

JULY 2022



HSbooster.eu
Horizon Standardisation Booster

Stakeholder Engagement Plan

Deliverable

4.1

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Glossary

Terminology/Acronym	Description
DMP	Data Management Plan
EAG	External Advisory Group
NSB	National Standard Body
PMB	Project Management Board
RPO	Research Performing Organisations
SDO	Standard Developin Organisations
COMMpla	COMMpla Srl (Project Leader)
WP	Work Package

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The HSbooster.eu has received funding from the European Union's Horizon Europe Framework Programme (HORIZON) - under grant agreement no 101058391.

Executive Summary

The document is a direct output of WP4 which will play a key role in the project in terms of raising awareness of project results, disseminating major outputs and findings and engaging key stakeholders.

The aim of this document is twofold:

- On one hand, it reports an overview of the implementation plan that the project is planning to put in place to create an engaged EU stakeholder community on Standardisation through a multitude of touchpoints and channels.
- On the other hand, it provides evidence of the adopted methodology to establish trustworthy and long-lasting relationship with each key stakeholder, while also linking them to the main future outputs produced by HSbooster.eu.

The primary Stakeholders' categories addressed can be summarized as following:

1. European funded projects (H2020 and Horizon Europe)
2. Standardisation Experts
3. SDOs and Standardisation Organisations
4. Policy Makers

A thorough description of each category and the correlated engagement strategy to reach them is outlined in the corresponding section of the deliverable. In addition, the plan leverages transversal digital and offline instruments that will be adopted to establish a solid relationship with the different Stakeholders' groups, mainly:

- Social Media
- Newsletters
- Sectorial events participation
- Webinars/Workshops
- Standardisation Liaison Platform
- Training Academy

Moreover, the Expert Advisory Group (EAG) will contribute to ensuring engagement with the right stakeholders. The EAG have been hand-picked to guarantee a meaningful representation from EU and International SDOs, SME associations, national standards bodies and reputable Research Institutes.

Therefore, the document provides information on how the project has targeted the main target stakeholders through the various channels such as the HSbooster.eu website, social media, events, webinars and workshops etc.

Type of Action	Expected Timing
Cooperation with Cen Cenelec established	Month 01 (April 2022)
1 st Engagement Webinar	Month 02 (May 2022)
Monthly Newsletter	Month 01 (Month 24)
Social Media activity – LinkedIn, Twitter, Youtube	Month 01 (Month 21)
Cooperation with ETSI established	Month 03 (June 2022)



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Participation at the EC Multi Stakeholder Platform meeting on Standardisation	Month 03 (June 2022)
2nd Webinar (Training) – Training Academy: Knowledge Hub for Education in Standardisation	Month 06 (September 2022)
Cooperation with ISO established and dialogue initiated with five national standardisation bodies.	Month 6 (September 2022)
Participation at the EC Multi Stakeholder Platform meeting on Standardisation	Month 7 (October 2022)
3 rd Webinar (Engagement) – Projects into spotlights and dive deep into #02 Open Call	Month 7 (October 2022)
ETSI IoT Week – Submission of proposal for “Presentation” panel	Month 07 (October 2022)
Kick-off cooperation with Cooperation with SBS, IEC, ITU and IEEE	Month 07 (October 2022)
4th Webinar (Training) – Training Services for beginners, intermediate and advanced users	Month 8 (November 2022)
Publication and Promotion of #01 “Success Stories Report” (Booklet)	Month 9 (December 2022)
5th Webinar (Engagement) – Presentation of the Standardisation Liaison Platform for Standardisation experts	Month 10 (January 2022)
6th Webinar (Impact and results)	Month 11 (February 2022)
7th Webinar (Training)	Month 12 (March 2022)

Table 1 Engagement actions

1 Introduction & scope of document

This deliverable, *D4.1 “Stakeholder Engagement Plan”* describes the main objectives, strategy and expected outcomes of the Stakeholder engagement activities to be adopted over the lifetime of the HSbooster.eu project to ensure the successful achievement of the Project objectives and an effective outreach and participation of all the targeted Stakeholders.

The plan is a living document, which can be subject to small changes, to address any specific needs or new opportunities that may arise during its execution or the necessity to focus the effort on a specific Stakeholder, or new ones arising during the 24 months of the initiative.

The HSbooster.eu engagement strategy will adopt a pragmatic, holistic, and interconnected approach to successfully promote the project’s Open Call for Experts and Open Calls for R&I projects, as well as to disseminate their outcomes using an extensive set of communication channels to target the broad and diverse network of Stakeholders involved.

This deliverable defines the different types of stakeholders identified, the engagement strategy devised to address each of them, the corresponding KPIs, the status of the current community (at the moment of writing) and the modus operandi and tools to be adopted. Additional information on communication activities and key events to facilitate outreach to the targeted communities will be provided in D5.1 (expected to be issued in M6).

