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**HSbooster.eu**  
Horizon Standardisation Booster

# Initial Standards Impact Report

Deliverable

# 4.2

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## TERMINOLOGY

Terminology/Acronym	Description
CSA	Coordination and Support Action
DoA	Description of Action
EC	European Commission
EPE	External pool of experts
GA	Grant Agreement to the project
KPI	Key Performance Indicator
CSA	Coordination and Support Action
DoA	Description of Action
SDO	Standards Development Organisation
WG	Working Group
TC	Technical Committee

### Disclaimer

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## Executive Summary

The HSbooster.eu project kicked off in April 2022, soon after the launch of the European Standardisation strategies issued in February 2022, to which it is aligned. HSbooster.eu aims to increase the **impact of European standardisation** resulting from H2020 & Horizon Europe Research & Innovation projects by designing, launching, and managing a dedicated “booster-type” initiative. The project has two objectives: **Firstly**, to develop an engaged community of European Standardisation Experts and increase the participation of research performers (Community of 2000, 1,000 Project Applications from R&D & services issued, 500 of which are Premium). **Secondly**, service design and delivery for HSbooster.eu. (Automated, Proactive, and Premium Services, Standards Training Academy, and trained users).

HSbooster.eu is proposed by a lean Consortium of Partners with extensive experience in the Standardisation landscape –**Trust-IT Srl (IT)**, the Coordinator of StandICT.eu and CDB, **Dublin City University (IE)**, an active player in SDO WGs & TCs and in educating future standards experts, **Dansk Standard (DK)**, with a track record in increasing European impact on the international standards scene, **University of Belgrade (RS)**, experts in delivering training packages to support standardisation efforts, and **SGS (ES)**, experts in certification see figure 1 the HSbooster.eu consortium partners.

Since the start of the project in total, 79 projects and 149 experts were contracted and monitored through direct engagement in the program. The participants are Standards Experts and actively engage in SDOs at SC, TC, and WG Standardization levels. The HSbooster.eu service consists of one-on-one and one-to-many correspondence and includes standards and standardisation mapping and matchmaking consultancy. The standards community and HSbooster.eu engaged in numerous interactions. The project has been in touch with a number of NSBs, working groups, standards communities, and European and international standard developers. HSbooster.eu is part of a large network of standard developers. It is critical to ensure collaboration and knowledge exchange between HSbooster.eu and standardisation stakeholders in order to achieve long-term impact.



Figure 1 The HSbooster.eu consortium partners

# 1 Introduction

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This report presents the **impact monitoring strategy** of the HSbooster.eu project and the first impacts already achieved in the first year of the project. HSbooster.eu offers expert services to European projects in order to help them increase and valorise project outcomes by contributing to the development or revision of standards. By using standards and contributing to standardisation, European R&I projects can increase their impact, gain market access, and support the European green and digital agenda.

**The alignment between the objectives of HSbooster.eu and the Commission's recommendation on the standardisation Code of Practice (2.3, 3.5 & 3.8) offers three significant benefits:**

**HSbooster.eu Training Academy (also referred to as Standards Training Academy):** The HSbooster.eu Standards Training Academy addresses the educational dimension of Standardisation by providing an efficient mechanism and accessible hub for training in order to develop competencies and skills in standardisation. More specifically, the Academy will cover the following aspects:

- Delivery of tailored training packages for beginners, intermediate and advanced users.
- Develop and sustain a network of standardisation experts, professionals and academic researchers.
- Tangible support for the HSbooster.eu through the delivery of personalised training for proactive and premium service applicants, filling the gap(s) that projects encounter across their standardisation path.
- Public Webinars & Workshops to emphasise the interrelation of standardisation and research and the possibility of reciprocal benefits.

**Standardisation planning and strategies, including mapping:** HSbooster.eu establishes, maintains, and develops a facility to provide the three standard service levels (Automated, Proactive, and Premium) with the goal of bridging the gap between the EU R&I community and the standardisation experts. The open call topic is an important motivator for the decision to include standardisation and National Standardisation Bodies (NSB) in the projects. Fewer projects involving an NSB have addressed standardisation because it was viewed as a critical aspect of the call. Projects will engage actively in standardisation securing a broader impact on market access of new technologies, products, etc. SDO's in general, NSBs (national standards bodies) and the research and innovation community will benefit from the results of the projects.

**Engaging with standards experts within the consortium and externally (premium):** Involvement in engaging in standards in the earliest stages of standardisation activities within R&I programs, where researchers gain valuable knowledge and networks while also contributing to the development of key new or improved international and European standards in critical topic areas for industry and society.

- Influence processes and outcomes of standardisation.
- Support to engage in standardisation as an observer or participant.
- Select relevant standardisation organisations to engage with.

## **1.1 Scope and Goals of the Impact Report Deliverable**

Deliverable 4.1 in the proposal document states that the

*“Initial Standards Impact Report – Projects Onboarded, SDOs engaged, Standards documents contributed to, event reporting, new technologies as a result of the standards work.”*

The aim of this report is to demonstrate the impact of the project on the standards community both internally and externally. The first year has been one of development and engagement. Developing the services and the procedures and platform behind them to ensure that they run smoothly and efficiently as any broad-reaching European booster service needs to do. The consortium’s knowledge of and expertise in the standardisation field has been crucial to understand the needs of the project community and also of how the standardisation community can contribute. Similarly, the experience the consortium has of designing and delivering the machine behind a booster service has also been key to building relationships and a sustainable platform to support this.

The main achievements can therefore be summarised below and the document will identify the impact that these have had on our key target stakeholders identified in D4.1 namely:

- H2020, Horizon Europe projects and their consortia.
- Standardisation experts.
- Standardisation organisations.
- Policy makers.

Main achievements to date:

- **The service matrix:** From the identification of the open call topics based on EU standardisation priorities to the design, piloting and revision of the three HSbooster.eu services which respond to various recommendations cited in the EC’s Standardisation Code of Practice.
- **The service delivery machine:** Design and construction of the procedures, monitoring files and platform to ensure the smooth operation and running of the EPE open call and the delivery of the services.
- **The services:** Over 150 standardisation experts recruited, ranked and ready to deliver premium services to projects. 79 premium services currently being delivered or

completed. 2 Proactive webinars mapping the standards landscape and Automated service actions raising awareness of standardisation as a means to valorise project results.

- **The standardisation training academy:** online with 6 modules addressing different levels of learning material, and 2 webinars delivered. Indeed, the project portal (HSbooster.eu) is cited in the Commission Recommendation 2023/498 (on a code of practice on standardisation in the European Research Area) as a source of information on training to support stakeholder engagement and participation in standards development committees.
- **A growing community of standardisation experts** and R&I projects engaged and contributing to increasing project input into standardisation.

The related task on impact also provides a Standards catalogue. This will be reported on in D4.3 Intermediate Standards Impact Report in M18.

## HSbooster Service Delivery

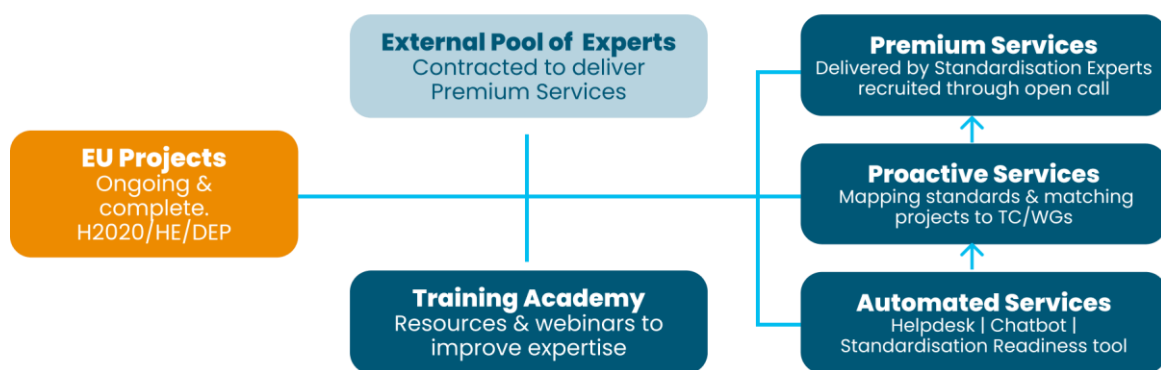


Figure 2 HSbooster.eu Service Delivery



## **2 The Premium Service Machine**

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### **2.1 Premium services**

The HSbooster.eu project offers a premium service through a continuous open call process for standardisation experts and projects, providing dedicated and specialised assistance to projects in their standardisation efforts. The open call system, managed by the project partners, facilitates the selection of projects for premium services, including one-on-one consultancy and support from EPEs. The open call management is supported by a streamlined procedure designed to ensure efficiency and prompt response, as discussed in detail in D2.2.

#### **Impact 1: the HSbooster.eu Service Delivery Machine**

The procedures and platform behind the HSbooster.eu Service Delivery Machine, represent the first important **impact** of the project's premium services and are described in detail in D2.2 (M14). The method implemented ensures indeed a series of benefits over its various phases as summarised below:

- **Tailor-made platform with a set of supporting service delivery procedures:** This Drupal-based platform enables seamless collaboration among all involved stakeholders, providing EPEs with a unified vision of assigned projects, the HSbooster.eu team with a scoring system for the experts, and projects with dedicated space to read about the suggestions and materials provided by the experts. The platform acts as a centralised hub, and offers real-time monitoring for premium service management.
- **Efficient Open Call System facilitating participation in standardisation:** The Open Call system allows both standardisation experts and projects to apply for and receive consultancy services streamlines the application process and makes it easier for experts and projects to participate.
- **Expert Selection and Eligibility:** The HSbooster.eu team reviews applications from standardisation experts and assesses their eligibility. Eligible experts are ranked and entered into the External Pool of Experts, making their profiles available on the HSbooster.eu website. This ensures that **qualified experts are identified and accessible to projects.**
- **Project Evaluation and Matching:** The project representative submits an application, which is evaluated for eligibility. Once a project is deemed eligible, it is matched with a suitable expert based on the needs of the project and the expertise of the available experts. This process ensures that **projects are connected with the most relevant and capable experts.**
- **Thorough Service Delivery Process:** The service delivery process is well-defined and structured. It starts with an introductory call between the HSbooster.eu team and the expert, followed by a kick-off call between the expert and the assigned project. The



service is delivered through a series of meetings and should be completed within three months of the kick-off call. This process ensures a **systematic and organised delivery of services**.

