reports & wrap-up
17:00	Closing networking reception (until 19:00)



## Session 1: Opening address: Perspectives on standardisation education from academia, industry, and standardisation bodies

*Monday 17 June, 13.00-15:00 hrs, Collegezaal*

The success of the European standardisation system rests on experts from industry, public administrations, civil society, research and academia to deliver on all the critical aspects of standards development. It is largely thanks to the investment of these stakeholders that the European standardisation system has been successful. Europe needs the best standardisation experts to pursue its global standard-setting ambitions to safeguard a digital, green and resilient single market.

In this session, speakers will share their strategic vision for establishing standardisation education and the practical implementation of this vision with the audience. In particular

In this session, speakers shall share their strategic vision for establishing standardisation education and the practical implementation of this vision with the audience. In particular:

- Coordination at European level and national level on training programs (ESOs & NSBs),
- Examples of steps taken by Member States to support educational programs,
- Strategic vision of universities, vocational training institutions, and other training structures to incorporate standardisation in their programs,

- Role of the industry to foster -through training- the necessary expertise to ensure competitiveness, market access, and compliance.

The opening session will set the scene for the parallel workshops and the fireside session for a productive conversation and concrete recommendations.

To start the event, we will have a special video message by Mr. Thierry Breton, European Commissioner for Internal Market.

Moderators and organisers:

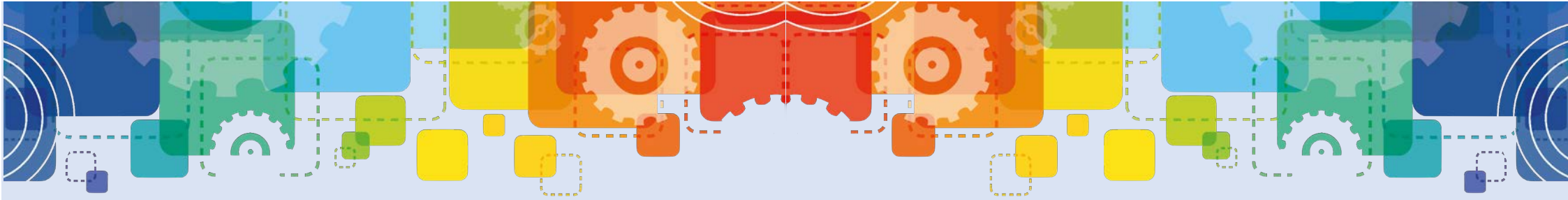
- Omar Dhaher, DIGITALEUROPE
- Amelie Leipprand, DIN, Germany

Opening and welcome:

- Rudi Bekkers, Eindhoven University of Technology

Speakers:

- Thierry Breton, European Commission (*video message*)
- Robert-Jan Smits, Eindhoven University of Technology
- Andreea Gulacsi, CEN/ CENELEC
- Magnus Madfors, Ericsson, representing DIGITALEUROPE
- Knut Blind, TU Berlin & Fraunhofer-Gesellschaft, representing the EDU4Standards.eu consortium



## Parallel workshop 2A: A cross-European student certificate on standardisation

*Monday 17 June, 15.30-17:00 hrs, Collegezaal*

For a student, obtaining a certificate that he/she has fundamental knowledge of standardisation can be a valuable asset in addition to a regular diploma. In fact, in some EU countries, such certifications are already granted. The goals of the session are to (1) learn of the experiences of those who developed certificates for education on standardisation, (2) assess the desirability and feasibility of introducing certificates across EU countries, and (3) discuss steps forwards.

The session will start with some presentations on experiences and then turn into an interactive discussion focusing on goals 2 and 3 above.

Moderators and organisers:

- Rudi Bekkers, Eindhoven University of Technology, Netherlands
- Alessia-Beatrice Lindblad, EC

Speakers:

- Jean-Philippe Humbert, ILNAS, Luxembourg
- Hermann Behrens, DIN, Germany

## Parallel workshop 2B: Incentives for teachers and students

*Monday 17 June, 15.30-17:00 hrs, Betazaal*

Standards cover a wide range of areas. They need technical or legal expertise (also referred to as "subject matter experts") which is often embedded in existing curricula in a vague and implicit way. The strategic importance of standards requires more attention and promotion. Students do not often get the value of learning about standardisation until a later stage of their career. At the same time, the industry, public authorities, and societal stakeholders need experts to assist them in the standardisation process. Increasing the incentives for students and universities to engage in standardisation depends on market attractiveness and societal perspective on standardisation. In this session, representatives of the industry will share their experience in providing an exciting experience for their staff, trainees, or students in collaboration with universities for specific programs on standardisation.