1.1 Relation with other project deliverables

The activities encompassed in this document are closely related to the following deliverables:

- D2.1 – HSbooster.eu website (M2 – submitted M3)
- D5.1 - Initial plan for dissemination, exploitation, communication, and training activities DECTP (M6)
- D5.3 - Sustainability and exploitation plan (M24)
- D5.4 - The HSBooster Training academy and materials (M24)

1.2 Structure

The document is divided in the following sections:

- *Introduction and scope of the document*: Highlighting the high-level scope of the document as a reference for the overall Engagement strategy.
- *Stakeholder Engagement*: Description of the methodology and walk-through of the key project objectives and high level outline of major Stakeholders.
- *Channels for engagement*: This section features the main Digital and Physical Channels and assets that will be exploited to empower the promotion and dissemination of the project’s results and to maximise the Stakeholder’s engagement.
- *Stakeholder groups and plans*: This part includes a thorough listing of the most significant project Stakeholders and an accurate explanation on how they are going to be addressed and engaged.
- *Conclusions*



2 Stakeholder engagement

In mapping stakeholders, we have seen as a central and imperative priority in the project to engage key stakeholders, who it is envisaged will have key roles in the fruition of the scientific findings of the project as well as putting into practice its findings.

The objective of the stakeholder mapping is to ensure careful targeted communications and messaging, ensuring the project receives expected attendance at events, quality contributions and engagement through digital channels and feedback into the project's activities. This high-level mapping has cascaded into more detailed stakeholder mapping across all activities and workshops, including subcategories, target organisations, identification of stakeholder interests, needs, challenges and risks.

Project Objectives

The achievement of the project objectives are closely linked to the full engagement and participation of the key stakeholders in order to:

- Build a thriving community of EU Standardisation experts.
- Increase participation of actors coming from the research domain.
- Enhance and foster the uptake of any new technology deriving from the development or continuation of Standardisation activities.
- Extend free sharing and circulation of research outputs, new knowledge and new Standardisation deliverables.

It is possible to cluster the main Stakeholders of the project in four different categories (*that will be better defined under section 4*):

1. H2020 and Horizon Europe projects
2. Standardisation experts
3. Standardisation organisations
4. Policy Makers

2.1 Methodology

The proposed methodology aims at achieving a complete involvement of each targeted stakeholder, through a constant cooperation with the Consortium, by engaging them in various roles across three different phases over the project lifetime, and more specifically:

- *Project Delivery*
 - Stakeholders can provide guidance in their correlated domain or area of research, support in the selection of meaningful case studies, take part into Stakeholder workshops/webinars or focused events, identify arising industries and/or Standardisation trends to be taken into account as new eligible Open Call topics.
- *Dissemination of project outputs*
 - Effective and extensive dissemination of key results and findings across the related communities and networks, testing of the provided services and tools, exploration of national contexts and sectors.



- *Project output usage*
 - Use of the training material of the Standards Academy, possibility to benefit from project tailored services to support Standardisation activities, use of web-based tools (as the Standardisation Readiness Matrix).

3 Stakeholder groups and plans

3.1 H2020 & Horizon Europe Projects

3.1.1 Overview

Standards are at the core of a resilient European single market enabling companies to demonstrate compliance with EU regulations, creating a level playing field for businesses and increasing consumer confidence. For EC-funded projects, transferring results to a standards-setting organisation can further extend exploitation opportunities by spurring innovation. This ensures the uptake and wider use of new technologies and inventions, guaranteeing interoperability and compatibility, providing quality and safety levels, and codifying knowledge in clear and specific ways. Similarly, the use of the right standards in the development of project results can offer greater value and increase the likelihood of potential adoption. This can increase the impact of research and innovation investment as well as to transform results into tangible and sustainable solutions.

Contributing to standards is often an objective of many R&I projects possibly with a work package, task, deliverable or milestone dedicated to the standardisation. EU-funded projects with a declared interest in Standardisation or with a specific task on Standards in their work plan are the main target for of the HSbooster.eu's services. Entering the Standardisation arena is often a clear objective of EU-funded projects. Objectives could vary: carrying out an analysis of the standardisation landscape, identifying suitable standards to use, revising an existing or creating a new standard, strengthening the overall skillset or knowledge, or getting in touch with a specific organisation or become a member). However, actually navigating the path to engage with standardisation working groups and technical committees Through the professional services delivered by HSbooster.eu, EU projects will be enabled to take the right strategic approach to Standardisation.

An evident example is represented by the 2000+ projects surveyed by the European Commission in the recent "*Scoping study for supporting the development of a code of practice for researchers on standardisation*", aiming to identify elements of good practice for researchers dealing with standards and Standardisation in the course of research projects funded by Horizon 2020. The study pointed out the necessity close the gap between the research consortia and the technical committees that develop standards. For this reason each project will be contacted by the HSbooster.eu Consortium with a view to encourage them to apply to the Open Call for R&I projects so they can received expert support which will in the end increase the valorisation of results.