- **Monitoring and Feedback Mechanisms:** The HSbooster.eu team continuously monitors the progress of the service delivery process using a monitoring tool. They address requests and concerns from both experts and projects and collect feedback for improvement. This ensures that any issues or **challenges are promptly addressed, and the services can be adjusted based on feedback** received.
- **Quality Assessment and Payment:** Upon completion of the service, experts submit a report detailing the activities conducted. The HSbooster.eu team assesses the quality of the reports and confirms closure for payment. This quality control **ensures that the services provided meet the expected standards**.

These procedures play a vital role in creating success stories and serve as a valuable asset that was previously absent. Without these mechanisms in place, the provision of such services would simply not be feasible. The procedures enable the standardisation community to effectively deliver services, foster collaboration between experts and projects, and ultimately contribute to the achievement of remarkable outcomes. By establishing a structured and streamlined process, the HSbooster.eu service delivery machine enables experts and projects to maximise their potential and generate impactful results that were previously unattainable.

## ***2.2 The impact of the creation of a pool of experts***

Procedures play an important part in the delivery of this task and to ensure that the connection and interaction with both experts and projects is completed in a professional manner the process must start off with a solid foundation. This is where the impact starts and throughout this document there is evidence of how this foundation has benefited the roll out of the other services on this project.

Our ranking system and evaluation criteria is described fully in D3.1 Service Matrix (Annex 2) and in D2.2 Interim Monitoring Report (section 3). This is important to the delivery of premium service as it helps the consortium to identify the most suitable experts from the external pool of experts (EPE) to applicant projects.

### **Impact 3: A community of over 150 ranked standardisation experts**

One of the significant impacts and benefits of HSbooster.eu lies in its creation of a community of experts: the external pool of experts (EPE). Through its rigorous selection process, HSbooster.eu has established in its first year of activities a diverse and knowledgeable pool of experts.

This pool of experts encompasses individuals with expertise in various priority topics relevant to standardisation. These topics can range from technology and innovation to sustainability and societal challenges. By bringing together experts from different domains, HSbooster.eu ensures a multidisciplinary approach to addressing the complex needs of R&I projects.

The experts within the HSbooster.eu community are ranked based on their specific areas of expertise. This ranking system allows for efficient matching between projects and experts, ensuring that the most suitable and qualified professionals are assigned to each project. This targeted approach enhances the quality and effectiveness of the services delivered. The HSbooster.eu platform provides automated ranking on gender and roles and years of specific experience in TWGs.

Furthermore, the experts voluntarily apply to be part of the HSbooster.eu community, demonstrating their commitment to supporting the EC's values and objectives. This commitment to the EC's mission fosters a sense of shared purpose and collaboration within the community, driving the collective effort towards achieving common goals.

By creating this community of experts who are then subsequently delivering premium services, HSbooster.eu can ultimately facilitate knowledge sharing, networking, and collaboration among professionals in the standardisation field. This collaborative environment can not only benefit individual projects but also promote the exchange of best practices, innovative ideas, and emerging trends across the standardisation community as a whole.

Overall, the creation of a pool of experts by HSbooster.eu brings together a diverse group of committed professionals who contribute their expertise, skills, and passion to support the EC's values and objectives. This community-driven approach enhances the quality of services provided, encourages collaboration, and promotes continuous learning and improvement in the standardisation domain. D2.2 Open Call Monitoring (section 3.2.1) provides a full overview of the expertise further information on the EPE.

### **Impact 3: First projects supported through the Premium service**

At the time of writing 11 premium services have been completed and over 50 are in progress. In this section, we focus on presenting a few examples of activities being done with the projects applying to the premium service offered by HSBooster.eu. These serve to showcase the progress and positive outcomes achieved with the guidance and support provided by HSBooster.eu experts.

#### **Empowering Construction Innovation: Cogito's Standardisation Success Story with HSbooster.eu**

**Expert:** René Lindner, Tecnun - University of Navarra

**Project Background:** The Cogito project, whose aim is to develop a digital twin model for the construction industry, successfully leveraged the standardisation service provided by HSbooster.eu. Four partners from Cogito, including the project coordinator and technical coordinator, participated in the initial call with the selected expert. With seven project partners already involved in various standardisation activities related to the project theme, Cogito had

already a strong foundation before applying to the service. Relevant standards had already been identified to support the model development, and the project achieved a significant milestone by contributing a use case to the ISO/IEC WD 30172 Digital Twin - Use Cases. Additionally, the project partners actively participated in 14 standardisation activities at different levels, including national, European, and international engagements.

**Impact:** The collaboration with HSbooster.eu advised Cogito to promote its results to standardisation bodies. The project aims to engage with at least five standardisation bodies and target four standards in alignment with its objectives. During the initial meeting with the HSbooster.eu External Expert (EPE), the participants expressed their need for detailed information on standardisation options, including CWAs (CEN Workshop Agreements) and liaisons. The expert promptly provided the requested information, enabling the Cogito partners to refine their contributions to standardisation and make their plans more concrete. In the second and final meeting, the expert continued to offer valuable advice to the project representatives. The discussions revolved around approaching the planned standardisation workshop (to be held in September/October 2023) effectively, ensuring proper timing to present the standardisation potentials to relevant working groups. The expert recommended engaging with committees where project partners were not involved to reach a broader audience of standardisation experts and provided information about these. The project representatives were highly satisfied with the service provided by the expert, praising the trustful, timely, interactive, and transparent nature of their interactions.

### **Empowering Cybersecurity: CyberSEAS Project's Journey Towards Certification and Standardisation**

**Expert:** Wolfgang Ziegler, z-rands

**Project Background:** The CyberSEAS project, dedicated to enhancing the cybersecurity of European electrical power energy systems (EPES), sought to navigate the realms of certification, standardisation, and information exchange at the EU level. In early interactions with HSbooster.eu, CyberSEAS provided an overview of their project objectives, aiming to adopt common certification and validation procedures. Although the project had limited clarity on the specific benefits of premium services and interactions with the expert, they recognised the potential value of the consultancy service delivered by the expert.

**Impact:** CyberSEAS representatives and the expert mutually agreed that the project's primary focus would be on delivering recommendations for certification and standardisation, rather than actively contributing to standardisation efforts. The collaboration with the expert provided insights into the standards landscape and guidance on aligning their certification goals with industry best practices. Agreements were reached during the collaboration. CyberSEAS decided

not to engage in standardisation efforts beyond their project's scope due to feasibility constraints. Instead, the project prioritised delivering comprehensive recommendations for certification. The final phase of collaboration focused on addressing potential questions and fine-tuning the recommendations provided by the expert. While the Premium Service did not exclusively revolve around standardisation, it played a vital role in providing valuable insights into the relevant standards landscape. These insights empowered CyberSEAS to design and implement effective cyber-defense measures within EPES. The collaboration with the expert enhanced the CyberSEAS project's certification efforts, ensuring alignment with industry standards and best practices. By leveraging the expertise and guidance from the expert, CyberSEAS fortified the cybersecurity framework of European electrical power energy systems, creating a more robust and resilient environment.

### **Accelerating Standardisation in Cyber-Physical Systems: Empowering CPSoSaware through Collaborative Innovation**

**Expert name:** Raúl García Castro, UPM

**Project background:** The CPSoSaware project aimed at exploring standardisation in the context of low Technology Readiness Level (TRL) projects. With a diverse consortium comprising partners ranging from standardisation experts to those less familiar with the intricacies of standardisation, the project aimed to bridge knowledge gaps and ensure the applicability of existing standards to their outputs.

**Impact:** During the first meeting, the expert provided valuable insights into standardisation readiness, analysing the project's level of preparedness and offering initial recommendations. As the project progressed, the expert played a pivotal role in guiding CPSoSaware's partners, offering support and expertise to sustain their standardisation activities beyond the project's completion. CPSoSaware gained a comprehensive understanding of the standardisation landscape, having already identified 80 relevant standards, innovations with standardization potential, and essential contacts. The project received recommendations on sustainable standardisation practices and engagement strategies and this helped shape the standardisation trajectory of the project. The expert also provided information on funding opportunities available for post-project standardisation activities which can sustain their standardisation efforts beyond the project's lifecycle.

The recommendations provided by the expert enabled CPSoSaware to refine its approach to standardisation, ensuring that future projects incorporate standardisation tasks from the proposal writing stage.

## 3 Impact of HSbooster.eu services

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### 3.1 The revised service matrix

In this section we look at revisions and improvements made to the service matrix in particular, the Automated and Proactive services. The service matrix is presented in full in D3.1 Service Matrix which was submitted in M5, August 2023). Since then, revisions and improvements have been made.

The table below summarises the three levels of service offered by HSbooster.eu. The services are, by design, incremental in terms of both engagement, interaction and potential impact. Each service can impact on each other with. For example, an automated service potentially acting as an engagement hook on which a proactive service (mapping activity) or premium service may take place.

