

# Learning by Doing: 'Setting Standards' Game

UNECE/ WP 6 on Regulatory Cooperation and Standardization Policies  
Geneva , 20 November 2013

**Tineke M. Egyedi**  
**Delft Institute for Research on Standardisation (DIRoS)**

1

# Standards boring?

<http://standardtales.tudelft.nl/>



## Tales of Standardisation

Ω *Ter Leeringh ende Vermaeck* Ω

To learn from and amuse



Pieter Breughel de Oude. *Peasant Wedding*. c. 1565

**Editor: Tineke M. Egyedi**

Ω In the year 2001, when storms were raking the earth, a group of learned people sat huddled together around a simple dinner table. There was a nasty draught, but the food was good and the drinks were plentiful. One of the elders stood up and addressed the gathering ... **(continue)**

Copyright © 2001-2005, for the standardisation tales by the authors; for the story frame by Tineke M. Egyedi, Delft.

# Learning by Doing

- “(...) all our knowledge begins with experience (...)” (*Immanuel Kant, The Critique of Pure Reason, 1787*)
- “Our schooling model, the one that says that teaching factual knowledge is at the core of learning is very wrong” (*Roger Schank, ICES lecture, 2010*)

# Setting Standards, the 'big' game

A Delft University of Technology and United Knowledge Simulation Exercise on Strategy and Cooperation in Standardization Processes

Developed by

- Tineke Egyedi (initiator, Delft University of Technology)
- Arjan Widlak (United Knowledge)
- Jorrit de Jong (Harvard Kennedy School))

Sponsor

- Delft University of Technology

# Why a simulation exercise?

- Learn by doing
- Engaging
- Laboratory for experimenting
- Safe environment to
  - Test new behaviour
  - Make mistakes (trial and error)



# Simulation = simplification of reality

- Is about experiencing the essence of the standardization process
  - Underlying mechanisms
  - Inherent dilemmas

# 'Setting Standards': Pillar I

Standardization experience: Interactive story telling with experienced standardizers at a conference session



WIJ WILLEN EEN STANDAARD



HOE WILLEKEURIG DAN OOK

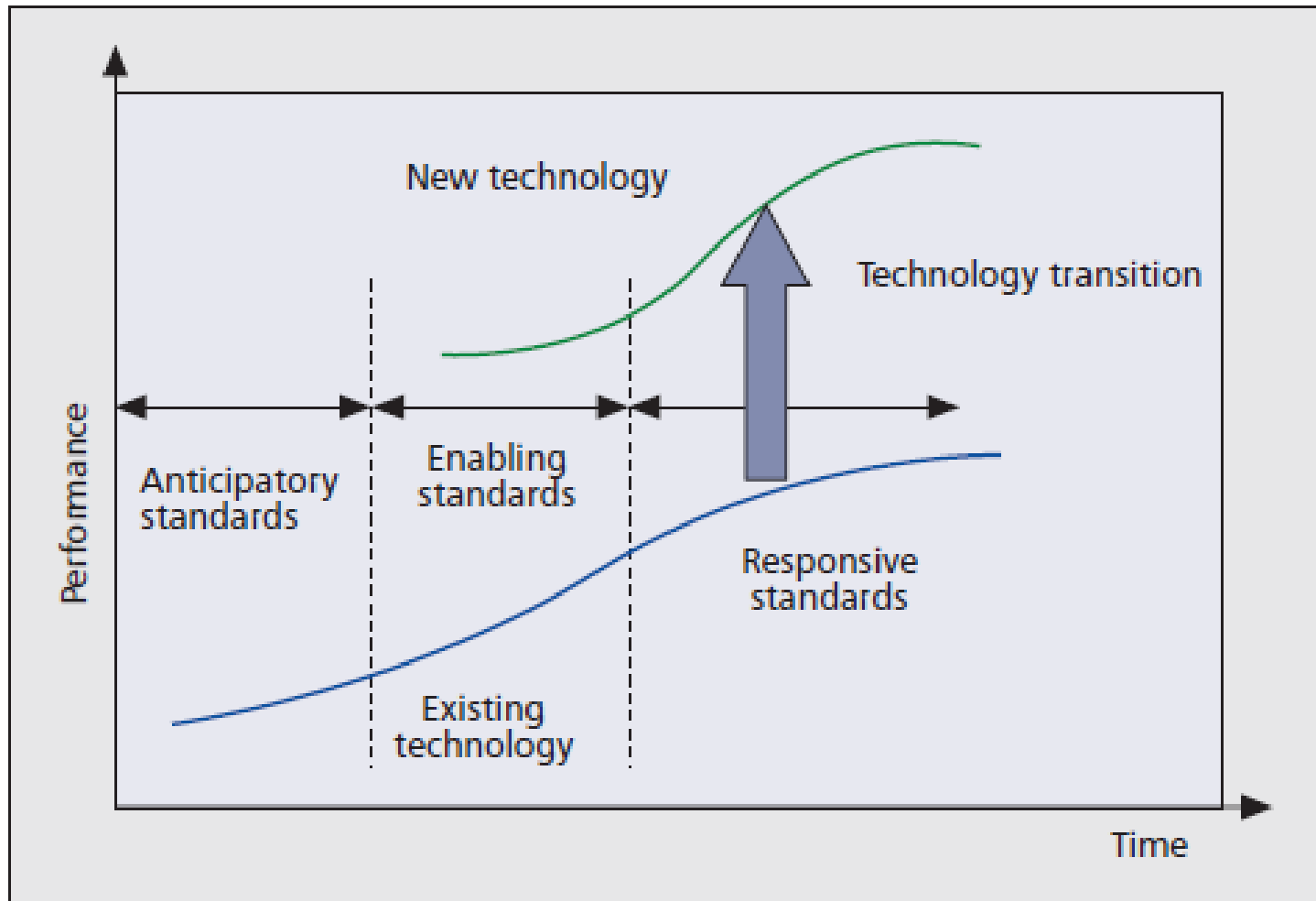
©Beeldleveranciers  
peti  
02-10-2008



# 'Setting Standards': Pillar II

- Academic knowledge
  - Standardization studies: procedures, development factors, timing, dynamics and innovation, etc.
  - Political and policy science: negotiation, collective action, etc.
- Experience with Gaming: United Knowledge