In collaboration with the European Commission, HSbooster.eu will address H2020 and Horizon Europe projects by continuously scoping the main EC sources (CORDIS), the 2,000+ projects surveyed by the Scoping study for the code of practice mentioned above. HSbooster.eu will also reach out to Innovators and projects registered in the **EC Innovation Radar Platform**. Through partner networks, HSbooster will also target projects that have taken part in the **Horizon Results Booster**, which helps

¹ https://ec.europa.eu/info/publications/scoping-study-supporting-development-code-practice-researchers-standardisation_en



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R&I projects to better maximise and amplify the obtained research outputs through dissemination, exploitation and business model planning. *(HSbooster.eu and HRB will cooperate by carrying out a mutual and reciprocal activity of promotion of dissemination on the respective platforms).*

3.1.2 Engagement channels

The Stakeholder engagement plan will encompass a multitude of channels and communication assets to ensure to provide the widest coverage and outreach.

3.1.2.1 Automated & Proactive services

The main engagement channel with the EU projects and standardisation experts will be through the HSbooster.eu services. Proactive Services will be delivered as part of the HSbooster.eu package with a view to raise awareness and matchmaking prospective H2020/Horizon Europe projects to relevant Standards area and/or fitting SDOs Working Groups or Technical Committees. Whenever appropriate, this can be the entry step to prompt projects to submit a formal application to benefit of Consultancy services. Projects will also have the opportunity to receive have a first-level service (“*automated service*”) directly on the HSbooster.eu’s platform to find answers to basic matters such as definition of Standards, overview of the Standardisation landscape, the standard-development process, the multi-layered levels of Standardisation, adoption and transposition of Standards and the different types of documents produced by SDOs.

3.1.2.2 Webinars

The organisation of a series of Webinars (**14**) will be crucial from a strategic standpoint to broaden the outreach of the project, to ignite engagement with other projects that have standardisation as a key-component in their work plan and to effectively promote each Open Call cycle (every Open Call release will be preceded by a dedicated Webinar focusing on the leading theme). Webinars will also represent a valuable engagement opportunity to host project beneficiaries that have successfully applied to the HSbooster.eu and completed available services, to effectively showcase the obtained benefits, lessons learned and tangible advantages they gained by joining the initiative. Recommendations provided by projects to TCs or WGs will also be shared providing visibility to the projects in terms of playing their part in addressing the urgencies highlighted in the EC’s Strategy on Standardisation.



Figure 1 Banner of #1 HSbooster.eu Webinar

3.1.2.3 Success stories

As a joint dissemination and engagement activity, success stories from HSbooster.eu services will be published on the project website. Success stories will summarise the standardisation issue addressed the activities carried out and the impact of the service. Success stories will then be published with the engagement of the project representatives who can provide further comments or quotes that can be used in the success story. In this way the beneficiaries of the HSbooster.eu services will engage with the project and the success stories can feed into peer dissemination of the services to the EU project community.

3.1.2.4 Social Media

Social media channels will be leveraged through a scheduled and consistent content calendar (organized on a weekly basis). The outreach team will ensure continual visibility of the project's activities such as Open Call releases, events, webinars, significant news, and announcements. Social media will also support community building by providing a path from seeing the social messages to converting as an engaged Stakeholder, by a timely activity to connect with relevant projects on Twitter and LinkedIn. (Some of the current followers already act as multipliers, as they present a high number of followers and in areas that are relevant for our project. Besides, the majority of EC-funded projects own social media account, making easier to establish meaningful connections).



Figure 2 Examples of social media posts on Twitter and LinkedIn

3.1.2.5 Newsletter

HSbooster.eu will regularly send monthly newsletters to its subscribers to inform them of the project's activities and status of the Open Calls, to engage them, and to share events and dissemination material. Hereunder is a visual example of an email newsletter which reflects the project's brand identity and includes a clear call to action at the end. The newsletter may be used to highlight success stories or related standardisation updates from both the ESO/NSB/SDO communities, the EPE and the project community.



Figure 3 Snapshot of the first Newsletter template

3.1.2.6 Standardisation Liaison Platform

Based on the successful EOSC Liaison Platform² delivered as part of the EOSCsecretariat.eu project³, a Liaison Forum will also be created on the HSbooster.eu website. The Liaison Forum will become a resource for members of the standardisation community and projects to post news on activities, events, results and news related to standardisation. This will evolve around 5 Macro Areas of the Open Calls (or sub-topics) where users can share updated insights and free educational materials, start-off threads, upload documents, give visibility to new standards/recommendations and, generally speaking, provide a place for effective discussion and exchange of information.

Registered members of the HSbooster platform (i.e. EPE, service applicants and general members of the community that have registered) will be able to publish content. Automatic notifications will be sent via email to community members when posts are made.