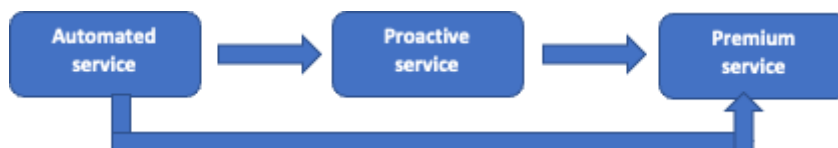


Figure 3 HSbooster.eu Services: Automated, Proactive and Premium

The definition of the three services is a key impact of the project activities to date in terms of careful definition, design, implementation, piloting and revision. The objective is to establish three services which can be sustained and managed in an eventual booster service.

Taking the Service Matrix presented in D3.1 as a baseline, the consortium have continuously assessed and evolved the services and their definitions providing a more detailed comparison of the services considering the **channel** that can be used to offer/request the service, and the **actor** triggering the request, the **content** of the service, the **timeframe** and the expected measures of **impact** of each service. These are presented in the table below.

Service	Channel used to start the service	Actor starting the contact	Content of the service	Impact
<b>Automated</b> hours/days/ week	Helpdesk e-mail	HSbooster.eu team sends “helpdesk/info” e-mail to targeted project OR Project sends an e-mail to HSbooster.eu helpdesk to request support/information	Info about Services, basic info about standards	Move forward to proactive or premium
	calls	HSbooster.eu team organises a call, typically after e-mail contact or upon request from the project		
	FAQ	Project navigates FAQ list on HSbooster.eu website		
	Chatbot	Project interacts with chatbot on the website		
	Standardisation Readiness Level tool	Project interacts with the tool on the website	Standardisation readiness evaluation	
<b>Proactive</b> Up to 1 month	e-mail	Hsbooster.eu team sends invite to benefit from proactive service to a project falling within a certain list of selected domains	Mapping of relevant standards and contact with SDOs in SELECTED (to be indicated by DS) domains	Application to premium and/or proven engagement with SDOs
	calls	Hsbooster.eu organises a call with the project, typically after the e-mail contact or the attendance of the project to a webinar		
	Webinars	Hsbooster.eu groups projects working in similar domains and invites them to a joint webinar		

	Trainings	HSbooster.eu Team organises a training workshop (as part of Training Academy activities) for interested projects	Each training will focus on specific standards-related topics.	
<b>Premium</b> Up to 3 months	Application	The project applies to the open call	Dependent on project needs.	Project specific and to be detailed by the expert in the submitted report

All services are monitored and counted using a shared database where partners track various interactions with projects and confirm service completion.

### 3.2 Automated Services

In this section we look in detail at the impact of the Automated services. As described in the table above, the goal of the automated service is to provide guidance and support to steer research results of projects towards the most promising standardisation pathway. In this section we will describe these activities and their impact. The automated service could be considered as a point of first contact with a project which could result in a project representative:

1. Engaging or registering with the projects different communications channels (newsletter, social media, event)
2. Being referred to and following a proactive service
3. Applying for a premium service
4. Promoting HSbooster.eu to colleagues or other projects.

#### 3.2.1 Helpdesk email campaign

By design, the automated service provides freely accessible information via different channels available on the website and one-on-one sessions with HSbooster.eu staff. Therefore, as a new project, a more outwardly facing strategy was employed to promote all services.

To achieve this a consolidated and continuously updated database of H2020 and Horizon Europe projects has been created. Based initially on publicly available listings of projects which do not include contact details, the consortium has refined this list and systematically identified projects of interest for targeted outreach.

The following criteria have been used to refine the database:

- Ongoing projects or projects completed in the last 12 months.
- Projects that have responded to the EC Code of Conduct study.
- Projects in topics and calls related to open call topics.



- Projects with a focus on “standards” or “standardisation” based on keyword searches.
- Projects funded through calls with a focus on “standards” or “standardisation” based on keyword searches.

A considerable effort has been put into identifying and adding contact details such as emails. This has been based firstly on desktop research and secondly, since M11, by applying crawler software in twice weekly cycles to the initial publicly available project database in order to identify emails publicly available on project websites.

A standard outreach mail is systematically sent to projects in the list promoting HSbooster.eu services and benefits to projects. Responses to mails are collected through the helpdesk email [info@hsbooster.eu](mailto:info@hsbooster.eu) which is continuously monitored and response provided within 24 hours. Interaction with the project then takes place either via email exchanges or conference calls.

Live interaction with projects takes place on three levels:

- Conference call (normally one hour).
- Physical meeting including extended conversation and follow up interaction
- Email exchange

All interactions aim to:

- Understand objectives and needs of the project with regards standardisation
- Highlight importance of standardisation for the valorisation of project results
- Inform the project of HSbooster.eu objectives and services highlighting services
- Identify how HSbooster.eu services can support or impact on a project.
- Set calls to action.

**Impact 1:** Consolidated and growing database of >11,000 EC projects with >1,500 contact details identified.

**Impact 2:** >1,100 projects contacted through direct email campaign highlighting HSbooster.eu and services.

**Impact 3:** 177 projects engaged through Automated services, 23 of which have gone on to apply for premium services.

### 3.2.2 Helpdesk Page

The [Helpdesk](#) is a dedicated support page, providing assistance and guidance to users of HSbooster.eu's resources and services. It serves as a source of information, catering to individuals seeking clarification, troubleshooting, or general inquiries related to the project. Users can submit their queries through the user-friendly interface and receive prompt responses from the HSbooster.eu team. The Helpdesk offers support for technical assistance, project guidelines, and other project-related questions, as well as key concepts and processes in standardisation.

The Helpdesk is based on the following main elements:

- The **info@hsbooster.eu** contact point: Stakeholders can submit questions not covered in the Helpdesk page, receiving personalised assistance from the support team.
- **Frequently Asked Questions (FAQs) List:** A compilation of the most frequent queries collected via the "info" mailbox since the project's inception (M1). Dedicated FAQ lists on the EPE and Projects' open call pages and in other sections of the website dedicated to standardisation were made available before the Helpdesk page was set up. The FAQs are better described in the following sections.
- **Upcoming Chatbot:** A chatbot tool will be published at the end of M14, engaging with website visitors and addressing FAQs and additional questions or topics. The chatbot is better described in the next sections.

### 3.2.3 Frequently Asked Questions (FAQs)

FAQ pages were created and published on the HSbooster.eu website in the initial months of the project to provide information on the services for projects, the EPE and general standardisation topics. The FAQs mainly aim to guide and support standardisation experts and projects interested in participating in the open call initiatives, offering information on eligibility criteria, submission guidelines, as well as general information about standards and standardisation processes. As this content is open and does not require registration, we can measure the FAQs' impact based on page visits. The FAQ pages have been substantially expanded and updated in M14.

**Impact:** Over 700 visits to the FAQ pages in the first year of the project

### 3.2.4 Chatbot

The chatbot feature will be added at the end of M14 (May 2023) as part of HSBooster.eu automated services. The chatbot serves as an interactive tool designed to enhance user engagement and provide efficient support. Its role is to assist visitors by answering their questions, addressing concerns, and guiding them through the website's content. The chatbot offers an immediate way for users to access information available on the Helpdesk or other sections of the portal and receive personalised assistance. It allows tracking the project interacting with the chatbot in case a follow-up by the HSbooster.eu team is needed, i.e. if the chatbot is not able to address the user's requests. A total of 100 questions have been included in this first version of the chatbot.

**Expected impact:** The chatbot can enhance the user experience by providing real-time responses to inquiries. Visitors can find the information they need without having to navigate through website pages or wait for a human response. The chatbot also enhances accessibility as it ensures that information and support are readily available to users at any time, regardless of their geographic location or time zone and can provide assistance outside regular working hours.

Quantitative measures regarding the queries submitted and the projects served will start to be collected to better analyse the impact of this tool. These insights will guide future enhancements

and refinements to the chatbot, ensuring its ongoing effectiveness and alignment with user needs and expectations.

### **3.2.5 Standardisation Readiness Level Tool**

As part of the automated services offered by the HSbooster.eu project, the Standardisation Readiness Level Tool (StRI) can assist projects in evaluating their readiness for standardisation. The tool aims to enable project teams to assess their level of preparedness, identify potential gaps, and develop strategies to align their initiatives with standardisation requirements. The tool can also be helpful in preparing the projects for potentially proceeding to premium service; the StRI tool can give the projects insight into areas about which they can seek advice and receive suggestions for further action to close the gaps. The StRI tool was first presented in D3.1 and since then has been evolved further. Publication is expected in the second half of Y2.

**Expected impact:** project teams can gain a deeper understanding of the standardisation requirements relevant to their initiatives. This increased awareness enhances their preparedness and enables them to proactively address standardisation-related considerations. Also, if projects identify gaps early in their lifecycle, they can take targeted actions to address these gaps, increasing their chances of successful standardisation.

To gain deeper insights into the effectiveness and impact of the StRI tool, quantitative measures will be collected regarding the usage of the tool and completion of the assessment. Additionally, we will explore the possibility of collecting additional measures to further enhance our assessment of the tool's impact.

## **3.3 Proactive Services**

The proactive service is delivered through direct engagement with projects. The purpose of the proactive service is to understand the needs of the project and to push them to Premium services where relevant. In the proactive service, the HSbooster.eu consortium members reach out actively and contact the targeted projects by email to start a dialogue-based conversation. The service consists of one-on-one and one-to-many correspondence and includes standards and standardisation mapping and matchmaking consultancy. The proactive service was launched in month 10 and will run through the remainder of the project.

