Co-production in standardisation

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Making ICT standards fit for Active and Healthy Ageing
19th October 2017
Brussels
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Objectives:

– to identify co-production approaches to maximise the engagement of a wide range of stakeholders (including, especially, older people) in the standardisation process; the why and what

– to develop guidelines on how, when and to what extent to engage with end-users in standardisation
Co-production

• Align the design of products & services with needs of users
  – move away from production- and technology push
  – move to making products that people need
• Focus on role of user in the design of products, services and systems
  – user as subject (US origin)
  – user as partner (Scandinavian origin)
• Advantages:
  – improving the knowledge upon which products, systems or services are built;
  – enabling people to develop realistic expectations, reducing resistance to change;
  – increasing democracy by giving users the right to participate in decisions that are likely to affect their life and thereby increasing the legitimacy of the outcomes.
• Accessibility, usability, user-experience, human centeredness and social desirability are important concepts
Origins and key concepts in co-production

What can we learn for standards development

• To what extent are we already engaging users?
• Could it be improved?
usability, accessibility, human centred design in standards

1691 EN/ISO standards on usability;
  – ISO 9247 series, esp ISO 9247-210 Human centered design for interactive systems

CEN Guide 2 on consumer interests and the preparation of E standards

CEN Guide 6 on addressing accessibility in standards
  – accessibility goals
  – human abilities and characteristics
  – user accessibility needs and design considerations in standards

Design-for-All Protocol for standardisers to identify, prevent and remove barriers to participation in society, and to promote equal opportunities for all citizens, including people with disabilities or older people:
  – design for human diversity, social inclusion and equality
  – design of systems that are readily usable by most users without any modification
  – making systems adaptable to different users (by providing adaptable user interfaces)
  – standardised interfaces to be compatible with assistive products and assistive technology
Design-for-all: just good design
European standardisation system

- All parties concerned, inclusiveness is important
- Users are a recognised stakeholder group
- Civil society organisations in European standardisation (ANEC, ETUC, ECOS, SBS)
Calls for increased user participation in standardisation

- European Commission: Annual Union Work Programme
- CEN/ISO: CIVIL SOCIETY
- Joint Initiative on Standardisation: Standards for the 21st century:
  - Awareness, education and understanding about the ESS;
  - Coordination, cooperation, transparency and inclusiveness;
  - Competitiveness and international dimension.
- European Parliament:
  - Inclusiveness (improve participation of underrepresented groups)
  - Improve quality and timeliness
  - Improve legitimacy

Support from EESC, ANEC, EPF, AGE, etc, etc
Older people: not a relevant category

- Just being older or just having a disability does not qualify for participation in standardisation (M/473)
- In addition to age, people are also personally, culturally, socially, linguistically and economically diverse.
- All characteristics contribute to the extent people are competent and willing to access and use services for AHA.

Users

- Primary (end) users of the AHA product/service.
- Secondary users: formal and informal carers, service providers
- Tertiary users: organisations and institutions that organise, pay for, or enable AHA solutions
Outcomes of co-production for standardisation

• Improved design
• Improved legitimacy
• Many elements of co-production have been subject to standardisation
• Users are a recognised stakeholder group
• User involvement in standardisation leaves substantial room for improvement
• This is acknowledged by CEN, ISO, EC, EP, EESC, ANEC, AGE and many others
Half way: what is your opinion?

• Progressive will prepare a guideline
  – For standardisers to engage with users, including a call for creating awareness on standardisation work

• What fields of standardisation require most attention for co-production/user engagement?
  – Products, services, systems

• To what extent or in what stage is co-production most relevant?
Questions / suggestions?

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