Co-Creation Lab Vienna
Template for the description of a challenge

Title of the challenge	From "Standards takers" to "Standards makers"
Company/institute	Austrian Standards plus GmbH
Contact person(s) with position in the company/institute	Elisabeth Stampfl-Blaha (CEO)
Participating department(s)	Management, Standards Development, communications, IT
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1. Description of your company/institution

The Austrian Standards Group is the competence and service centre for standards in Austria – and the gateway to a worldwide standardisation network.
Ninety percent of the standards valid in Austria are of international origin.

We rely on partnerships and cooperation – among others as a member of ISO (International Organisation for Standardisation), CEN (European Committee for Standardisation), and ETSI (European Telecommunication Standards). This gives the Austrian economy easy access to international markets.

Since 1920, the association "Austrian Standards International - Standardisation and Innovation" has ensured a transparent process of standardisation as an independent and neutral platform.

The subsidiary "Austrian Standards plus GmbH" provides access to standards from all over the world.
The business areas include the sale of standards via a web shop and online systems as well as various types of knowledge transfer (e.g. specialist publications, specialist conferences, seminars/training courses, and certifications).

The customers of Austrian Standards are mainly Austrian companies, public and private organisations, and educational and research institutions.

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2. Please describe your challenge. Describe the ideal situation resulting from the challenge solution.

Users of standards should be provided with user-friendly options (online & offline) that encourage them to continuously and directly:
- share practical experience and suggestions for improvements
- introduce new, innovative approaches and ideas and put them up for discussion
- exchange views on specific application questions and challenges within the community

The goal is a future-oriented and trend-setting co-creation process. We are open to a wide variety of methodical, technological, and communicative solutions!

Problem description in short form:

The standardisation process and feedback opportunities are open to all. Nevertheless, only a few users usually directly contribute their practical experience.

However, feedback is important in order to improve and further develop standards in their application.

Objectives include:
- The proposed solutions should be integrated into the regular standardisation process (methodically, technologically, and communicatively).
- The standardisation community should continue to grow, networking and the exchange of views and information should be simplified, and the transparency of the discussion should be increased.
- Experts who have not yet been involved in the regular standardisation process (e.g. perceived inhibition threshold was too high) should also be addressed.
- The aim is to address new target groups that do not come directly from the classic standardisation environment (e.g. early adopters of future-oriented topics, highly innovative areas, or start-ups).

Brief description of the standardisation process:

The development of standards is open to all. A 360 degree process (see co-creation/open innovation) brings together experts from a wide variety of industries. They contribute their practical experience to find good practice solutions for their business areas. If a consensus is reached, the standard is published as a recommendation.
Afterwards, a review can be initiated – this is done regularly every five years.

There are various options for active involvement in standardisation. You can find all information and explanatory videos on the individual phases at: www.austrian-standards.at/standards-mitgestalten

Some 4,200 Austrian experts are currently setting international standards with their ideas.

3. What complementary skills are you looking for in order to work cooperatively on the challenge?

> We are deliberately searching for different methodological, technological, and/or communicative ideas/solution proposals. We would like to supplement our skills by integrating stakeholders (online/off-line) using new or alternative solutions and/or technologies.

4. Why is the challenge solution important for you right now?

Standardisation is an extremely dynamic area. It too is the subject of innovation.

Some current trends are:

- International standardisation continues to grow in importance – to the same extent that the economy is growing globally.
- Standardisation is becoming faster because of digitalisation and shorter product cycles.
- Digitalisation needs new standards and requires greater cross-industry cooperation (e.g. IT and healthcare; VR technology and construction).

The standardisation process is open and provides various opportunities for participation and feedback (see info graphic www.austrian-standards.at/standards-mitgestalten). Nevertheless, usually only a few users are actively involved in this process.

In particular, the possibility of "contributing experience" after a standard has been published is not sufficiently used to directly contribute practical experience. This could trigger the review process at any time.

Direct feedback is urgently needed to make standards more practical. The objective is to incorporate valuable practical knowledge and application experience into the revision and improvement. In addition, the associated exchange of experience among users contributes to networking and a better understanding of standards.

An example from the construction industry:

To find concrete solutions for construction rules and standards, especially for the construction industry, Austrian Standards has initiated an innovative process that is open to all. The project was initiated jointly with the Federal Guild of Construction. Various formats (e.g. conferences, working groups, and online discussions) made it possible to introduce practical experience and improvement suggestions with the objective of simplifying construction rules.

The inputs from this project have already been incorporated into the standardisation process. However, the model is not scalable for the regular process and was conceived as a selective solution finding in a special subject area.

You can find further information at: www.dialogforumbau.at

5. How does the challenge fit into your company's innovation strategy?

We are intensively engaged in the further development of our services and offers based on modern technologies (e.g. XML) and using modern innovation methods (e.g. service design, personas, customer journeys, and lead customers). We are developing new interaction possibilities for our communities in order to enable even stronger and increasingly digital networking of "Standards makers" and "Standards takers".

6. How much of your budget and how many internal human resources can you provide to solve the challenge?

Possibility to develop the proposal in a pilot project (100 person-days/€50,000)

7. What additional resources can you provide to enable a good solution to the challenge (e.g. internal expertise, contact persons, time, data, infrastructure, networks, and contacts to customers)?

We are available for active cooperation and provide support for the project with a personal contact person.
This will provide access to internal resources (e.g. infrastructure, meeting rooms, and data) and experts.
If necessary, we can also provide contacts to our national and international partner networks and customers.

• Free participation in a thematically-relevant conference on Austrian Standards

• Communicative support of the challenge/pilot project with PR & marketing measures by Austrian Standards

• Content integration and presentation of the challenge/pilot project as part of the 2019 Living Standards Awards on 24 January (New Year's reception of Austrian Standards with approx. 150 guests) - www.austrian-standards.at/award

• Presentation of the challenge/pilot project within the international network of Austrian Standards

8. Please summarise your challenge in a short and generally understandable way. This summary serves as initial information for external experts and for communication purposes:

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Background

As an independent and neutral platform, Austrian Standards ensures a transparent process for standardisation. This and the feedback opportunities are open to all. The feedback is important to improve standards in their application. Nevertheless, only a few users usually directly contribute their practical experience.

What is sought?

In a future-oriented co-creation process (online/off-line), users of standards should have activating and user-friendly possibilities to give continuous and direct feedback on existing standards, to contribute ideas, and to exchange ideas within the community. We are open to a wide variety of methodical, technological, and communicative solutions!

What is offered?

We are interested in active cooperation. There is the possibility to develop the proposal in a pilot project (100 person-days/€50,000) and beyond that, communicative measures (e.g. presentation in the context of the Living Standards Awards 2019) as well as the presentation of the pilot project within the international network of Austrian Standards.

The following question should only be answered if you want to search publicly for partners:

9. How will your future partners benefit from the joint co-creation project? What kind of cooperation is sought (e.g. cooperative research or development project, development contract, joint start-up, or purchase of a finished solution)?

We are interested in an active cooperation. There is the possibility to develop the proposal in a pilot project (100 person-days/€50,000) and beyond that, communicative measures (e.g. presentation in the context of the Living Standards Awards 2019) as well as the presentation of the pilot project within the international network of Austrian Standards. This means that there is always the possibility of a long-term cooperation in a follow-up project.