Based on experience of launching any type of forum platform, the initial six months will see HSbooster partners contribute significantly to the publication of posts either based on HSbooster outputs, activities or service results. In addition, partners will also drive other projects where they are also active (e.g. Trust-IT through Blue-Cloud, ONTOCommons, SWForum etc.) to publish standardisation-related input. In doing this a critical mass of content will be published and we expect greater spontaneous input from the community at that stage.

From a project perspective, projects will be encouraged to publish information related to standardisation activities (e.g. release of standards-related deliverable or event) while notifications pointing towards success stories will also be published on the liaison platform.

² <https://www.eoscsecretariat.eu/eosc-liaison-platform>

³ <https://www.eoscsecretariat.eu/node>



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3.1.2.7 Contact Database

At the heart of all engagement activities is the HSbooster.eu Community database. This has been set up to keep track of how the community is growing and to categorise relevant projects. Contacts are acquired via subscriptions to the newsletter, registration via the web platform, to the HSbooster.eu webinars, social media networks connections, as well as relying on partners' established networks as well as synergies and strategic collaborations. The Database is a very helpful tool to also monitor the response rate of each project that will be contacted for the dissemination of the most important outputs and in conjunction of the Open Calls' opening.

The Consortium will also benefit from the support of the Project Officer (REA) and colleagues at the European Commission (Gergely Tardos, DG RTD) to exhaustively reach out to the spectrum of projects addressed in the *"Scoping study for supporting the development of a code of practice for researchers on standardisation"* as well as the Researchers and innovators registered to the Innovation Radar platform.

3.1.3 Strategy and plan including timeline for first 12 months

3.1.3.1 Timeline of activities with EU projects involved in the HSbooster.eu

- M03 – M12 – Ongoing Campaign through Direct Mailing and Newsletters to reach out the entire spectrum of H2020 and Horizon Europe projects (as defined in the 3.1.2.7 section *"Contact Database"*).
- M04 – Participation at UNI Workshop *"BOOSTING RESEARCH RESULTS THROUGH STANDARDISATION"*
- M07 – Social Media campaign to feature projects' participants with personalised cards with correlated quote on how they did benefit from the HSbooster.eu
- M07 – 3rd Webinar (Engagement) will feature two representatives of projects (from 1st Open Call) to illustrate their ongoing experience with the HSbooster.eu
- M09 – Launch of *"Success Stories"* – Newspieces and Zoom-in on 3 different served projects (covering different Open Calls' topics).
- M09 – *"Success Stories"* section on the website.
- M11 – Results Webinar entirely dedicated to the key outcomes of the first two Open Calls with speakers coming from the most engaged served projects (covering all the 5 macro areas of the Open Calls).

3.1.3.2 Community at M4

- 212 H2020/Horizon Europe followers on Twitter.
- 187 H2020/Horizon Europe related connections on LinkedIn.
- Innovation Radar Innovators & Researchers.
- Cen Cenelec Horizon Europe Work Programme Mapping.
- 2300+ projects surveyed for the *"Scoping study for supporting the development of a code of practice for researchers on standardisation"*.
- 150+ EC-funded projects that have applied to the Horizon Results Booster services managed by Trust-IT.



3.1.3.3 KPIs

Type of Action	Expected KPI (M12)/(M24)
Projects who benefit of the “Automated” services	≥ 125 ≥ 250
Projects who benefit of the “Proactive” services	≥ 125 ≥ 250
Projects who benefit of the “Consultancy” services (Open Calls)	≥ 250 ≥ 500
Twitter followers	750 (M12) 1500 (M24)
Monthly Posts published on Twitter	20
Monthly Posts published on LinkedIn	10
LinkedIn Followers	1000 (M12) 2000 (M24)
Database of EU funded projects	5000 (M12) 10000 (M24)
Video tutorial, interviews & Video pills produced	12 (M12) 36 (M36)
Page views on Website “Training Academy” (upon release)	12000 (M24)

Table 2 EU Project community KPIs

3.2 Standardisation Experts

Standardisation experts are a wide spectrum of individuals. There is no set template for their experience or knowledge. Many are employed by the major companies who might have a high level of understanding of the importance of standards adoption or how setting a standard can be a determining factor to break the market entry with a new product or service. At the same time, individual experts may come from Research Performing Organisations (RPOs) such as Universities, Institutes of Technology or State research organisations involved in Standardisation development activities at different extent.

3.2.1 EPE

This Stakeholder group will play a pivotal role for the project, especially to form a consolidated pool of External Pool of Experts (EPE). The pool will be made of Standardisation Experts (at least 250) from national, European and international Organisations who will provide one-on-one guidance and support to projects. The broad range of Standardisation experts will be categorised under multiple domains defined by the Open Call topics⁴, in order for each project to be first matched and then and assisted by the right expert and receive the necessary support through Premium Services and ultimately participate in the Standards landscape as well as to contribute efficiently to the Standardisation process.