Moderators and organisers:

- Omar Dhaher, DIGITALEUROPE

Speakers:

- Annette Frederiksen, Bosch, Germany
- Henrik Schielau, Opaix, Germany
- Uwe Rueddenklau, Infineon, Germany
- Jose Martinez-Usero, DIGITALEUROPE

## Networking reception

*Monday 17 June, 17.00-19:00 hrs, Accuhal*

The networking reception will be held at the Accuhal, which is located on the same premises as the conference (see the map at the end of this program). Drinks and snacks are provided.



This networking reception is supported by ETSI and by CEN-CENELEC.

## Session 3: Fireside conversations: best practices of academia and national standardisation bodies (NSBs)

*Tuesday 18 June, 09:00 – 10:30 hrs., Collegezaal*

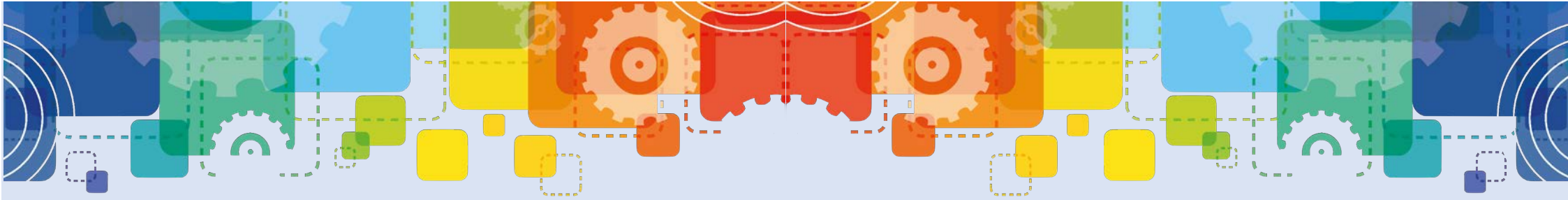
In this session, academia and national standardisation bodies (NSBs) share their most successful ventures in teaching standardisation and talk about their challenges and concerns. They will do so in an interactive format by interviewing each other.

Moderators and organisers:

- Jolien van Zetten, NEN, Netherlands
- Rudi Bekkers, Eindhoven University of Technology, Netherlands

Speakers:

- Knut Blind, TU Berlin
- Ivana S. Mijatović, HSbooster.eu / University of Belgrade, Serbia
- Nizar Abdelkafi, Politecnico di Milano, Italy
- Stephanie Bijlmakers, Tilburg University, Netherlands
- Henk de Vries, Erasmus University, Netherlands
- Elena Mocchio UNI, Italy
- Daniel Massó Aguado, UNE, Spain
- Iuliana Chilea, ASRO, Romania
- Eoin McCabe, NSAI, Ireland
- Bernadette Ruetsch, AFNOR, France
- Patricija Doplihar, SIST, Slovenia
- Zdenka Slana, CAS, Czech



## Parallel workshop 4C: Linking standardisation education to the Academies for Net-Zero Industry Act

*Tuesday 18 June, 11:00 – 12:30 hrs., Betazaal*

A potential model to strengthen knowledge about standards and the standardisation system could be the integration with actions and programmes of the 'Net-Zero Industry Act' (NZIA). This act is intended to strengthen European industry's capacity building for clean energy technologies by reducing emissions and switching to CO<sub>2</sub>-free energy production in Europe.

The guiding question of the workshop is 'What is the approach of the NZIA-academies towards training and providing adequate skills in Europe – and what role can standards play?' Further, we want to discuss how this approach can be transferred to future programmes or services on standardisation.