# Timing of standardization along the technology S-curve (Egyedi & Sherif, 2010, p. 167)



# Dissemination

## Pilots

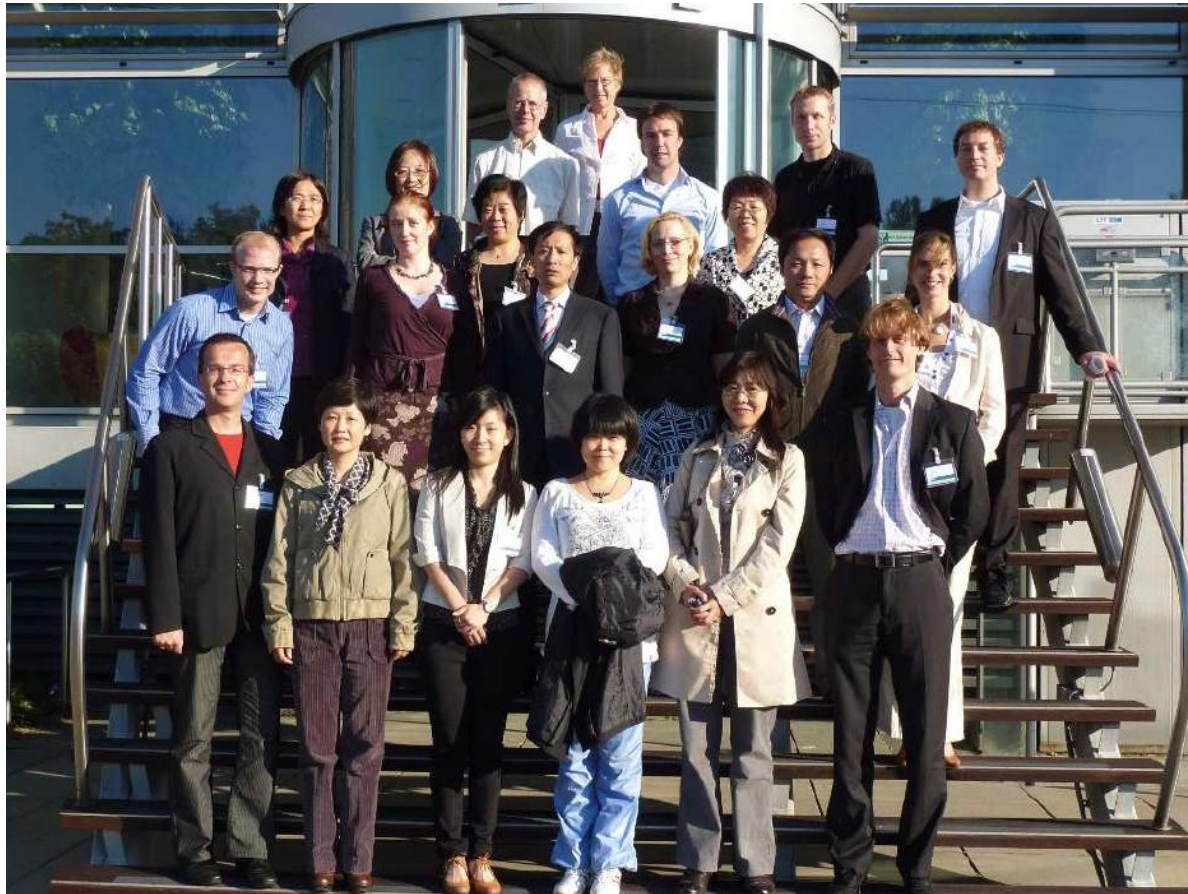
- ICES conference (Tokyo), EURAS conference (Paris), mixed session (The Hague)
- Participants: representatives from standards bodies, industry, government, students, scientists, journalists, artists, mediators, etc.

## Played at e.g.

- Dutch office for land registry
- NIST (US policy makers)
- Chinese standardizers (training at Dutch Standards Body)
- Students TU Berlin and TU Delft



# Training of Chinese Standardizers



# Games developed for the Danish Standards Body

3 shorter games finalized in August 2013

- Good teaching! – On the meaning of standards
- **The Sky is the Limit – On standards and innovation**
- Multistuff Inc. – On standardization and business strategy

# Games developed for the Danish Standards Body

## Pilots of game on Innovation & Standardization

- Conference of Balkan Committee on Standardization & Related Activities (Sozopol, Bulgaria)
- Conference on Standardization & Innovation in IT (ETSI, France)
- Course on Innovation, IP and Standardization (TU Eindhoven, Netherlands)
- **UNECE/ WP 6 on Regulatory Cooperation and Standardization Policies, STaRT-ED Group (Geneva, Switzerland)**

# Questions?

## Information on the table outside

- Setting Standards
- 3 games developed for the Danish Standards Body

Thank you for your attention!