⁴ <https://hsbooster.eu/open-call-topics>



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Standardisation Expert Open Call

79 Standardisation Experts Recruited since 30th May 2022

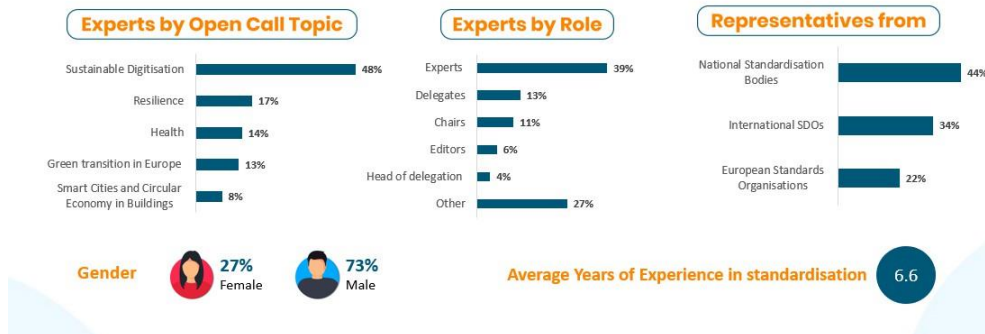


Figure 4 Current status and breakdown details of the EPE pool (June 2022)

3.2.2 Expert Advisory Group

A set of carefully shortlisted experts have also been recruited to the External Advisory Group (EAG), an advisory and independent board of 13 renowned professionals with the paramount goal to ensure the project maintains a high and international profile in the Standardisation global arena and that pertinent topics are addressed, such as:

- New government policies in multiple domains.
- Arising market needs affecting Standardisation.
- Technology uptake.
- Potential new fields to be taken into account as eligible topics for future Open Calls.

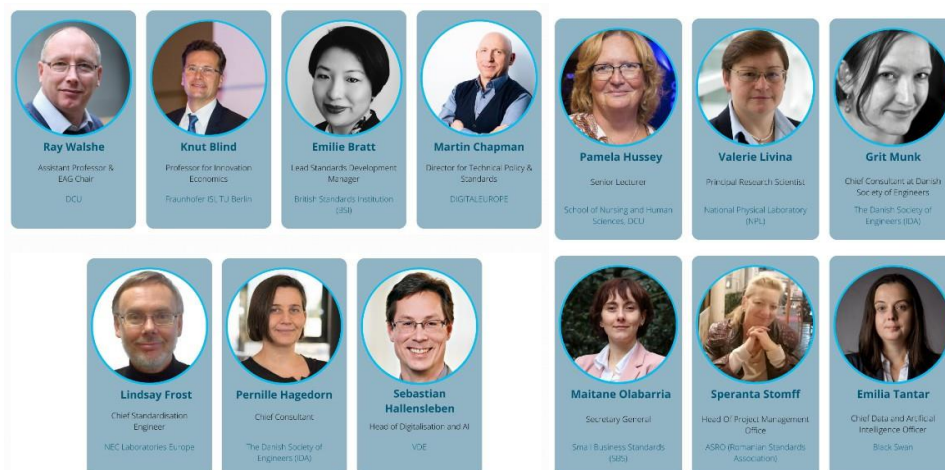


Figure 5 Current line-up of the HSbooster.eu EAG

3.2.3 Engagement channels

3.2.3.1 Monthly meetings with EAG

The consortium and EAG meet each month for a conference call. The objective of these call is to share information based on the focus and objectives of the project. Each meeting follows a basic structure to facilitate this:

- Introduction from EAG chair
- Update on HSbooster and open calls from Coordinator
- Presentation on standards-related topic or urgency from EAG member
- Presentation on standards-related topic or urgency from Consortium member

In this way, a two-way information flow takes place at the meetings and experts are engaged in providing insight into their particular expert area, as well as receiving specialized information from the HSbooster.eu consortium.

3.2.3.2 Website - Profile pages and EPE Directory

As can be seen in the figure above, each EAG member receives visibility on the HSbooster.eu website with a dedicated profile page for each member. As EPE members are recruited and services delivered, a new section on the HSbooster.eu website will be published with profiles of EPE members added.

In line with objective 1 of the project (develop an engaged community of EU standardisation experts), the project will create a directory of EPE members. This will include Information on their ESO/NSB/SDO affiliations, TC/WG membership, and specialized areas (based on Open Call topics) will be published providing visibility to them and the opportunity to modify and edit the information about themselves. Information on services delivered by each EPE member will also be published. the EPE pages. Visitors will be able to browse and search for experts based on key words and expertise.