The service support aims to:

- Identifying initial standardisation needs of the project.
- Identify relevant standards and standardisation bodies depending on the technical field including TCs, SCs and WGs.
- Facilitate contact with an NSB or SDO.
- Giving introductory information about basic terms, processes and structures within standardisation and benefits of using standards for researchers, CEOs, SMEs etc.
- Providing access to up to 3 standards per project if relevant and needed.
- Introduction to HSbooster.eu premium service and gentle push towards registration if interested.

After giving the proactive service, the correspondence is kept for up to one month in case further assistance is needed and to follow up with an evaluation.

### **3.3.1 Impact of Proactive services**

In this section, we look at revision and impact of the Proactive service. Despite extensive and best efforts to apply the one-to-one model, the consortium struggled to make satisfying impact on the projects contacted (98) with 8 following a full proactive service where mapping and recommendations were given fully. Six of these continued forward to a Premium service.

Based on an assessment of the effectiveness and impact of the one-to-one Proactive service delivery, the consortium changed strategy to deliver one-to-many proactive services in the form of online webinars. This was **first piloted** in a proactive service webinar on the topic of [Advancing Artificial Intelligence regulation through standardisation](#) in M9 in which representatives from the European Commission, SDOs (CENCENELEC) and an applicant premium service project (KITT4SME) provided an overview of the main policy and standards landscape. With 161 registrations to the webinar, it was decided that this would be a more effective use of engagement and resources to provide mapping and support to projects.

#### **Webinar 1: [Advancing Artificial Intelligence regulation through standardisation](#) 22/12/2022**

Participation: 161 registrants, 105 participants including 13 Projects leading to three premium service applications (EUROBENCH, PRESERVE, IOTAC)

Topics covered:

- Policy & Regulation: Proposal for a regulation on Artificial Intelligence - DG CNECT/ A2
- Standards: Cen Cenelec JTC 21 Artificial Intelligence & WG 2 - Chair & Convener
- Premium service Project: KITT4SME - Coordinator

The **second** webinar focussed on the topic of plastic recyclability with the European Commission and the European Technical Committee for standardisation of packaging covering **upcoming**

**regulations, standards and opportunities.** and three projects following the premium services who addressed how their projects are addressing standardisation in this field.

We have measured the effectiveness of the webinar and can conclude that the response rate for

**Webinar 2: [Boosting Plastic Packaging Recyclability: Setting the Right Standards](#) 27/04/2023**

Participation: 91 registrants, 55 participants including 22 Projects leading to 2 premium service applications (UPLIFT & PRESERVE)

Topics covered:

- Policy & Regulation: Standardisation request, Regulation and M/584 - DG GROW
- Standards: Cen Cenelec *CEN/TC 261 & SC 4/WG 10 Packaging* - Secretary & convenor; UNE (Spanish Association for Standardisation)
- Premium service Projects: Merlin, CIMPA, upPE-T

the webinar is 43% whereas the same rate for the proactive service carried out before the webinar is 30%. Added to this is also the fact that the HSbooster.eu consortium spent approximately 3 months (though not full time) on the regular proactive service reach out (finding relevant projects on CORDIS and other sources and detailed scanning through projects) as opposed to spending approximately 5 days (though not full time) on finding targeted projects for the plastic packaging webinar and sending promotion emails to these projects specifically.

**In conclusion**, inviting projects to targeted webinars results in a higher success rate (number of projects engaging in a dialogue with HSbooster.eu and eventually receiving one or more of the services described in **D3.1**) and thus a higher impact rate compared to contacting projects via regular proactive reach out where a one-to-one call is proposed. Added to this, it requires less time and resources to locate and contact projects within a specific topic related to the webinar compared to performing a wider search within the themes of the open call topics. This aspect further brings up the efficiency of the proactive service and the potential to impact more projects.

As a concrete learning from the webinar attendance, the HSbooster.eu consortium will focus on finding out how many of the projects that get the proactive service (whether or not contacted) are also participating in other projects, as these may also be likely to be interested in receiving proactive service and make applications for premium services. This will be done as part of the proactive service given during the one-to-one online session and subsequently after each proactive webinar.

## 4 HSbooster.eu Training Academy

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In M1-M12, HSbooster.eu consortium has set the foundation and carried out all the necessary steps to develop and roll out the blocks that make up the HSbooster.eu Training Academy. The design of the training material has been conceived to address the skills gap in expertise and the interplay between research, innovation, and standardisation processes, to enhance knowledge valorisation. The Task 5.1 of the HSbooster.eu Training Academy is to make standardisation closer to researchers and innovators through a wide range of training activities and tools (e.g. tailored-made texts, case studies, used cases, success stories, serious games, webinars, workshops, training sessions, etc.). The HSbooster.eu Training Academy aims to support the services and develop a network of standardisation experts, professionals and researchers. All materials created during the HSBooster.eu implementation are freely available on the project website.

### 4.1 Target Audience

The HSbooster.eu Training Academy's target users are researchers and innovators engaged in HORIZON 2020 (H2020) & HORIZON Europe (HE) projects. The target audience is specific but not homogenous. Researchers and innovators come from research institutes, higher education institutions (HEIs), small and medium (SMEs), and large enterprises, and various disciplines. Some project consortia already have project partners with expertise in standardisation (e.g. NSB) and clear standardisation strategy, and others have a vague idea of what they can achieve through standardisation.

At different levels of knowledge researchers can browse the training material catalogue using the search feature and filters, or they can choose from the training packs that have been selected and curated. The training modules are perfect for both seasoned professionals and beginners starting out in their careers. They offer a foundational understanding of standardisation with easy-to-follow resources. The intermediate-level resources provide practical insights and strategies to deepen learners' understanding. These resources are suitable for learners who are ready to level up their standardisation knowledge. The advanced-level resources, on the other hand, feature in-depth case studies and practical examples from industry experts. These resources allow learners to gain valuable insights and apply lessons to their own work. In order to grasp the users' needs and requirements and tailor the training content and user experience accordingly, a series of interviews has been carried out. The content analysis of the interviews conducted with 21 researchers who are engaged in HORIZON projects (random sample) indicated that:

- Researchers need a broader understanding of standardisation to value or assess the potential success of future activities in standardisation.
- Due lack of time for advancing in something other than their core research area, motivation to learn more about new disciplines is limited.
- Researchers engaged in HORIZON projects are interested in expanding their networks (primarily for future project submissions).

## 4.2 Methodology behind the HSbooster.eu Training Academy

To provide adequate mechanisms to train the targeted audience in standardisation, the HSbooster.eu Training Academy connects three worlds (Theory, Practice & Experience)

- **Theory (Academia).** To systematise relevant academic research papers on standardisation to become training material for researchers.
- **Practice (Standardisation professionals).** Establish and maintain links with standardisation training providers and training material developed by ESOs (CEN, CENELEC, ETSI), EU-based NSBs and all other organisations willing to make standardisation closer to researchers.
- **Experience (Standardisation experts & HORIZON Projects with experience in standardisation).** To establish a path for learning from experiences through case studies, success stories, and use cases.

The critical success factor for the HSbooster.eu Training Academy is a concerted effort of the academics, standardisation professionals, and experts.

## 4.3 Structure of the HSbooster.eu Training Academy

The HSBooster.eu Training Academy is based on several tiers (Figure 15) developed by M5.1:

- Online material for self-learning and support material for training. Up to now, 24 modules (bespoke materials) have been developed, and beta versions are published on the platform;
- Q&A dynamic tool with more than 160 questions and answers (base for microlearning);
- Online training sessions (planned and on-demand);
- Online training + game sessions; and
- Onsite training + game sessions (if any).

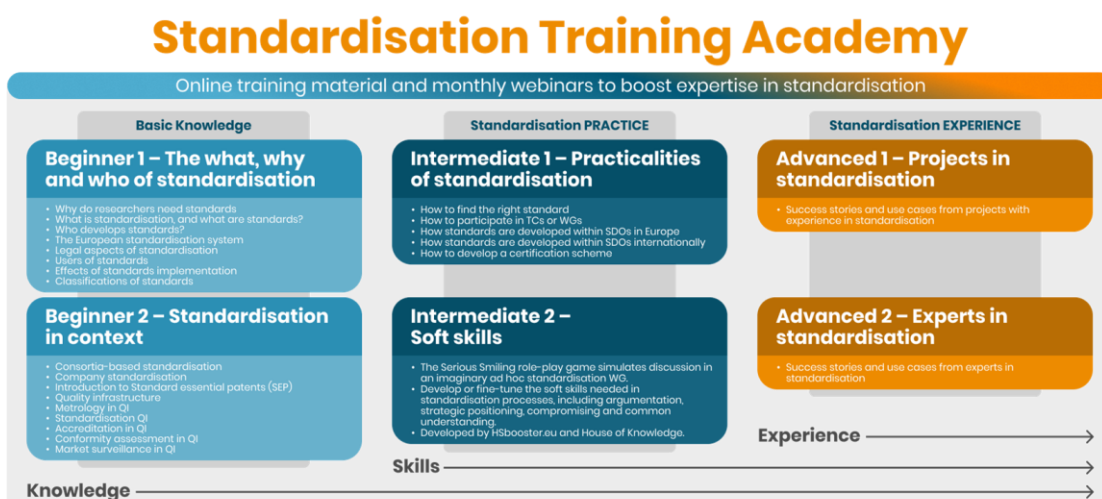


Figure 4 The HSbooster.eu Training Academy: Structure



#### 4.4 Building the HSbooster.eu Standardisation Training Academy

Considering that activities of standardisation processes and activities of research projects usually have different dynamics, and general awareness of standardisation among researchers is relatively low, the online workshop was organised on September 27 2022 with the aim to gather academia, standardisation professionals, and standardisation experts to discuss their experiences and lesson learned in education about standardisation. The workshop gathered a total of 233 participants, including standardisation experts with experience in training and education about standardisation, and a total of 12 EC-funded H2020 and HE projects with an interest in standardisation matters, policy makers and decision makers, as well as, different representatives from ESOs, NSBs and SDOs. The workshop raised the question of serving the needs of EU projects for training standardisation skills – what skills are needed and how they can be improved.

