

## Co-creating standards with users

### What

**Co-production in standardisation is defined as working in partnership with users in the generation of ideas, decision making and development of a standard for a product or service.**

Co-production is more than good participation or engagement. It is a value-led approach which is characterised by **inclusive processes** and a range of **participatory activities**. These bring together **different voices and perspectives** on a common issue or problem to **achieve positive change** at different levels.

### How

There is no standard user co-production process for standardisation. Each standardisation committee should define a strategy and activities based on its needs and resources.

#### Leadership for co-production

It is up to the committee developing or reviewing a standard to establish a user co-production strategy to ensure the inclusiveness of its standardisation process. The committee should foster a culture that supports user co-production through:

- constructive and accessible work environments;
- open and transparent communications;
- proactiveness in conflict management.

#### Planning and operation

The committee should plan, implement and control the processes needed for the user co-production activities. The co-production process typically includes the following steps:

- set targets and create understanding;
- specify target user group(s);
- select an appropriate methodology;
- recruit and incentivise users;
- consider ethics relating to user engagement;
- report back to users.

### Why

User co-production provides several benefits to standardisation. Co-production:

- **brings fresh thinking** and new value to the standardisation committee;
- **improves the understanding of market needs** and possibilities;
- **helps identify and mitigate risks**;
- **taps into the collective creativity** and intelligence;
- **motivates member involvement** in technical committees;
- **increases the legitimacy** of the standard.



## When

The committee should identify needs, expectations and requirements of the user groups at the different standard development stages.

STAGE	Standard projects definition and review	Standard drafting	Standard enquiry	Standard publication
ISSUES	Confirm that a new standard is needed;  Build the committee.	Determine user needs; ways of removing hazards; and maximizing the user experience for the widest range possible of users.	Manage the power relationship at stake for consensus building.	Plan the application, implementation and promotion of the standard.
IMPLICATION	Identify and invite relevant user groups.	Build users' capacity to participate.	Anticipate reactions from a wide range of parties.	Partner with stakeholders.

## Toolbox

METHODOLOGIES PER STANDARD DEVELOPMENT STAGE	Standard projects definition and review	Standard drafting	Standard enquiry	Standard publication
Persona	X	X	X	
Focus group discussion	X	X		
Problem tree analysis	X	X		
Photoscan	X	X		
Customer journey	X	X	X	
Storyboard		X	X	
Gamestorming workshop	X	X		
Gaming		X	X	X
Users/citizen panel	X	X	X	
Delphi survey	X	X	X	

For more information or to receive a copy of the PROGRESSIVE Guide on User Co-production in Standardisation, contact:



[info@progressivestandards.org](mailto:info@progressivestandards.org)



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