3.2.3.3 Service delivery

The delivery of Premium services will be an opportunity for the EPE members to engage directly with EU projects. In addition to this, a satisfaction survey will be completed by experts providing insight into the service delivered and also to gather feedback on the service platform. The satisfaction survey will be defined in M4-5 and reported on in D3.1.

The objective of gathering feedback on the services and platform is to ensure a constant flow of feedback to the consortium and EC on the effectiveness of this pilot action so that the services and delivery can be constantly monitored.

3.2.3.4 Social Media

A continuous online presence through prominent social networks will inform, guide and solicit standards specialists to interact with the project. Twitter will be mostly leveraged for keeping the community up to speed on Standardisation, open call opportunities and impacts, also from the EU policy perspective. Insights from standards experts and analysts are also a key feature. LinkedIn is an essential professional network for HSbooster.eu, both to increase the size of the community and to leverage consolidated networks within the consortium, bringing the most relevant connections onboard the project's community.

3.2.3.5 Webinars & Workshops

Webinar and Workshops will be instrumental to feature the projects' Standardisation experts in contextualised events, tackling the key-priorities of the Open Calls. The organisation of such events



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will allow the positioning of the project inside the European and international Standardisation ecosystem but also to serve a two-fold objective:

- Provide an adequate coverage of the initiative across multiple standardisation communities through the dynamic activity of our experts.
- Gather insights on priorities and/or new trends to be possibly included in the next Open Call's cycle.

Specific Workshops will be also co-located within other bigger events or conferences to fully exploit a closer linkage with the corresponding community of experts (*i.e. ETSI IoT Week, ETSI Security Week, EU Research and Innovation Days, Horizon Info days, EU Industry Days, ICRI International Conference on Research Infrastructures and more*).

The workshops will be the ideal platform to invite EAG and EPE members to present information about their own standardisation activities and share updates to the broader community on the status of standardisation urgencies within TCs and WGs. The events will be an opportunity for the EAG and EPE members to contribute to the knowledge base within the HSbooster.eu project which is vital in the definition of each set of Open Call priorities that are revised and defined for each call. This insider information will also be important for EU projects participating at events and an important engagement hook for them to apply for services.

3.2.3.6 Training

The Training Academy will provide a further meaningful engagement opportunity with experts. The availability of training material will be an essential element of the service standard operating procedure with a catalogue of material provided to experts online which they can share with the project they are supporting. In addition, online training resources will also be made available on the website to all visitors.

As part of the engagement plan, we will target EPEs and invite them to contribute to the training resources. This may leverage existing material that they or their organization or standardisation organization have already developed. It may also involve the creation of new material in collaboration with HSbooster and WP5. This will provide visibility to the EPE members and create a new engagement opportunity with this stakeholder group.

3.2.3.7 Standardisation Liaison Platform

The objective of the Liaison Platform is to bring different standardisation stakeholders to share their perspectives or news in one platform. From an EPE point of view, the platform will provide an opportunity for the expert to publish standardisation news from their own activities, TCs or WGs, and also projects. It will also be an opportunity for them to promote new standardisation-initiatives, create opinion pieces or link to publically available training material they have produced.

3.2.1 Strategy and plan including timeline for first 12 months

3.2.1.1 Timeline of activities

- Month 2 – 1st Engagement Webinar – [The EU Standardisation Booster](#)
- Month 6 – 1st Training Webinar – *Training Academy: the Knowledge Hub for Education in Standardisation*
- Month 7 – 2nd Engagement Webinar - *Projects into spotlights and dive deep into #02 Open Call*
- Month 7 – Release of “Standardisation Liaison Forum”



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- Month 8 – 2nd Training Webinar - *Training Services for beginners, intermediate and advanced users*
- Month 9 – Publication of first success stories
- Month 10 – 3rd Engagement Webinar – *Presentation of the Standardisation Liasion Platform for Standardisation experts*
- Month 11 – 1st Results Webinar (Impact and Results)
- Month 12 – 3rd Training Webinar

3.2.1.2 KPIs

Description	Expected KPI (M12)/(M24)
Contractualised EPEs	≥ 125 (M12) ≥ 250 (M24)
Contractualised EPEs under “Health” topic	At least 20 (M12) At least 40 (M24)
Contractualised EPEs under “Sustainable Digitalisation” topic	At least 30 (M12) At least 60 (M24)
Contractualised EPEs under “Green Transition in Europe” topic	At least 25 (M12) At least 50 (M24)
Contractualised EPEs under “Resilience” topic	At least 30 (M12) At least 50 (M24)
Contractualised EPEs under “Smart Cities and Circular Economy in buildings” topic	At least 20 (M12) At least 40 (M24)

3.3 Standardisation Organisations

3.3.1 Overview

Standards are prepared at various levels and by different types of organisations: some standards are developed for national purposes; others are developed and published for the European region. Furthermore, there are standards, which are used globally.