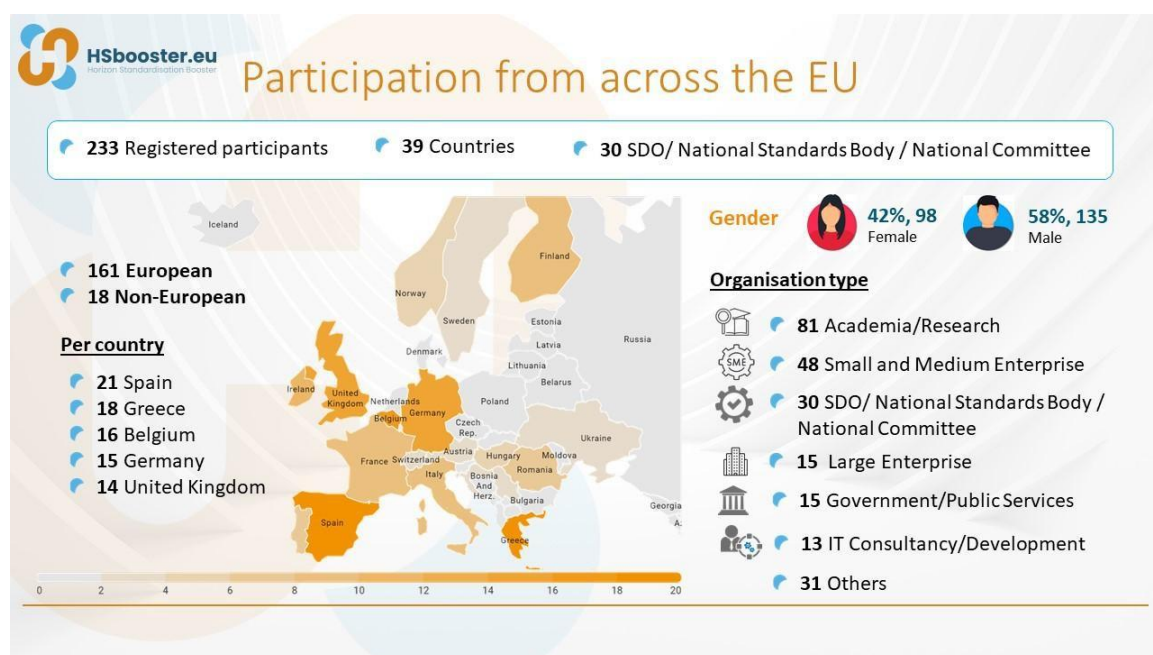


Figure 5 The HSbooster.eu Training Academy: Structure

#### 4.5 Why do academics need standards?

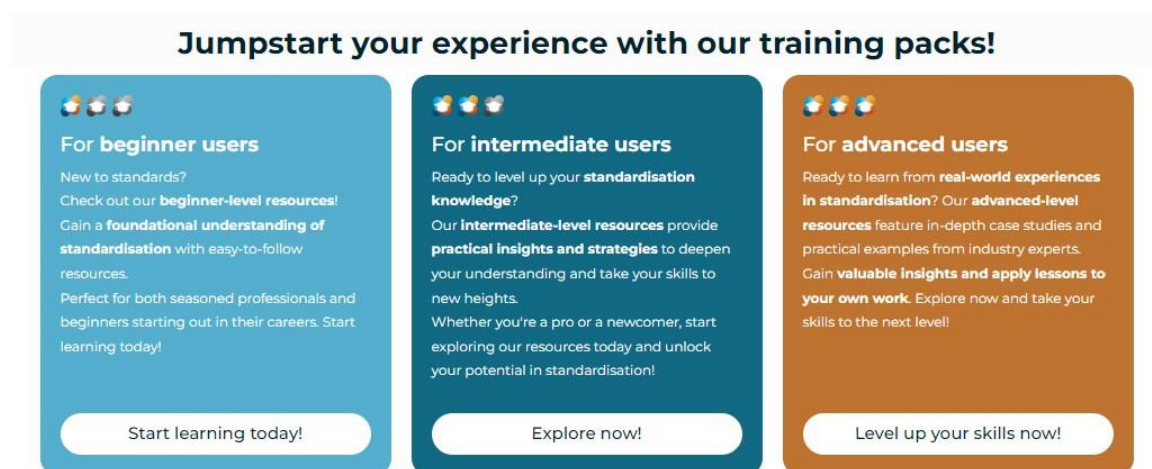
The paper “Why do academics need standards?” (by I. Mijatovic, B. Tomic, A. Kicanovic, and J. Ruso) was published in proceedings (<https://www.conferences-scientific.cz/file/9788088203308>) and presented on December 10th, 2022, at the International Academic Conference on Management, Economics, Business and Marketing in Vienna, Austria (IAC-MEBM in Vienna 2022). This paper highlighted three major advantages of why academics need standards and how they contributed to closing this gap: (1) ensuring the safety of research results, (2) ensuring common best-practice solutions, and (3) ensuring the achievement of joint agreements leading to interoperability, compatibility, and terminology. Information about HSbooster.eu was published at the conference programme (pp. was held on December 09-10th, 2022, in cooperation with the Czech Technical University in Prague.

## 4.6 Training Material

Drawing upon the Code of Practice on Standardisation, the HSbooster.eu Training Academy addresses the educational dimension of standardisation, by providing an efficient mechanism and accessible hub for beginner, intermediate, and advanced users to acquire standardisation-related knowledge, skills and competence. Through specifically tailored training packages, the Academy aims to support the development of a knowledgeable, skilled, and competent workforce that can effectively engage with standardisation practices and promote their adoption in the industry. It does so by providing resources that align with the highest standards of quality and excellence within education about standardisation.

The Academy offers a wide range of educational resources that have been carefully selected and developed by top-class researchers, trainers, educators, and standard-developing organisations (SDOs). These resources cover a broad range of domains, including ICT and security standards, health and safety, quality management, energy management, environmental management, and food safety. These resources cover three different levels (beginner, intermediate, and advanced) and are available (with no access restrictions) via the following link: <https://hsbooster.eu/training-academy> .

Users can use the search feature and the advanced filters to browse the training material catalogue, or they can jump directly to the selected training packs and choose the most suitable one for their skills.



**Jumpstart your experience with our training packs!**

**For beginner users**

New to standards?  
Check out our **beginner-level resources!**  
Gain a **foundational understanding of standardisation** with easy-to-follow resources.  
Perfect for both seasoned professionals and beginners starting out in their careers. Start learning today!

Start learning today!

**For intermediate users**

Ready to level up your **standardisation knowledge?**  
Our **intermediate-level resources** provide **practical insights and strategies** to deepen your understanding and take your skills to new heights.  
Whether you're a pro or a newcomer, start exploring our resources today and unlock your potential in standardisation!

Explore now!

**For advanced users**

Ready to learn from **real-world experiences in standardisation?** Our **advanced-level resources** feature in-depth case studies and practical examples from industry experts.  
Gain **valuable insights and apply lessons to your own work.** Explore now and take your skills to the next level!

Level up your skills now!

Figure 6 Training academy training packs

## 4.7 HSbooster.eu Training Academy: Serious Smiley Game

The first gameplay of the HSbooster.eu Standardisation Training Academy – the Serious Smiley Game was developed by the HSbooster.eu and the House of Knowledge (HoK). The Serious Smiley Game is a role-playing game where you as a team, play with and against each other in a meeting of the new Technical Committee (TC) established within the fictional Standards Development

Organisation (SDO). The Serious Smiley Game aims to develop soft skills needed in standardisation processes, focusing on argumentation skills, strategic positioning, building compromise and common understanding skills. This game is intended to be played (both onsite and online) with participants at the level Intermediate 2. It can also be played in hybrid mode (onsite with remote presence participation and/or facilitation).

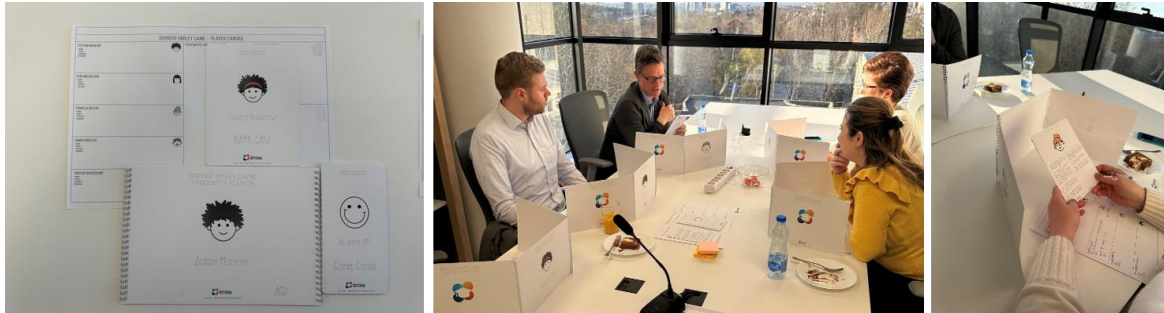


Figure 7 1st Training Academy Serious Smiley Game, HSbooster.eu GA in April 2023

#### **4.8 HSbooster.eu Training Academy Session 1: Introduction to Standardisation**

The first of a broad series of training webinars focusing on standardisation started on May 4th 2023 (M14) (Figure 12) developed by M5.1, with 91 registrants including 33 projects: BOW, HERCCULES, HSbooster.eu, IRIS, IOTAC, NIGHTINGALE, SYNTHEMA, JIDEP, PERSEO, PERSEO Project, StandICT2026, SWForum.eu, Train2Wind, etc.

