

ICES¹ Workshop 2011 and WSC² Academic Day 2011

ISO, IEC and ITU recognize the fundamental contribution that educational institutions can give on teaching what international standardization is and what can be achieved through it. The three organizations are keen to support these institutions in their efforts and have developed a variety of initiatives contributing to encourage them to share their knowledge, experience and expertise in this domain.

The WSC Academic Day 2011 intends to give continuity to the WSC Academic Week organized in Geneva in 2010. This initiative aims at promoting the dialogue and at fostering cooperation between academic institutions and the international standards community so that tangible and measurable actions are identified and taken in the course of the next 12 months.

The WSC Academic Day 2011 will be held in Hangzhou (China) on 29 June 2011 back to back with the ICES Workshop 2011 to be held on 27-28 June 2011.

WSC Academic Day 2011 (29 June 2011)

Theme of the Academic Day 2011: *Cooperation between Standards Development Organizations and Academic Institutions*

Programme

9:00 - 9:15 **Welcome:** Prof. Masami Tanaka (Past President of ISO and Vice-President, Japanese Industrial Standards Committee (JISC))

9:15 - 10:15 - Session 1: ISO, IEC and ITU cooperation with academic programmes covering standardization

Chair: Prof. Song Mingshun (Vice-President, China Metrological University)

Main content of the session: Description of existing materials and initiatives aiming at developing new content materials on standardization that ISO, IEC and ITU are willing to share with the academic community. Discussion on what further pragmatic steps can and should be taken. What is the commitment from standards bodies and academia to these further steps?

Key objective: to demonstrate and discuss existing materials and initiatives with a view to receiving feedback and pragmatic ideas and commitments for further development.

Speakers: **Daniele Gerundino**, ISO; **Jack Sheldon**, IEC; **Reinhard Scholl**, ITU

10:00 - 10:15 Questions & Discussion

10:15 – 10:30 Coffee Break

10:30 - 12:00 - Session 2: Building an international inventory of education modules and related materials

¹ The International Cooperation on Education about Standardization (ICES) is a network of individuals and organizations interested in education about standardization. ICES was established at a meeting in Tokyo in 6-8 February 2006 by people from industry, academia, and standards organizations. The foundation of ICES was prompted by a common desire to promote education about standardization and exchange educational approaches and materials internationally.

² 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.
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Chair: Daniele Gerundino (Strategic Advisor to the Secretary-General, ISO)

Main content of the session: One of the recommendations of the WSC Academic Week 2010 concerned the need for a coordinated effort to build an international inventory and repository of course materials, and to promote exchange of information with a view to allow all the interested parties to take advantage of what is already available and to better orient future efforts. This session will present ongoing initiatives in different countries and regions and discuss next steps and develop pragmatic actions.

Key objective: Sharing updated information, and discussing how and what is required to implement these recommendations.

Donggeun Choi (KSA - Republic of Korea): (KSA - Republic of Korea): *Educational modules on standardization and related materials worldwide (with an emphasis on the APEC-region)*

Newell Hampson-Jones (BSI - United Kingdom): *The Importance of Engagement for Teaching about Standardization. Building of teaching modules in BSI*

Katrine Bergh Andersen (DS – Denmark): *Building of teaching modules and their use in cooperation with universities*

11:40 - 12:00 Questions & Discussion

12:00 – 14:00 Lunch Break

14:00 - 15:15 - Session 3: Cooperation between standards bodies, academia and professionals from companies

Chair: Mr. Jack Sheldon (IEC)

Main content of the session: Another recommendation of the WSC Academic Week 2010 concerned the importance of promoting the cooperation of company experts and staff of national standards bodies with academia – including e.g. participation of standards professionals in the design and provision of university lectures, participation of university researchers in standards development and so on.

This session will provide examples of cooperation from several countries and open a discussion of ideas of what else could be done and the commitments needed to make solid progress in implementing the recommendation.

Key objective: Demonstrate examples of successful cooperation between standards bodies, academia and companies' experts and identify a straight-forward recommendation and commitment to implementation.

Zhao Zili (Zhejiang Institute of Standardization (ZIS), Hangzhou, China): *Examples from the cooperation between standards organizations and the China Metrology University in standardization*

Tisyo Haryono (BSN – Indonesia): *Cooperation between a standards body and universities: The Indonesian experience*

Prof. Hee-Dong Yang (Ewha University, Seoul, Korea): *Cooperation between standards bodies, academia and professionals from companies in Korea*

Prof. Bruce Harding, Mechanical engineering technology, Purdue University, USA, and Chair of ISO/TC 10, Technical product documentation: *From use, to developing, to teaching and back again: An academic's experiences working as a standards developer*

15:15 – 15:30 Coffee Break

- 15:30** Open discussion (moderated by Daniele Gerundino, ISO): *Cooperation between standards bodies, academia and professionals from companies - Lessons learnt; current and future priority areas; possibilities for cooperation*
- 16:30** Conclusion of the workshop (Reinhard Scholl, Deputy Director, ITU Telecommunication Standardization Bureau)
- 16:45** End