Moderators and organisers:

- Johannes Koch, DKE, Germany

Speakers:

- Andrei Bunis, European Commission
- Oana Penu, EIT InnoEnergy, NZIA Battery Academy
- Livia Mian, CEN/ CENELEC

## Parallel workshop 4D: SME perspectives on standards education: vocational training & life-long learning

*Tuesday 18 June, 11:00 – 12:30 hrs., Collegezaal*

This workshop will focus on bridging the gap between SMEs and standardisation within vocational education and lifelong learning frameworks. Small and medium-sized enterprises (SMEs) often encounter obstacles in accessing relevant training tailored to their needs. This workshop will address these challenges by providing some examples and practical strategies for incorporating standards-related content into vocational training programs, ensuring that SMEs are equipped with the skills necessary to meet existing standards. Moreover, we will examine the role of lifelong learning in facilitating SME adaptation to evolving market demands and technological advancements.

Moderators and organisers:

- Alexander Chourreau, European Digital SME Alliance
- Maitane Olabarria, Small Business Standards

Speakers:

- Antonino Bonanno, Institute for Advanced Energy Technologies Nicola Giordano (ITAE), Italy
- Danny Gleeson, Realtra Space Systems Engineering, Ireland
- Enrico Frumento, Cefriel, Italy
- Andreas Schumacher, Deutscher Textilreinigungs-Verband (DTV), Germany



## Session 5: Serious games for standardisation education

*Tuesday 18 June, 13:30 – 15:00 hrs., Collegezaal*

Serious games attempt to bridge the gap between education and the application of knowledge. By bringing together different subject areas, the player can have comprehensive, cross-thematic experiences. The learning effect is supported by the fun of the game.

Standardisation, on the other hand, is perceived as abstract, boring and dull – which, in reality, it is not. So, to bring the universe of standardisation closer to the learners and allow their own experience, many NSBs discovered the tool of Serious Games. This session gives an overview of the quite interesting range of Serious Games on Standardization.

Moderators and organisers:

- Amelie Leipprand, DIN, Germany

Speakers:

- Annette Frederiksen, Bosch, Germany
- Samuel Bourdon, AFNOR, France
- Jolien van Zetten, NEN, Netherlands
- Daniel Massó Aguado, UNE, Spain
- Ivana S. Mijatović, HSbooster.eu / University of Belgrade, Serbia
- Anna Gallet, ISO, Switzerland
- Yens Van Overloop, NBN, Belgium
- Magnus Hakvåg, House of Knowledge, Norway

## Session 6: Gameplay

*Tuesday 18 June, 15:30 – 16:30, both Betazaal and Collegezaal*

Serious Games are meant to be played. Therefore, in this session, you will have the opportunity to actually play a selection of the games introduced in the previous session.

Moderators and organisers:

- Amelie Leipprand, DIN, Germany

Game masters:

- Samuel Bourdon, AFNOR, France
- Anna Gallet, ISO, Switzerland
- Jolien van Zetten, NEN, Netherlands
- Ivana S. Mijatović, HSbooster.eu / University of Belgrade, Serbia
- Magnus Hakvåg, House of Knowledge, Norway

## Session 7: Parallel workshop reports & wrap-up

*Tuesday 18 June, 16:30 – 17:00, Collegezaal*

The closing session will provide a summary of the outcomes of the four workshops, highlighting key challenges and objectives covered in each session. This session aims to present solutions, provide closure, celebrate the work, and outline the next steps.

Moderators and organizers:

- Johannes Koch, DKE, Germany
- Claire d'Esclercs, ETSI, France

Speakers:

- Johannes Koch, DKE, Germany
- Claire d'Esclercs, ETSI, France
- Sophie Mueller, European Commission

## Networking reception

*Monday 17 June, 17.00-19:00 hrs, Accuhal*

The networking reception will be held at the Accuhal, which is located on the same premises as the conference (see the map at the end of this program). Drinks and snacks are provided.



This networking reception is supported by ETSI and by CEN-CENELEC.