#### **4.9 Impact of the Training Academy**

The launch of the HSbooster.eu Training Academy has been carefully prepared over the period M1-M12. It is a significant milestone, not only for the project but also for addressing the need for training resources targeting R&I projects. This need is explicitly mentioned in point 27c of the European Commission's Code of Practice on Standardisation. Indeed, the HSbooster.eu Training Academy provides training content addressing specific areas, such as how to participate in standards development committees. When the current beta version reaches the final level of maturity, the platform will provide resources that align with the highest standards of quality and excellence in standardisation education. It is an excellent one-stop-shop for researchers looking to enhance their knowledge and skills in standardisation.

While the current section serves as a good foundation, there is room for improvement to better convey the message and focus on the academy's role in fostering awareness and integration of standardisation within the project activities. During the initial 12 months of the project, HSbooster.eu partners gained a deeper understanding of the standardisation needs of H2020 and Horizon Europe researchers and innovators. This period revealed that researchers often lack awareness of the benefits of mainstreaming standardisation within their project activities to enhance the commercialisation and adoption potential of their solutions.

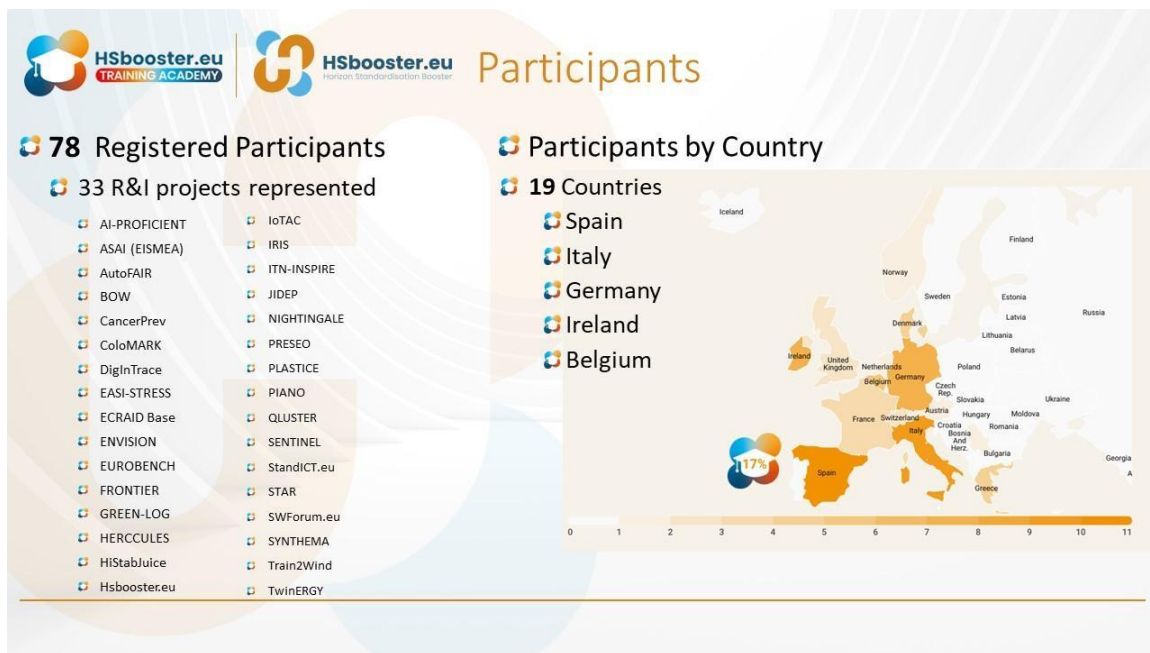
The HSbooster.eu Training Academy can increase awareness among novice users and expedite the capacity-building of individual beneficiaries and consortia to incorporate standardisation from the early stages of project implementation, if not from the project proposal design phase itself.

Continuous interaction with potential and actual applicants to the project premium services has unveiled a significant lack of awareness regarding the relevance of standardisation for their projects. The primary role of the academy is to raise this awareness and foster a community of stakeholders committed to the successful implementation of EU-funded research and innovation projects. While measuring the impact of awareness-building efforts quantitatively may present challenges, it is crucial to emphasise this as a major contribution the academy will make.

The HSbooster.eu Training Academy, through its comprehensive training programs, can bridge the gap in understanding and promoting the importance of standardisation within the European Research Area. By equipping researchers and innovators with the necessary knowledge and tools, the academy can empower them to embrace standardisation from the outset, thereby maximising the potential for successful project outcomes and wider adoption of their innovations.

The impact of the academy's efforts extends beyond individual projects. It aims to foster a culture of standardisation among academia, researchers, and innovators, ultimately strengthening the overall European research and innovation landscape. By emphasizing the role of academia and highlighting the academy's contribution to raising awareness and promoting integration, HSbooster.eu can position itself as a leader in driving standardisation initiatives and building a collaborative community that recognizes the value of standards in research and innovation.

The evolving role of the HSbooster.eu Training Academy within HSbooster.eu might signify the growing importance of academia in shaping standardisation practices. The focus on awareness-building and integration of standardisation from the early stages of project implementation can have a lasting impact on the research and innovation community. The impact of the HSbooster.eu Training Academy will be measured, and feedback from the evaluators will serve to continuously improve the quality of written materials. Based on the experience with target audiences (beginner, intermediate, and advanced users), materials for new topics will be developed and feedback from users will serve to continuously improve the effectiveness of the training provided.



**Figure 8 Training Academy session 1 participation: Introduction to Standardisation, 4 May 2023**

**To date (M12), the HSbooster.eu Training Academy has:**

- Developed 24 modules (bespoke materials) and published beta versions on the platform.
- Developed 160 questions and answers (base for microlearning).
- Developed the Serious Smiley Game with the House of Knowledge (HoK).
- Developed a framework for 3 series of 4 training webinars (a total of 12 webinars).
- Organised the first of a broad series of training webinars focusing on standardisation.
- 91 registrants including 33 projects to participate in the first training webinar.
- Reached 12 researchers, trainers, educators, and lecturers to contribute to the Academy.
- 2,190 page views on training academy pages in the period 1 April 2023 - 22 May 2023.



## **5 Engagement with Standards Development Organisations**

HSbooster.eu is situated in a vast community of standard developers and in order to achieve a long term impact, it is crucial to ensure collaboration and knowledge exchange between HSbooster.eu and standardisation stakeholders.

During the first year of HSbooster.eu, several interactions have taken place between HSbooster.eu and the standards community. The project has reached out to several NSBs, standards communities, working groups, and European and international standard developers.

The main actors that HSbooster.eu of task 5.3 is in continuous contact with are:

- NSBs (e.g. NEN, DIN, AFNOR, ASI)
- CEN/CENELEC BT STAIR
- CCMC (CEN-CENELEC Management Centre)
- ETSI
- ISO

### ***5.1 Examples of engagement***

HSbooster.eu has participated in all STAIR meetings since the project was initiated (March '23 and October '22). Here HSbooster.eu partners presented project objectives, challenges and initiatives and facilitated discussions where input has been received for the project activities. For example the upcoming HSbooster.eu tool on standardisation readiness level was presented in March 2023 and it was agreed at the STAIR meeting that the tool would be circulated to STAIR members for comments. This is still an ongoing process, but it gives several NSBs and key organisations a chance to have a stake in HSbooster.eu by being involved in the development process of HSbooster.eu tools. This gives a sense of co-ownership and will potentially increase the use of the tool once implemented.

Direct cooperation with NSBs is equally important. An example of how HSbooster.eu and an NSB can engage in mutually beneficial activities, is the webinar on Plastic Packaging which was held on the 27th of April 2023. During this webinar the Spanish NSB, i.e., UNE, presented how it engaged with an EU- Horizon project and gave examples of how to link R&I with standardisation.

HSbooster.eu has also been invited to and presented at strategic project-focussed workshops hosted by ETSI such as a keynote presentation at the ETSI IoT week and the ETSI 6G Research Conference. In both cases, HSbooster.eu was highlighted as an effective resource for projects attending to contribute to standardisation activities at ETSI.

In addition to this, regular meetings with CEN, CENELEC and ETSI ensures alignment with the strategies and foresight analyses of the European standardisation organisations.

Discussions are also ongoing with EAG member and ETSI representative Lindsay Frost for direct engagement with specific ETSI WGs, such as ISG CIM where we are currently in discussions to co-organise proactive webinar targeting projects in the area of IoT- Smart cities.

## **5.2 Impact of engagement**

Having a strong relationship with key SDOs is a prerequisite for reaching HSbooster.eu goals, and visions. It is key to acknowledge that linking research and innovation with standards and standardisation is a long-term, continuous effort that requires the support of several organisations in order to be successful.

In other words, HSbooster.eu will not be successful if there is a lack of support for the project's initiatives in the surrounding standards community. On the contrary, if continuous dialogue and cooperation is established with the organisations mentioned above, this can increase not only the knowledge base available to the HSbooster.eu project, but should also ensure long term sustainability of HSbooster.eu initiatives and concepts.

Albeit measuring the impact of an engagement is difficult; having a continuous relationship with regular meetings verifies the effect of HSbooster.eu's engagement activities. For example, HSbooster.eu has regular meetings with CCMC, presents results and engages at all STAIR meetings, receives input and support from other NSBs and continuously seeks advice from the standards community on how to best pave the way for a joint effort in linking research, innovation and standardisation in the future.



