



## PRESS RELEASE

On the 24<sup>th</sup> of October of 2024, the STAND4EU Final Event took place in TownHall Europe Brussels. This event, co-hosted with HSbooster, brought together leading experts, policymakers, and industry stakeholders in a collaborative showcase aimed at advancing standardisation within European research and innovation. Held in Brussels, the event highlighted the role of standards in promoting sustainable, impactful R&I results and underscored the ongoing commitment to supporting research projects across Europe.

The event opened with a warm welcome from STAND4EU and HSbooster representatives, stressing the value of collaboration between both initiatives. An introduction to the STAND4EU project provided participants with an overview of the platform's mission: to support and expand standardisation within European research by providing vital resources, training, and community connections. HSbooster's ongoing support in helping research entities navigate and integrate standards further strengthened the program's outreach.

### Key Highlights

#### Inspiring Keynotes

Keynote speakers discussed essential themes, emphasizing the need for heightened awareness and knowledge in the field of standardisation. These talks laid out the policy landscape, connecting standardisation to broader research and innovation goals. Insights into STAND4EU's findings identified key bottlenecks and offered actionable recommendations to streamline standardisation processes within research initiatives.

#### Dynamic Panel Discussions

A series of four expert panels provided a platform for exchanging ideas and sharing best practices:

- **Panel 1** examined the primary challenges and strategic recommendations for embedding standardisation in research, with particular emphasis on maximizing funding sources and encouraging small and medium-sized enterprise (SME) participation.
- **Panel 2** introduced the STAND4EU portal, a centralized hub designed to make standardisation resources readily available, and underscored the critical role of training and awareness.
- **Panel 3** invited participants to share their experiences with standardisation and highlighted the pivotal support offered by STAND4EU. Discussion focused on the structured approach needed to bring standardisation into research from the ground up.



- **Panel 4** took a deep dive into the European Standardisation Strategy, emphasizing the importance of continuous integration of research results into standards, and ensuring process stability within the standardisation ecosystem.

## Looking Forward: Future Activities for STAND4EU

Building on the successes of the event, STAND4EU announced plans to continue supporting research projects, SMEs, and stakeholders through targeted coaching, training, and access to the STAND4EU portal. The project aspires to establish itself as a leading center of excellence, providing comprehensive standardisation resources and support to foster a standardisation-minded European research community.

## A Call to Action

The event concluded with a collective call to action for participants to engage with the STAND4EU portal and contribute to ongoing standardisation efforts. The STAND4EU team expressed gratitude to all speakers, participants, and contributors, emphasizing that their expertise and engagement are essential to driving the project's mission forward. As the European research landscape continues to evolve, STAND4EU invites all stakeholders to take an active role in shaping the future of standardisation in Europe.

## Thank You for Your Support!

Let's keep the momentum going: Engage with the STAND4EU portal, connect with the standardisation community, and support a future where European research leads through impactful innovation aligned with standards.

For more information, please visit [www.stand4eu.eu](http://www.stand4eu.eu) and/or contact the STAND4EU team via [info@stand4eu.eu](mailto:info@stand4eu.eu).