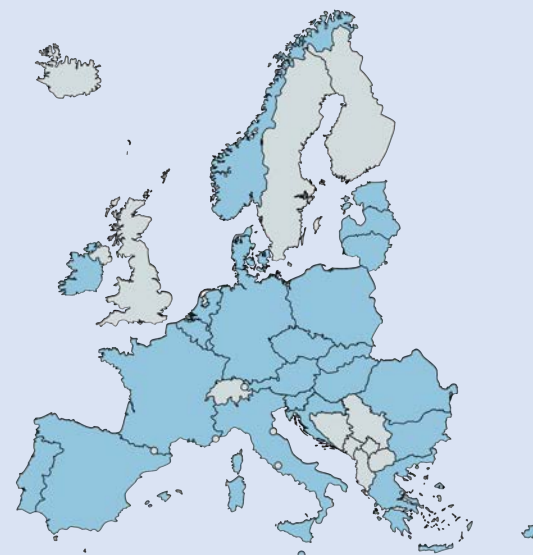
## Digital posters on the HLF pledges

On 30 November 2023, 47 HLF members signed a pledge, committing themselves to take one or more concrete actions to contribute to the education of the new generation of European standardisation professionals, such as providing training opportunities for students and young graduates or developing educational modules on standardisation for business, law or engineering degrees.



Photo: signing the HLF Education pledge with Eurocommissioner Thierry Breton.

During the conference, digital posters will be shown of current activities these members are developing. They will be shown at the Colleegezaal during the coffee/tea breaks, as well as during Session 6.



Countries shown in blue host one or more pledge signatories

	BELGIUM		POLAND	
	CZECHIA		PORTUGAL	
	GERMANY		ROMANIA	
	IRELAND		SLOVENIA	
	GREECE		SLOVAKIA	
	SPAIN		NORWAY	
	FRANCE			
	ITALY			
	CYPRUS			
	LATVIA			
	LITHUANIA			
	LUXEMBOURG			
	HUNGARY			
	MALTA			
	NETHERLANDS			
	AUSTRIA			

## Location: Delft, The Netherlands



Train from Brussels: 90 min.

The event is located in the historic city of Delft, The Netherlands. This city can be easily reached by international railways (via Amsterdam and Rotterdam) and is close to Amsterdam Schiphol airport as well as and Rotterdam/The Hague Airport.



## Venue: Vakwerkhuis

The event venue is Vakwerkhuis, a monument-status building just at the border of the historic inner city. It is approximately 1 km from Delft Centraal railway station (a walk of about 15 minutes). You may also take public bus 40 or 68, which take about 9 minutes (please check an actual trip planner, such as [www.9292ov.nl/en](http://www.9292ov.nl/en)).