## 6 Monitoring the impact of communication and outreach

The impact of dissemination and communication is instrumental in spreading knowledge, raising awareness, and fostering engagement among target audiences. Monitoring and evaluating the results of all conducted communication activities is essential to upholding the promise to deliver a structured communication plan. As a result, and to make it simple and quick to monitor KPIs (Key Performance Indicators), the team has created a shared dashboard (for internal use) that gathers and graphically displays pertinent data from the HSbooster.eu website, social media platforms, and online activity. Throughout the process, any necessary revisions are made.

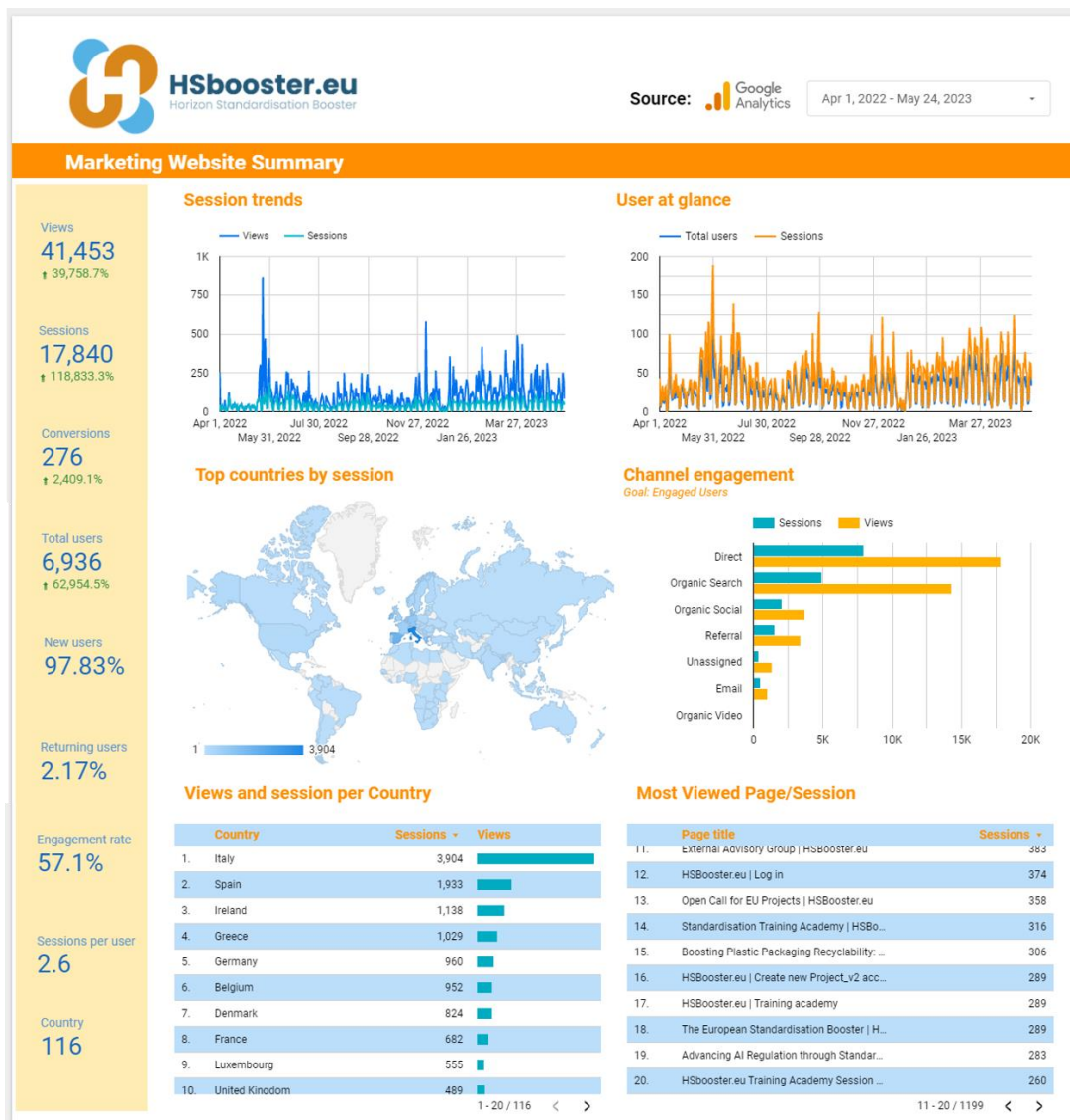


Figure 9 HSbooste.eu Website Dashboard, data covering period from 1 April 2022 - 23 May 2023

The Dashboard is a customised analytical tool created for HSbooster.eu that generates real-time information on a core set of metrics and KPIs. The tool tracks, analyses and displays data about the impacts of the website and the overall performance of the project, e.g., the number of visitors, page views, new and returning visitors, country coverage, and the most popular pages.

Based on the insights provided in Figure XX, it is evident that the training academy pages have garnered considerable popularity among the audience. This highlights their significant role in fostering knowledge sharing and facilitating the exchange of information. The data regarding the training academy packages and webinars further supports the importance of these initiatives, reinforcing the need for their continuation in the coming months. Furthermore, the distribution of country visits aligns well with the coverage of the webinars, with Italy, Spain, Ireland, Greece, and Germany emerging as the countries with the highest number of participants. This correlation emphasises the positive impact of these activities on reaching and engaging audiences from diverse locations.

Below are examples related to the period of HSbooster.eu's major activities, such as newsletter issues and webinar campaigns, highlighting the peak of visits, page views, and geographical coverage.

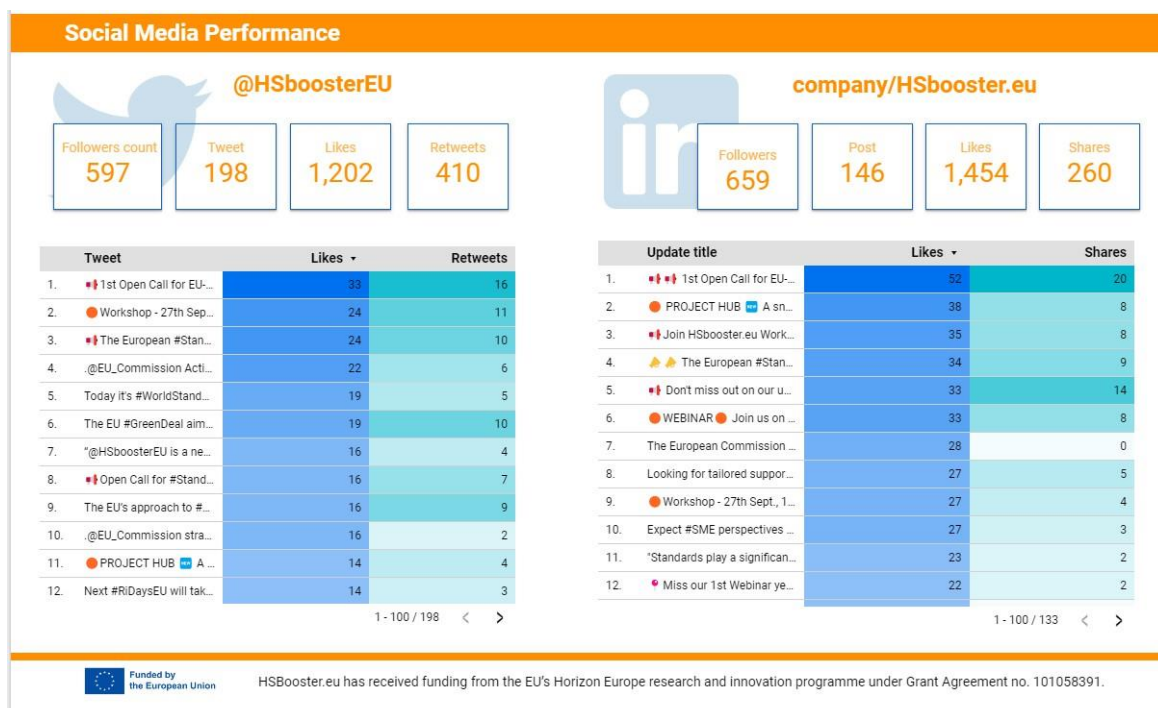







Figure 10 HSbooster.eu Social Network Engagement Dashboard Monitoring

## 6.1 Digital Stakeholder Engagement

The HSbooster.eu stakeholder engagement strategy is driven by a set of key performance indicators (KPIs) that provide quantitative insights into the community's engagement.

Additionally, qualitative metrics are employed to analyse the community in more depth, including geographical distribution and specific examples for each stakeholder group. The current status of these KPIs at M14 (May 2023) is presented in the table below which provides accumulative figures.