Often when speaking of Standardisation, what is referred to are the formal standardisation organisations CEN, CENELEC, ETSI, ISO, IEC, and ITU. In addition to this, each European country has its own national standardisation organisations which are responsible for preparing national standards and participating in European and international standardisation (as well as to integrate them in each national regulation).

These organisations have a crucial role to play throughout HSbooster.eu and in particular when implementing the consultancy services, where access to standards and standardisation committees is pivotal.





Figure 6 High level of key Standardisation organisations

In addition to this, there are other organisations specialising in developing standards. These include, but are not limited to, IEEE, IETF, CSA – Cloud Security Alliance, W3C, HL7, OASIS, Open Grid Forum, ASTM, 3GPP etc.

HSBooster.eu aims to cooperate with key players with both formal and other types of standardisation organisations in order to get the most updated and accurate picture of the standardisation landscape as possible.

3.3.2 Engagement channels

3.3.2.1 Monthly – quarterly meetings

It is key for the success of HSBooster.eu to set up mutually beneficial cooperations with several Standardisation organisations in order to establish a continual dialogue at national, European and international level. There are several initiatives already ongoing that focuses on research and innovation that should be monitored and tabbed into by HSBooster.eu such as the CEN-CENELEC foresight initiative, STAIR, BRIDGIT, the ISO research and innovation network, IEEE Innovation at work, DIN-Connect and so on. Continuous dialogue can increase not only the knowledge base available to the project, but should also ensure alignment with the strategies and foresight analyses of particularly the European Standardisation organisations.



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HSBooster.eu has already established cooperation with CEN, CENELEC and ETSI and effort on establishing cooperations with other Standardisation organisations will be ongoing throughout the project.

3.3.2.2 Social Media

Many Standardisation organisations have huge Social Media following (for example ISO having 245.726 followers on LinkedIn, 254.661 followers on Facebook and 68.100 followers on Twitter). By cooperating with these organisations and/or strategically tagging these where relevant, HSBooster.eu can reach out to a vast number of stakeholders in the Standardisation community.

This can also leverage the number of followers on HSBooster.eu social media accounts due to spill over effect and by creating an interest for the project among the vast Standardisation community.

3.3.2.3 Website

During BRIDGIT 2 project (*Bridging the gap between standards and innovation*) a website called [Standards + Innovation](#) was developed. This website has a vast amount of information that is useful for the HSBooster.eu Stakeholders and vice versa. It will therefore be mutually beneficial to co-link between these two pages.

HSbooster.eu will make use of as much existing material as possible and for example the “Stories” section and download area of the “Standards + Innovation” page are highly relevant to be integrated on the HSbooster.eu page. There are also videos that show the advantages for the research and innovation community of participating in Standardisation that can be used as part of the training effort in Task 5.1. Training Academy.

3.3.2.4 Newsletters

HSBooster.eu will cooperate with the national, European and international Standardisation organisations on news articles and newsletter content. For instance HSBooster.eu can embed in its own newsletter link to the CEN-CENELEC innovation award and important news in HSBooster.eu can be delivered and published in their newsletters as well. This will be mutually beneficial for all parties as more readers can be reached than by using only own channels.

3.3.2.5 Standardisation Liaison Platform

The platform creates neutral territory for any ESO, NSB or SDO to publish standardisation-related news to keep the EU-project community aware of urgencies and activities at a strategic or TC/WG level. In this way HSbooster.eu can provide a communications channel for this stakeholder group to the EU-project community and facilitate engagement between the two communities.

3.3.3 Strategy and plan including timeline for first 12 months

3.3.3.1 Timeline of activities

- Month 1 – Cooperation with CEN and CENELEC established.
- Month 3 – Cooperation with ETSI established.
- Month 6 – Cooperation with ISO established and dialogue initiated with five national standardisation bodies.
- Month 7 – Cooperation with SBS, IEC, ITU and IEEE established.
- Month 9 – Mapping of most important Standardisation organisations in key areas developed.
- Month 10 - Dialogue initiated with five additional national standardisation bodies.



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- Month 11 – Cooperation with other important standardization organisations found in the mapping established.

3.3.3.2 Community (at M4)

- Strategic cooperation set up with CEN and CENELEC carried out through monthly meetings.
- Strategic cooperation set up with ETSI with quarterly meetings.
- Contact established with ISO.
- Touchpoint with the wide majority of the European National Standard Body (NSB) – Specifically: AFNOR (France), ASI – Austrian Standards Institute (Austria), ASRO (Romania), BDS (Bulgaria), BSI (UK), DIN (Germany), IPQ (Portugal), LVS (Latvia), NSAI (Ireland), NEN (The Netherlands), SFS (Finland), SIS (Sweden), UNE (Spain), UNI (Italy).

