

INVITATION TO 2013 ICES CONFERENCE and WSC ACADEMIC DAY – *What Does Industry Expect from Standards Education?* –

12-14 June 2013 at ETSI, Sophia Antipolis, France

Industry needs for standardization education will be the core theme of the ICES (International Cooperation on Education about Standardization) Conference 12-13 June 2013 at the premises of the European Telecommunication Standards Institute (ETSI) in Sophia Antipolis, France. The next day will be the WSC (World Standards Cooperation) Academic Day 2013. Its theme is: Education in standardization for future managers- needs and prospects.

Technological as well as business developments make standards indispensable. In order to benefit from standards, companies need proper knowledge about them and about their development. Standardization education should provide such knowledge, both for current business leaders and employees, and – via formal education – for future jobholders and citizens in industry and society.

The conference provides the opportunity to learn from fellow-participants from all over the world, from industries, universities, standards bodies and other interested stakeholders in standardization education. We expect to have some distinguished guest speakers. But the emphasis is on sharing.

I. Overview of the Event

The International Cooperation on Education about Standardization (ICES) is a network of individuals and organizations interested in education about standardization. ICES aims to promote education about standardization and improve its quality and attractiveness for all stakeholders.

The World Standards Cooperation was established in 2001 by the *International Organization for Standardization (ISO)*, the *International Electrotechnical Commission (IEC)* and the *International Telecommunication Union (ITU)*, in order to strengthen and advance the voluntary consensus-based international standards systems of ISO, IEC and ITU.

The ICES Conference 2013, for two days, and WSC Academic Day 2013, for one day, to be organized on 12-14 June 2013, intend to give continuity to the ICES and WSC events organized in previous years (2010 Geneva (Switzerland), 2011 Hangzhou (China), and 2012 Bali (Indonesia)).

The 2013 event is hosted by ETSI and supported by CEN and CENELEC. ETSI is located in the Sophia Antipolis science park, between Nice and Cannes on the French Riviera. Antibes (high-speed) train station and Nice international airport are less than half an hour per bus.

CEN, CENELEC, and ETSI also host the EURAS conference on standardization research 24-26 June at the CEN/CENELEC Management Centre in Brussels (see <http://www.euras.org>).

II. 2013 ICES Conference Theme: Industry Requirements for Standards Education

(a) Why Industry Should Care About Standards and Standardization?

In the development of new technologies, companies increasingly use open innovation: they involve parties outside their company in the development process. These technologies need business applications, often in the form of services. In this way, systems of interrelated components and services emerge, developed by a variety of organizations, then produced by another group of organizations, and delivered to a variety of customers. So technologies, products and services get interrelated and the same applies to the organizations involved in design, production, distribution and use – supply chains and networks instead of single organizations. In such value chains, standards specify the interfaces between the elements of the system, and provide criteria for system elements as well as systems as a whole. Therefore service standardization becomes more important, additional to technical standardization. A company's competitive position depends on its ability to use standards. Companies being able to also influence the standards get a major competitive advantage.

(b) What Does Industry Need From Education about Standardization?

Not all companies understand this essential role of standardization and reap the full benefits. This applies to SMEs but to bigger companies as well. Standardization education should provide the necessary awareness and knowledge. Therefore, standardization education's main target group is industry: directly (in the case of post-formal education and training) or indirectly (preparing current students for their future role in industry). These industry needs form the main theme of the ICES 2013 conference: why does industry need standardization education and, next, which education exactly do they need. Additionally also the education needs of other stakeholders get some attention, including governments, consumers and NGOs. In a society in which everything gets interrelated, the role of standards becomes more important for them as well. Core elements of the conference program will be:

- presentations by industry people
- presentations of findings of recent or ongoing research projects on industry needs for standardization education, probably:
 - a Korean study,
 - a Japanese research project on skills needed in standardization activities,
 - a European project on industry demand for 'standard engineers',
 - a study by the International Federation of Standards Users IFAN on industry needs for standards education
- panel discussion on market needs for standardization education

Education as such is to a large extent a national activity. For that reason, participants will get the opportunity to share experiences in setting up national structures for standards education and national strategies to implement standardization education. Here the complementary responsibilities of industry and their associations, government, national standards bodies and educational institutions will be addressed. In turn, the national level can be supported by the regional level. Initiatives in Asia (Asia Pacific Economic Cooperation) and Europe (European Standardization Organizations and European Union) will be presented and discussed.

In parallel, there will be a session on business benefits of standards and standardization: to which extent is evidence available about such benefits?

III. 2013 WSC Academic Day: Standardization education for future managers

(a) Theme

Education in standardization for future managers - Need and prospects

(b) Objectives

Promoting cooperation between standards bodies, universities and standards experts (representing companies from different sectors)

(c) Format

Short presentations to highlight issues and kick-start discussions. Most of the work to be conducted either through panels (open to all participants) and roundtable discussions.

(d) Expected Outcome

Participants learn from each other: improved understanding of education needs, of existing programs and approaches. The conference triggers the launch of new initiatives, such as: exchange of materials, new courses on standardization, extended contribution of industry experts to university courses, new or strengthened partnerships between standards bodies and universities

More information about the Event

Should you have any questions, you can contact:

- Henk J. de Vries (Rotterdam School of Management, Erasmus University, hvries@rsm.nl): ICES Chair
- Sunghyun Park (KSA, soylinda@ksa.or.kr): ICES Secretariat
- Daniele Gerundino (ISO, Gerundino@iso.org): WSC Academic Day contact
- Hermann Brand (ETSI, hermann.brand@etsi.org): Event host contact