### Vakwerkhuis

Professor Snijdersstraat 2  
2628 RA Delft  
The Netherlands

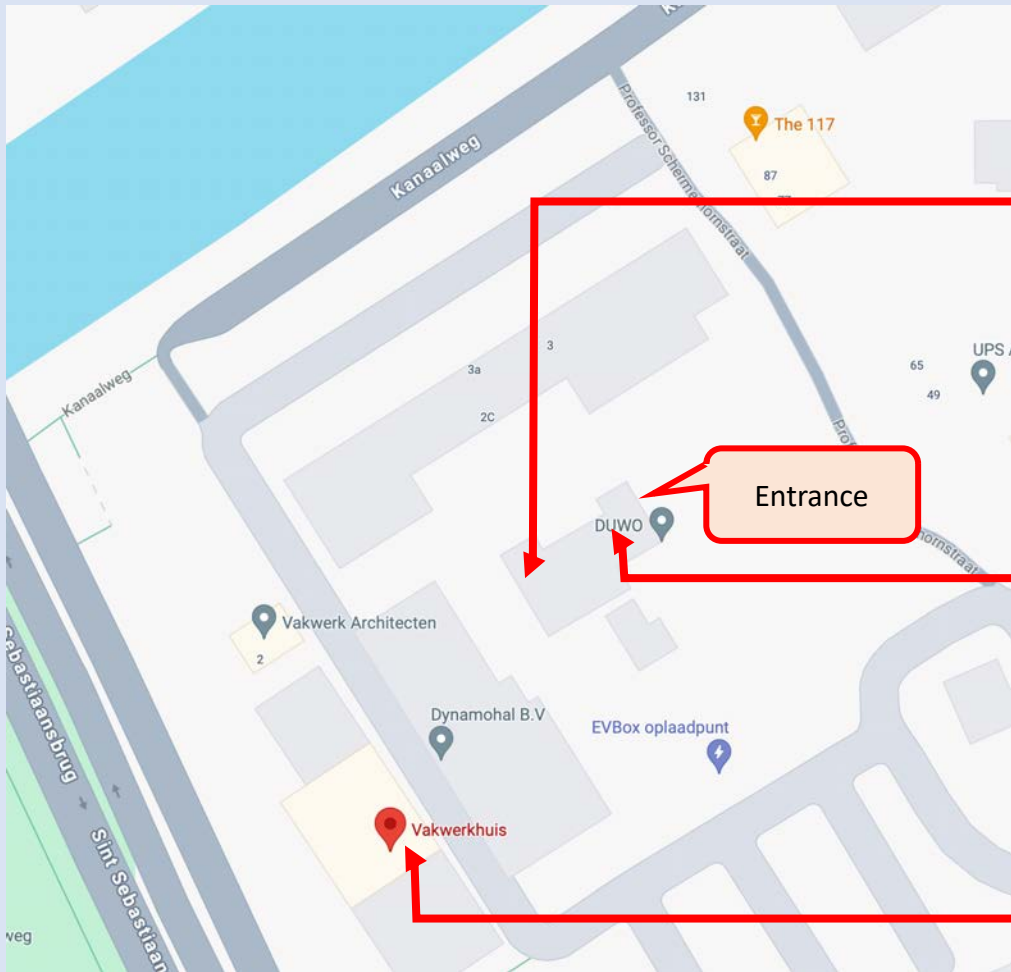


Train station

Historic centre

Vakwerkhuis

## Room locations



**Collegezaal:** plenary sessions, workshops

**Betazaal:** workshops, gameplay, coffee breaks, reception/information desk



**Accuhal:** networking receptions

## Organisational Committee

This conference is organised by Workstream 1 of the High-Level Forum (HLF) on European Standardisation of the European Commission. The organisational committee is comprised of the following persons:



Rudi Bekkers



Johannes Koch



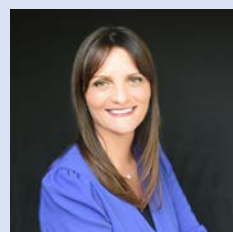
Omar Dhafer



Milda Basiulyte



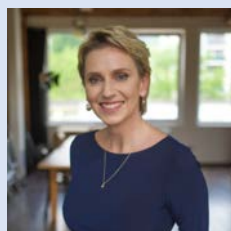
Juliane Eykelhoff



Gabriella Sestini



Jean-Philippe Humbert



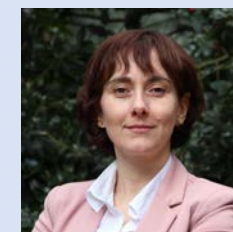
Katarina Tatranska



Amelie Leipprand



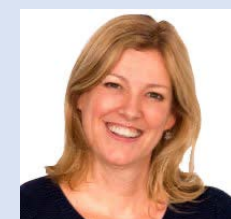
Celine Oeyen



Maitane Olabarria



Jolien van Zetten



Claire d'Esclercs

The Organisational Committee is supported by Marine Elia (DIGITALEUROPE), Nina Cullen (DIGITALEUROPE), and Alessia Lindblad (European Commission).



## Practicalities

### Reception / information desk

In the Betazaal, there is a welcome table where you can collect your badge, pick up a printed copy of the conference program, and get help when needed. You can also print documents like a boarding pass, charge a device or get other types of support.

### Internet access

The venue provides internet access. Please visit the welcome desk for more information.

### Accessibility

The venue is on the second floor via a staircase, but there is an elevator for disabled visitors. If you need additional support, please contact the organisers.

### The local support team

During the event, a team of colleagues, PhD candidates and students will provide local support. If you are a presenter, they can also help you with technical issues such as slides and audiovisual aspects. You can recognise them by a red sign on their badge “LOCAL SUPPORT TEAM”. They include:

- Paul Bekkers
- Benjamin Büttner
- Filippo Grillo
- Elona Lazaj
- Sofia Rosero Abad
- Elena M. Tur

## List of participants

*Note: This list provides an overview of all confirmed participants as of May 30, 2024, unless they have requested that their names not be included.*