3.3.3.3 KPIs

- Cooperation established with all formal European Standardisation organisations: CEN, CENELEC and ETSI. Minimum 4 yearly meetings with each organisation. CEN and CENELEC meetings will be held jointly via the CEN-CENELEC Management Centre (CCMC).
- Dialogue meeting set up with min. half of CEN and CENELEC's 34 member bodies.
- Cooperation established with all formal international standardization organisations: ISO, IEC and ITU. Minimum 3 yearly meetings with each organization.
- Cooperation established with other standardisation organisations such as IEEE and SBS. Minimum 2 yearly meetings with each organisation.
- Analysis of the European landscape of standardisation organisations in key areas developed in order to prioritise and establish other cooperation opportunities than the above mentioned.

3.4 Policy makers

This group includes Stakeholders both at a National and European Level that steer policy priorities towards a more Europe-centred approach in line with the key European objectives of the Digital Single Market and also possess relevant funding to implement and support such policies. For HSbooster.eu 2023, a key policy stakeholder is the European Commission with correlated EC directorates and Units.

The Consortium Partners have established and meaningful relationships with REA – Research Executive Agency (through their involvement in numerous H2020 Innovation and Coordination Support Actions), DG RTD for Research and Innovation, DG CONNECT Communications Networks, Content and Technology, DG GROW for Internal Market, Industry, Entrepreneurship and SME. HSbooster.eu benefits in particular from the participation in key discussion groups and round tables at policy level, ensuring a constant dialogue between the European Commission and the Project, which through its continuous interaction across national and international SDOs is able to pinpoint topics that require further research, and provide coordinated guidance to steer policy priorities.

Some relevant examples:

- *Standardisation Matrix Meeting*

RoundTable organized under DG RTD and attended by representatives from RTD, JRC and different Executive Agencies (such as HADEA and CINEA). The HSbooster.eu Consortium attended the meeting of the 25th of April 2022 by



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presenting the new initiative and demonstrating how the project is moving forward in terms of mapping the urgencies in the EU strategy on Standardisation to the high level call topics, sub-topics, TCs and WGs and also the Standard Operating Procedure for the services.

○ *MSP – Multi Stakeholder Platform on ICT Standardisation*

The European Multi-Stakeholder Platform on ICT standardisation is a focused board of renowned experts with the primary goal to follow the European Commission decision to seek for advice on matters related to the implementation of ICT standardisation policies. It mainly copes with:

- Future ICT standardisation needs and priorities to bolster European legislation, policy regulations and public procurement;
- Technical specifications for public procurements, developed by global ICT standards-developing organisations;
- Cooperation and synergies between ICT standards-setting organisations and SDOs;
- The ICT Rolling Plan, a yearly-released manual which provides an exhaustive overview of the needs for preliminary or complementary ICT standardisation activities in support of the EU policy activities.

HSbooster.eu attended the MSP meeting on 30th June 2022 to present the first advancements of the project and to outline the trajectory of objectives and events of the second half of 2022.

○ *Committee of Standards Meeting*

It took place on the 17th of June and the project was presented by the EC representatives from DG RTD, DG Connect, REA ESOs, NSBs and SDOs.

○ *EU Missions*

EU Missions are a strategic and coordinated effort by the European Commission to pool the necessary resources in terms of funding programmes, policies and regulations, as well as other activities with a view to deliver a tangible impact on topical areas such as Adaptation to Climate change, Cancer fight, Ocean and Waters preservation, Climate Neutral and Smart Cities, Healthy Soils.

It is possible to easily identify some clear matching between the EU Missions key-goals and the urgencies of the EU Standardisation Strategy tackled by the Booster. The Consortium will then reach out all the Missions Managers (or deputy) to try to set-up a fruitful collaboration in M4-6.

4 Conclusions

This deliverable provides a pragmatic activity plan for HSbooster.eu activities for stakeholder engagement and open calls' promotion. As a living document, this can be easily adapted and updated over time to reflect new priorities identified, such as the Open Call campaigns and related topics, as well as workshop timings and stakeholder focus, necessary to maximise impact. This is mainly relevant



now that we are entering a post-Covid19 scenario, where a more traditional methodology to carry out Engagement activities will then become feasible and be resumed.

Among the main achievements to be taken into account:

- Continuous liaison with policy makers and key EC-driven initiatives (as described in 3.4) with a view to exchange recommendations and insights equally helpful either to shaping future R&I directions or to sustain the projects' main goals.
- Effective organisation and delivery of a set of major events (both physical and online) acting as a gathering point for all the addressed stakeholders.
- Full involvement of SDOs and ESOs in order to attain reciprocal advantages and pushing towards new standards development.

A month-by month plan will be integrated and merged to fully match the Communication activities that will be exhaustively outlined in the next *D5.1 Initial plan for dissemination, exploitation, communication, and training activities (DECTP)*, to be released in September 2022 (M6). The plan will also keep track of the activities that address the different stakeholder groups, where targeted actions are planned.



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