Standardization for Small and Medium Enterprises

Standards eSME – an eLearning tool

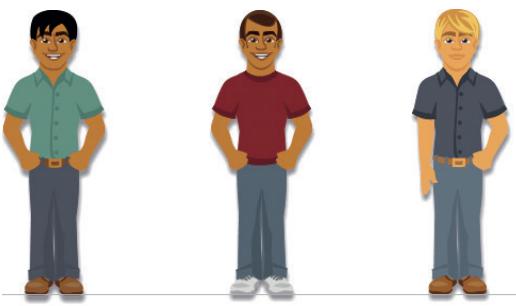
A new eLearning tool provides 20 million European SMEs with a chance to learn about standardization in a quick and easy way. By way of short animations and explanatory texts the participants will learn about the benefits of using standards and of participating in standardization.

SMEs make up more than 20 million enterprises in Europe and employ more than 80 million people. Despite this, SMEs and especially micro enterprises do not play a leading role in neither creating nor using standards. However, standardization allows companies access to state-of-the-art technology and thereby strengthens their innovation capacity. It creates a level playing field for the market access of companies and the introduction of new products and services.

CEN and CENELEC have developed a new eLearning tool that is intended to encourage SMEs to become more involved in standardization and have their say in creating the best possible business environment for their activities. The eLearning tool consists of 6 modules with individual

subjects. Each module begins with a review of the learning targets followed by an animation that explains the subject based on a concrete situation. The animations take place at a BBQ party, where the host, Bruno, talks to the various participants of a recent conference on standards and informations security. After each animation, the participant can read more about the subject and finally test his/her knowledge. Results are not recorded, though, a Certificate of Achievement may be printed for personal use. A 7th module includes a number of cases from European SMEs that show what the companies have gained from using standards.

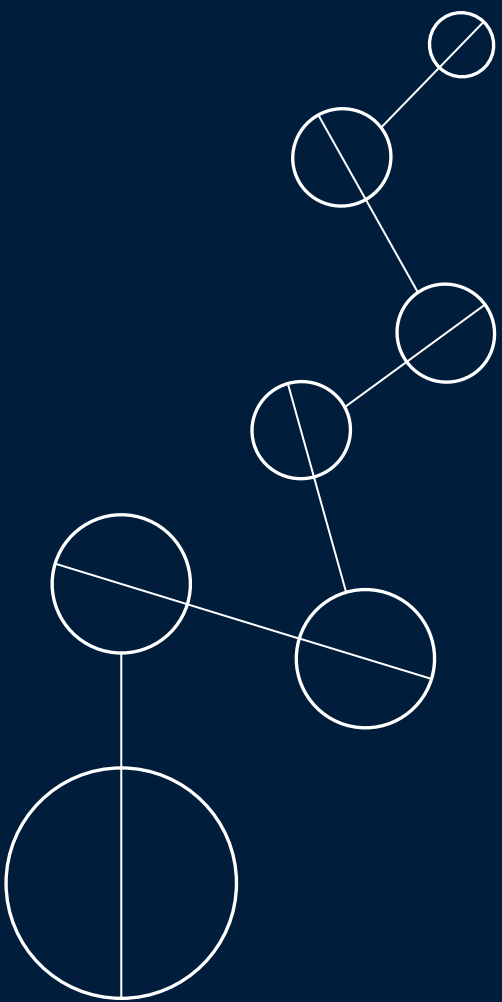
The eLearning tool is available in 23 languages and will be marketed to European SMEs through the National Standards Bodies and SME representatives.



CENELEC

6 modules

The tool is made up of 6 modules, dealing with the following subjects:



1. What are standards and what does it mean for my company?
2. By whom and how are standards developed?
3. Why should I use standards?
4. What can I gain from participation in the development of standards?
5. How do I find a specific standard and how could it be applied?
6. How could I influence the content of a standard?
7. **Extra module:** Case studies about the benefits of participation in standardization and the use of standards

The eLearning tool is available at www.cencenelec.eu/sme/elearning

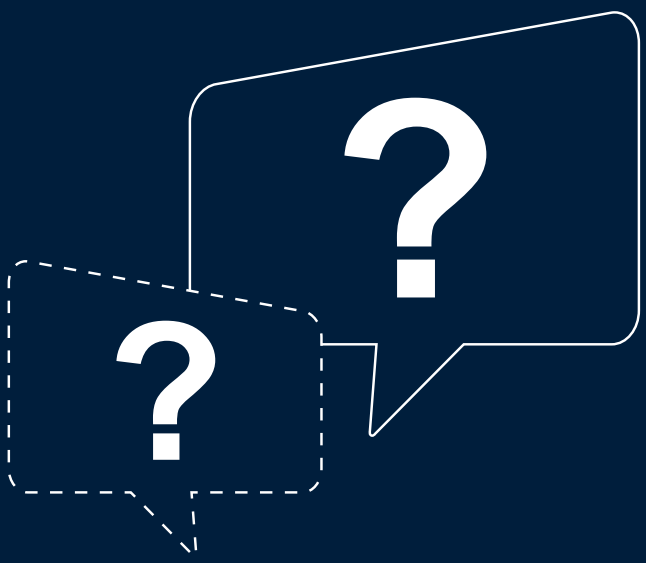
If you have any questions regarding the eLearning tool, please contact your national standards organisation.

This course has been developed by the members of the European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC) with support of the European Commission.

5 questions

Questions about the eLearning tool for project manager Pim Bijl

Pim Bijl



1 **What do you hope this tool will mean for SMEs' approach to standardization?**

- Make SMEs aware of standardization.
- Inform SMEs of the benefits of standards for their business.
- Inform on the benefits of standardization.
- Make SMEs want to participate in the standardization process.
- Make SMEs learn where they can get help for standard related issues.

2 **What has been the best part of the process of developing the tool?**

- The work in the team was very inspiring.
- The wealth of information that we can share.

3 **What have been the challenges?**

- The selection of what is really relevant.
- Adapt from a standardizer's view to an SMEs view.
- To tailor the tool to the real needs of SMEs.

4 **What are you most proud of in relation to the tool?**

- A tool that is adapted to the SME audience.
- It is a new way of informing SMEs.

5 **Will there be any more animations about Bruno?**

- This has not been decided yet.

The layout of this brochure was produced by Danish Standards, November 2014