



**Workshop : Incentives for teachers and students –  
Experience of the industry**

## **The iceberg problem**



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**Education on standardisation in Europe, 17-18 June 2024, Delft, The Netherlands**

# The „iceberg“ problem - majority remains hidden or unnoticed



- **Standardization has much more value** than usually seen (Hidden Depth)
- **Standardization has a wrong image of “unattractive” work** (Surface-Level Understanding)
- **Standardization impact the industry on many levels** (Impact and Consequences)
- **Standardization influences business** (Business Implications)



**A holistic understanding and training in Standardization** helps to create the awareness of its **strategic importance** (Training and Awareness)



# Benefits of strong position in standardization

## Standards encourage technology adoption

- › Provide consumer confidence in safety (gov'ts influence) and efficiency of products

## Standardization can be used to

- › win and open path for business
- › protect products and systems path forward

## Standardization helps to

- › shape standards for markets in favor of industry business
- › secure investments in technology, manufacturing, products and applications
- › foster emerging markets growth



# Excellence as a way out of the Economic Slump



*“Technical standards are of strategic importance. Europe's technological sovereignty, ability to reduce dependencies and protection of EU values **will rely on our ability to be a global standard-setter.** [...]”*

EU Commissioner for the Internal Market - Thierry Breton

# Standardization on a global scale requires a decision on engagement and industry roadmaps



## Standardization impact on Industry

Revenue growth 

Profit 

Scenario 1:  
**Follow more standards**



Scenario 2:  
**Skip more standards**



If ... More National and Regional standards

- **Increase** the number of required products or do requalification, recertification
- **Decrease** of the Profit



# Standardization work is a decision driven by the business

Market Shaping and Growing & Strengthening business



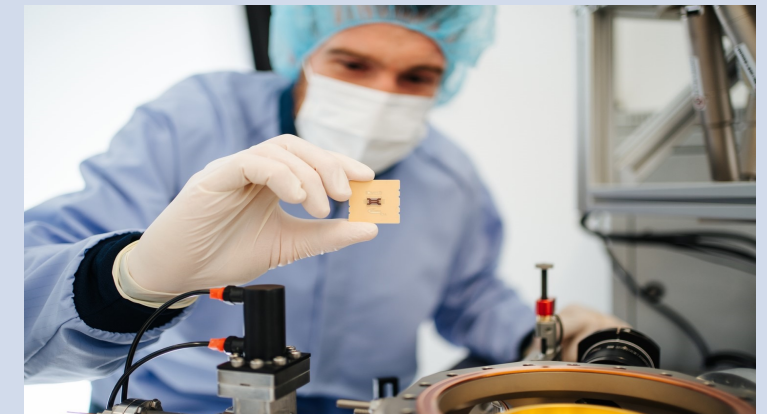
Relationships in ecosystem



Strengthening University relationship



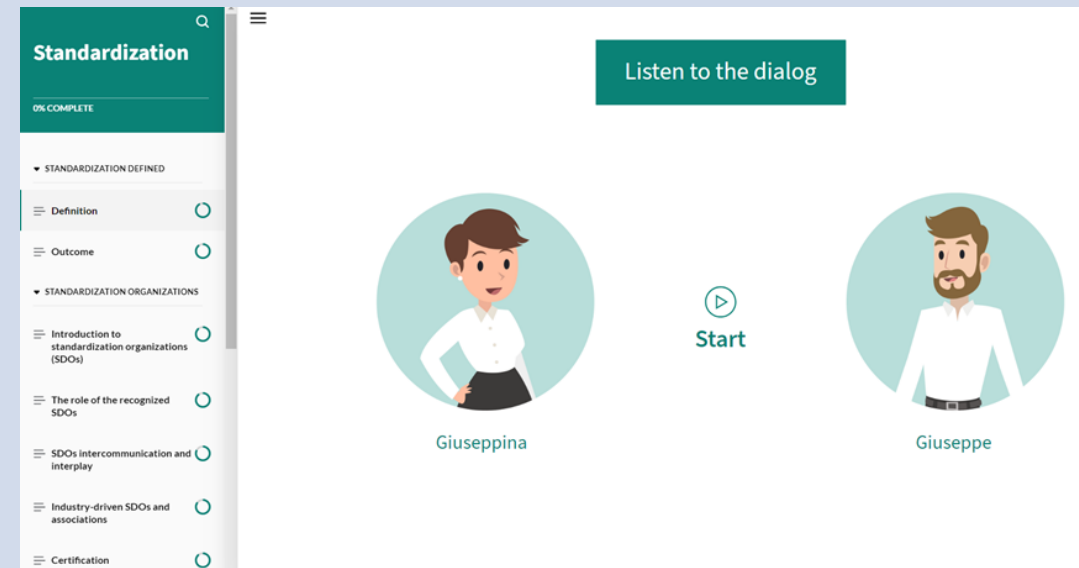
Technical (expert) work



# Standardization Training at Infineon


- **Trainings** for both internally (virtual sessions) and externally **e.g. guest lectures at Universities.**
- **Training professionals** for standardization begins with their **awareness.**
- Raise awareness on standardization with **our onboarding process-newcomers.**

• **Virtual training with “gamified” elements for standardization newcomers**




# Standardization Training at Infineon


- Continuous awareness campaigns.
- Prepared for different departments.
- Use of specific IT tools.




### Activities in detail – Standardization



- Participation to institutional initiatives for standardization**
  - Lobbying (internally and externally) to bring standardization at a strategic level
  - Consultation with members of government bodies, industry and civil society to define standardization strategies
  - Collaboration with industry associations to promote standardization



- Enhancement of Infineon's image as leader for multiple technologies**
  - Acquisition of prominent roles within standardization bodies and industry associations
  - Promotion of standardization within Infineon through trainings
  - Coordination of Infineon's presence in the most important workgroups



- Management of internal tools supporting standardization**
  - Management of memberships
  - Management of documentation
  - Dissemination of information via intranet website and regular meetings with different stakeholders

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- Corporate functions - Communication and Public Policy department to **coordinate standardization activities.**
- **Ensure correct communication** about standardization activities **via all channels.**



# Incentives for teachers and students – Experience of the industry – Takeaways

**Standardization** is an **essential tool** for **businesses and countries** to establish themselves in emerging markets, secure investments, and create new opportunities for growth.

The impact of standardization is not limited to the business environment. **It has geopolitical implications** as well.



**Create awareness by various trainings** is essential.  
By Trainings for **EXPERTS, NEWCOMERS** and via **cooperation with UNIVERSITIES.**

Standardization is an **INCENTIVE** for the industry if young engineers, lawyers, scientists are “**well educated & trained on standardization**” before employed.



**THANK YOU!**

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