Name	Function	Organisation
Nizar Abdelkafi	Associate Professor	Politecnico di Milano
Hermann Behrens	Head Of Science And Research Relations	DIN Deutsches Institut für Normung
Rudi Bekkers	Full Professor	Eindhoven University of Technology
Justina Bieliauskaite	Innovation Director	European DIGITAL SME Alliance
Stephanie Bijlmakers	Assistant Professor	Tilburg University
Knut Blind	Head Of Business Unit Innovation And Regulation & Chair Of Innovation Economics	Fraunhofer ISI & TU Berlin
Machiel Bolhuis	Director, Standards And Technology Policy EMEA At Oracle	BusinessEurope
Ana Marija Boljanovic	Head Of Standards Library - SME Contact Point	Croatian Standards Institute
Antonino Bonanno	HAS Consultant	HAS consultant
Samuel Bourdon	Analyst In International Affairs	AFNOR
Päivi Brunou	Managing Director	METSTA, Mechanical Engineering and Metals Industry Standardization in Finland
Andrei Bunis	Policy Officer	European Commission

Daniela Armida Raimonda Carosi	Ministry Representative In The High Level Forum For European Standardisation	Ministry of Enterprises and made in Italy
Matthew Chiles	Education Development	BSI
Iuliana Chilea	Director General	ASRO - National Standards Body in Romania
Miroslav Chloupek	President	Czech Office for Standards, Metrology and Testing
Alexander Chourreau	Tech Policy Officer	European DIGITAL SME Alliance
Donggeun Choi	Director For Standards Policy	Korean Standards Association
Ornella Cilona	Member Of The EU High Level Forum On Standardization - Sherpa Sub Group	ETUC
Nina Cullen	Standardisation And Compliance Trainee	DIGITALEUROPE
Claire d'Esclercs	Director For Membership Development And Education	ETSI
Mihaela Andreea David	Standardisation And Project Officer	Small Business Standards
Guido De Jongh	Advisor	ETUC (European Trade Union Confederation)
Henk de Vries	Professor Of Standardisation Management	Rotterdam School of Management, Erasmus University
Panagiotis Delimatsis	Professor Of Law	Tilburg University
Omar Dhaher	Associate Director, Standardisation And Compliance	DIGITALEUROPE

Mary Jo DiBernardo	Program Manager	National Institute of Standards and Technology
Patricija Doplihar	Head Of Secretariat Office	Slovenian Institute for Standardization
Vesselin Drobenov	General Manager	The 40 foundation
Hans Ehm	Head Of Supply Chain Innovation	Infineon Technologies
Marko Erdeljac	Head Of Investment Promotion	The Ministry of Economy and Sustainable Development of the Republic of Croatia
Juliane Eykelhoff	Senior Policy Officer Standardization & Metrology	Dutch Ministry for Economic Affairs & Climate
Sönke Fischer	Strategic Development Director	Assurance Services International
Hüsniye Fırat	Assistant Professor	Beykoz University
Vladislav Fomin	Professor	Vilnius University
Annette Frederiksen	Head Of Next Generation DKE	Next Generation DKE
Enrico Frumento	Cybersecurity Research Lead	CEFRIEL
Anna Gallet	Project Manager For Education	ISO
Desislava Georgieva	Assistant Professor	Technical University of Sofia
Emma Glass	University Partnerships	BSI
Kirsten Glennung	Project Manager - Rtd Collaboration	CEN-CENELEC
Daniel Gleeson	Chief Commercial Officer	Réaltra Space Systems Engineering
Paulo Gonçalves	Professor	Polytechnic Institute of Castelo Branco

Andreea Gulacsi	Director – Policy And External Affairs	CEN-CENELEC
Magnus Hakvåg	CEO	House of Knowledge
Helga Sigrun Hardardottir	Managing Director	Icelandic Standards
Jean-Philippe Humbert	Deputy Director	ILNAS
Boriyana Ilieva - Mihaylova	Head Of Department	Technical University of Sofia
Maria Ivanova	Expert	Cleantech Bulgaria
Ivana Ivic	Head Of Education	Croatian Standards Institute
Mark Jordan	Chief Strategy Officer	Skillnet Ireland
Jindra Kafkova	Vice-President	Czech Office for Standards, Metrology and Testing
Christine KERTESZ	Head Of Membership And Education Department	AFNOR
Paul Killeen	Senior Standardisation Expert	European Commission
Edita Kiralj	Senior Officer Free Movement Of Goods And Services	Republic Of Slovenia, Ministry Of The Economy, Tourism And Sport
Johannes Koch	Head Of Standardization Policy & Strategy	DKE Deutsche Kommission Elektrotechnik Elektronik Informationstechnik in DIN und VDE
Georg Konetzky	Director General	BMAW
Wim Koster	President	European Lift Association
Oksana Kuzmuk	Researcher	Vilnius University
Einar Morten Lassen	Communication Advisor (Incl. Coordinator Of Courses In Standardization)	Standards Norway

