

Making ICT standards fit for Active and Healthy Ageing
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Co-production in
standardisation



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Co-production in standardisation

Objectives:

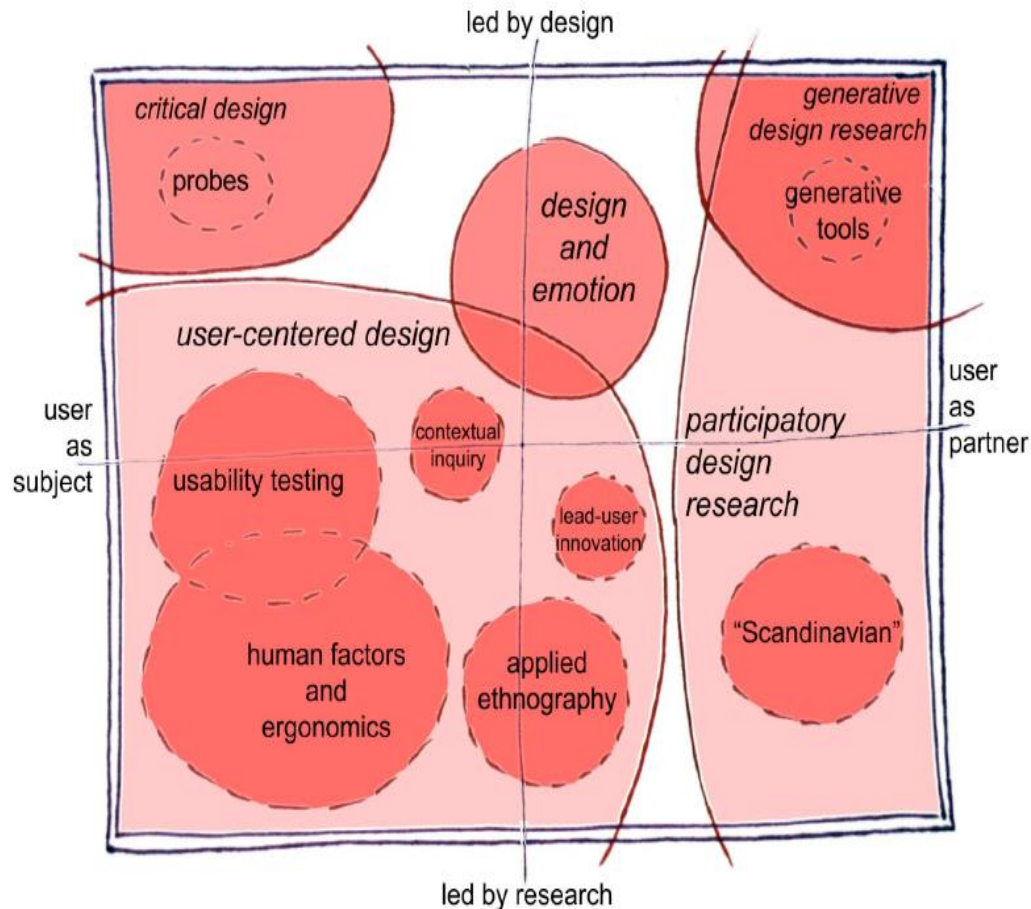
- to identify co-production approaches to maximise the engagement of a wide range of stakeholders (including, especially, older people) in the standardisation process; the **why** and **what**
- to develop guidelines on **how**, **when** and **to what extent** to engage with end-users in standardisation



Co-production

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

Origins and key concepts in co-production



Source: Sanders, EBN and PJ Stappers. Co-creation and the new landscapes of design. In: CoDesign, Taylor & Francis, 2008.

What can we learn for standards development

- To what extent are we already engaging users?
- Could it be improved?



usability, accessibility, human centred design in standards

1691 EN/ISO standards on usability;

- ISO 9247 series, esp ISO 9247-210 Human centered design for interactive systems

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

CEN Guide 6 on addressing accessibility in standards

- accessibility goals
- human abilities and characteristics
- user accessibility needs and design considerations in standards

Design-for-All Protocol for standardisers to identify, prevent and remove barriers to participation in society, and to promote equal opportunities for all citizens, including people with disabilities or older people:

- design for human diversity, social inclusion and equality
- design of systems that are readily usable by most users without any modification
- making systems adaptable to different users (by providing adaptable user interfaces)
- standardised interfaces to be compatible with assistive products and assistive technology

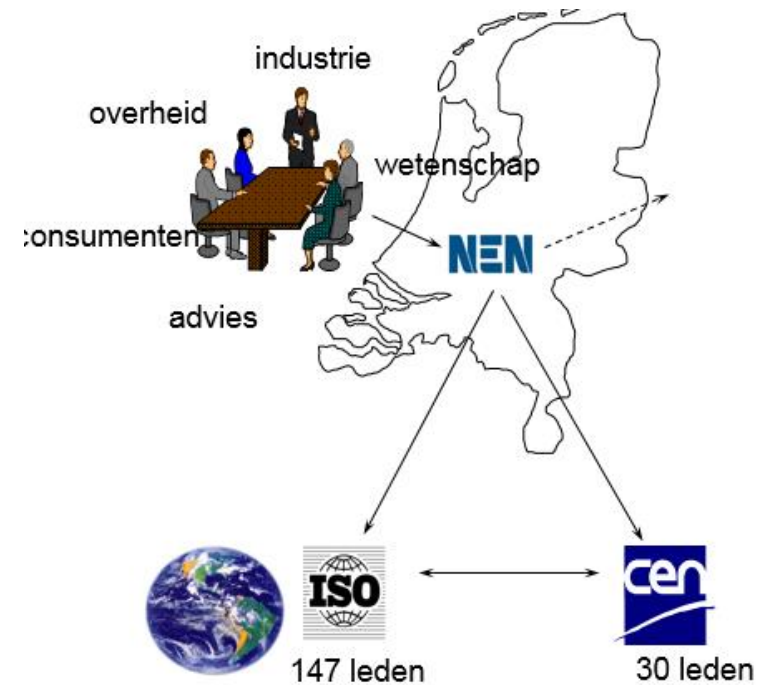
Design-for-all: just good design





European standardisation system

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



Calls for increased user participation in standardisation

- European Commission:
[Annual Union Work Programme](#)
- CEN/ISO: **CIVIL SOCIETY**
- Joint Initiative on Standardisation:
[Standards for the 21st century:](#)
 - Awareness, education and understanding about the ESS;
 - Coordination, cooperation, transparency and inclusiveness;
 - Competitiveness and international dimension.
- European Parliament:
- Support from EESC, ANEC, EPF, AGE, etc, etc

Inclusiveness (improve participation of underrepresented groups)

- Improve quality and timeliness
- Improve legitimacy





Older people -> users

Older people: not a relevant category

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

Users

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

Outcomes of co-production for standardisation

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

Half way: what is your opinion?

- Progressive will prepare a guideline
 - For standardisers to engage with users, including a call for creating awareness on standardisation work
- What fields of standardisation require most attention for co-production/user engagement?
 - Products, services, systems
- To what extent or in what stage is co-production most relevant?



Questions / suggestions?

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