Channels	M6 (Sep'22)	M12 (Mar'23)	M14 (May'23 – MTD)
 PROJECT	200+ projects contacted	700+ projects contacted	<b>1100</b> projects contacted <i>&gt;10000 projects identified</i>
 EXPERT	50 experts recruited	90 experts recruited	<b>151</b> experts recruited
 NEWSLETTER	188 subscribers	223 subscribers	<b>320</b> subscribers
 SOCIAL MEDIA	472 followers 272 Twitter, 200 LinkedIn	929 followers 470 Twitter, 459 LinkedIn	<b>1258</b> social media followers: 599 Twitter, 659 LinkedIn
 WEBINAR	2 webinars 436 participants	4 webinars 597 participants	<b>5</b> webinars <b>766</b> participants
 CALENDAR	10 3 <sup>rd</sup> party events	13 3 <sup>rd</sup> party events	<b>15</b> participated 3 <sup>rd</sup> party events

**Figure 11 HSbooster.eu community**

The effort deployed by WP4 and WP5 has been essential to allowing a broad user impact in terms of open call recruitment. These work packages have played a pivotal role in ensuring a broad user impact through massive open-call recruitment done during the first year of the project. Notably, the achievement of our objectives has been made possible through the synergistic efforts of various teams. The help desk through FAQs and automated services provided by Trust-IT, the proactive service and open call topic webinars led by the Dansk team, and the collaborative training academy packages and online sessions with UoB have all contributed to the success of our stakeholder engagement activities. Moreover, the continuous support and contributions from all HSbooster.eu partners have been instrumental in providing high-level assistance. A detailed report for the first year of HSbooster.eu is available in D5.2. Here we just emphasize the following facts and figures:

- **678** FAQs users
- **1099** outreach email campaign
- **108** email engagements
- **60** project and OC introductory calls
- **32** proactive project mappings and engagement emails and call
- **15** participated 3<sup>rd</sup>-party events
- **77** premium services
- **5** organised webinars and training sessions

HSbooster.eu webinars are a real asset when it comes to extending reach across a wider pool of stakeholders, from basic standardisation to sector/OC topic specifics. Five organised webinars

were broadcast, with 766 registered participants. Five upcoming webinars are being planned for the coming months.

Key Impact from our organised events:

- **Continuous Training:** Ensuring access to webinar recordings and presentations for ongoing learning and knowledge retention
- **Outreach to H2020 and HE Projects and Standardisation Sectors:** Engaging with identified projects in the Horizon 2020 and Horizon Europe projects, as well as higher education sectors to raise awareness of standardisation and its benefits
- **Broadcasting Standardisation Messages:** Disseminating key messages about standardisation to industry users, highlighting its importance and relevance
- **Showcasing Success Stories:** Sharing practical information and best practices through success stories demonstrates the positive impact of standardisation.
- **Practical Guides and the Value of Free Services:** Providing practical guides and highlighting the added value of HSbooster.eu's free services to support stakeholders in their standardisation activities
- **Launchpad for New Releases:** Leveraging virtual events as a platform to launch new releases, such as videos, surveys, and training sessions, to enhance engagement and knowledge sharing
- **Gaining EU perspective:** Offering insights into the current and future EU perspective in the standardization landscape during webinars provides valuable information for stakeholders.
- **Interactive Live Polls:** Conducting interactive live poll sessions during training sessions to gather participant responses and share answers, promoting engagement and interactivity,

These impacts demonstrate the effectiveness of our communication and dissemination efforts in reaching and engaging stakeholders, promoting knowledge exchange, and driving the adoption of standardization practices.

## 7 Impact on Policy

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HSbooster.eu addresses specific policy needs that have been identified at EU level and codified in recent policy instruments and studies, including the Scoping study for supporting the development of a code of practice for researchers on standardisation (2022). HSbooster.eu's policy impact lies in facilitating the use of standards and contributing to standardisation, which helps researchers and innovators bring their innovations closer to the market and disseminate technological advancements. By supporting EU R&I projects and providing dedicated support services, HSbooster.eu enables projects to utilise existing standards, revise them, or contribute to the creation of new standards. This initiative enhances market access and aligns with the European green and digital agenda, fostering the growth of innovative products and services in global and regional markets.

HSbooster.eu's policy impact is evident in its contribution to support the UN Sustainable Development Goals and enhance the resilience of the Union's economy. By promoting standards, HSbooster.eu aligns with the Union's ambitions of achieving a climate-neutral, resilient, and circular economy. Additionally, by providing services which actively supports projects to engage in standardisation activities at both a European and global level, HSbooster.eu can play a part in helping the Union maintain its position as a global standard-setter and strengthens its open strategic autonomy. In the context of digital transformation across various industries and sectors, HSbooster.eu can empower researchers and innovators to leverage standards as a foundation for their innovations, ensuring seamless integration and compatibility.

HSbooster.eu Training Academy emphasises the importance of standards in guiding research and technology development and focuses on increasing expertise in standardisation through training programmes. The project portal (HSbooster.eu) is cited in the Commission Recommendation 2023/498 (on a code of practice on standardisation in the European Research Area) as a source of information on training materials. These ensure that researchers and innovators have the necessary knowledge and tools to effectively leverage standards in their projects, leading to improved marketability and compatibility of their offerings.

HSbooster.eu's policy impact is multidimensional, ranging from market access and interoperability to addressing technical barriers and contributing to the Union's sustainable and resilient economy. The project draws input from both the EU policy instruments, including the Code of Practice on standardisation in the European Research Area (Code of Practice), and the intelligence collated on the field through the continuous interactions and iterations with the beneficiaries of the H2020 and Horizon Europe projects, which provides a clear picture of the actual needs of the researchers and the requirements to define the functionalities of the platform. The lack of awareness of the relevance of standards and standardisation clearly emerged from the discussions with the potential applicants to the project services and from the questions they posed to the project consortium, once they are contacted. The effect is that the project consortium is doubling its effort. Not only does it provide the services and conveys the message of their existence to the researchers and innovators involved in EU funded R&I projects, but it also

increasingly works on raising awareness of the very importance of mainstreaming standardisation within the research projects from an early stage.

In M1-M12, HSbooster.eu contributed to setting the ground for the actual implementation of the Code of Practice and collected valuable information which will be turned into recommendations for policy-makers. The project has set up the overall infrastructure to deliver high-quality consultancy services and a knowledge transfer platform (Standards Training Academy): These two achievements will bear a significant policy impact in raising awareness about the benefits of standardisation among research actors. By emphasising the importance of planning standardisation activities in the early stages of R&I projects and identifying standardisation needs from the project's inception, HSbooster.eu can contribute to ensuring that researchers are better equipped with the knowledge and understanding necessary to engage in standardisation activities effectively. This proactive approach can lead to a more seamless integration of standardisation activities throughout the project timeline, maximising the potential for successful technology transfer and exploitation of project results.

HSbooster.eu's policy impact extends to the dissemination of stable and recurring sets of good practices for research projects involving standardisation. By promoting awareness and know-how regarding the interrelationships and interactions between standardisation processes, research processes, and innovation processes, HSbooster.eu facilitates the integration of R&I and standardisation activities. This integration can significantly boost the uptake of R&I activities, leading to greater impact and utilisation of research outcomes. This holistic understanding enables knowledge valorisation and emphasises how these processes can reinforce each other.

HSbooster.eu's policy impact to date lies in its efforts to raise awareness, promote planning and integration of standardisation activities, and enhance researchers' understanding of standardisation processes. By providing support services, building a community around standardisation, and offering training to increase expertise, HSbooster.eu ensures that research projects are better equipped to leverage standardisation for increased impact, successful technology transfer, and the realization of the European green and digital agenda.

In doing so, HSbooster.eu contributes to implement the recommendations and policy goals enshrined in the EU Strategy on Standardisation (COM(2022) 31 final) which emphasises the importance of raising strategic awareness and engaging the R&I community early on in standardisation and states the need for the Code of Practice.

Additionally, HSbooster.eu contributes to the policy objectives of Higher Education Institutions (HEIs) and research organizations by incentivising standardisation activities among researchers and recognizing their importance for career development. By highlighting the value of researchers' involvement in standardisation and making these activities count towards career advancement, HSbooster.eu encourages researchers to actively engage in standardisation processes, thus fostering a culture of standardisation within HEIs and research organizations. The project activities and results also bear an impact on the role of Technology Transfer Offices (TTOs) within research organisations. This is currently being explored in the second year of the project by partners.

The Code of Practices explicitly recommends that project partners analyse the existing standards landscape and assess the contribution standardisation can offer to the research and innovation projects. HSbooster.eu directly addresses this consideration by providing dedicated support services which help project beneficiaries analyse the existing standards landscape related to their research topic. By assessing how their R&I results could be incorporated into new standards or used to update existing standards, HSbooster.eu promotes the integration of standardisation activities into the project proposal and implementation.

By encouraging this proactive approach to standardisation, HSbooster.eu supports the integration of standards as a strategic tool in research and innovation projects. At the same, the project consortium are gathering input from the EU funded R&I project beneficiaries that will be used to create a sharper snapshot of the current and actual needs of the researchers and provide consistent recommendations for both policy makers on the next steps to be taken and the successor of HSbooster.eu.

Finally, the project has been afforded the opportunity to participate or be represented by the EC at various EC policy-related meetings where objectives and updates of the booster have been provided:

- Standardisation Matrix Meeting: 25/4/2022 & 7/12/2022
- Standardisation Committee Meeting: 17/6/2022
- Multi-Stakeholder Platform for ICT Standardisation Meeting: 30/6/2022 & 27/10/2022



## 8 Conclusion

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In conclusion HSbooster.eu's objective is to offer expert services to European projects in order to help them increase and valorise project outcomes by contributing to the development or revision of standards. The project is developing an engaged community of European Standardisation Experts and increase the participation of research performers in the world of standards. The continuous design and delivery of the services will be further developed over year 2 of the project and have already shown some evidence of repeated requests to the HSbooster.eu

The Impact Report presented by the consortium has demonstrated and proven in year 1 that the project has built a solid foundation, developed processes to ensure our impact with both experts and projects is completed and clear in our delivery of standards work and education. The development of our support tools can demonstrate evidence of online support through the FAQs, Charbot, Helpdesk and Strl tool, demonstrating support before, middle and after their interactions with the HSbooster.eu project.

The Training Academy has already proven to be an effective resource in supporting the European projects as we continue to promote, educate and support them. Both of these resources are now reaching new and active members of the standards community. The Training Academy offers online education and the webinars demonstrate where standards have worked in the delivery of previous projects.

This is another example of the support that the EU Commission gives to further educate and support research in the field of standards and addresses recommendations for the Code of Practice in Standardisation.



# Consortium





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