Amelie Leipprand	Project Coordinator	DIN
Catherine Lenehan	Network Manager	Space Industry Skillnet
Zaiga Liepina	Deputy State Secretary	Ministry of Economics
Robert Link	Company Owner	Freesia Innovation
Teres Lindberg	Head Of Public Affairs	SIS - Swedish Institute for Standards
Alessia Lindblad	Bluebook Trainee	European Commission
Petra Londova	Marketing	UNMZ
Susann Lüdtkke	Associate Researcher	University Würzburg
Magnus Madfors	Head Of Technical Regulations	Ericsson
Jose Martinez-Usero	Director Of Projects	DIGITALEUROPE
Daniel Masso-Aguado	Head Of Knowledge And Agenda 2030	UNE Spanish Association for Standardization
Philip Maurer	Project Manager - Rtd Collaboration	CEN-CENELEC
Eoin McCabe	Information Officer	NSAI
Roos Meester	Policy Officer	Ministerie van Economische Zaken en Klimaat
Livia Mian	Account Manager - RTD Collaboration	CEN-CENELEC
Ivana Mijatovic	Professor	University of Belgrade, Faculty of Organizational Sciences
Elena Mocchio	Head Innovation And Development	UNI - Ente Italiano di Normazione
Sophie Mueller	Head Of Unit H3 "Standards Policy"	European Commission DG GROW
Maitane Olabarria	Secretary General	Small Business Standards (SBS)
Guido Paola	IP-Portfolio Manager	Stichting Quantum Delta NL



Oana Penu	Innoenergy Skills Institute Director	EIT InnoEnergy
Luca Pezzini	Secretary General	European Lift Association
Pamela Pokorny	Programme Manager, Education	EIT Food
Uwe Rüdtenklau	Head Of Global Standardization Topics	Infineon Technologies
Bernadette Ruetsch	Project Manager Education About Standardization	AFNOR Normalisation
Mario Schleider	Head Of Secretariat And Secretary General CES	Electrosuisse
Henrik Schmielau	CEO	Opaix GmbH
Andreas Schumacher	Managing Director	Deutscher Textilreinigungs- Verband
Gabriella Sestini	Policy Officer	European Commission - DG GROW H3
Robert-Jan Smits	President	Eindhoven University of Technology
Georgi Stanchev	Vice Dean	Technical University of Sofia
Elisabeth Staudegger	Professor	Universität Graz
Katarina Surmikova Tatranska	Hlf Coordinator	CEN-CENELEC
Pim ten Thije	Policy Officer European Affairs (Standardisation)	Ministry of Economic and Climate Affairs of the Netherlands
Annemieke Toersen	Policy Advisor	Forum Standaardisatie
Biljana Tomic	Teaching Assistant	University of Belgrade, Faculty of Organizational Sciences
Elena Vaduva	Counselor	Ministry of economy, Entrepreneurship and Tourism

Jolien van Zetten	Head Of Professional Development And Processes	NEN
Geerten van de kaa	Associate Professor	Delft University of Technology
Yens Van Overloop	Project Manager Education	NBN
Sarah van der Meer	Consultant	NEN
Zuno George Verghese	Phd Student	Tilburg Law School, Tilburg University, The Netherlands
Ivano Visintainer	Technical Director	CEI - Comitato Elettrotecnico Italiano
Frank Wardenier	Policy Officer	Ministry of Education, Science and Culture
Deborah Wautier	Project Manager - Stakeholder Diversity & Inclusion	CEN-CENELEC
Paul Wiegmann	Assistant Professor	Eindhoven University of Technology
Anuschka Wojciechowski	Project Manager Next Generation Dke	DKE
Simone Wurster	Project Manager	Fraunhofer ISI
Svetlana Yaneva	Assistant Professor	Technical University of Sofia