



Standards: The Missing Link in Your Innovation Strategy

26 February 2026



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Our Speakers today

Katarzyna Walczyk-Matuszyk
Coordinator of widerAdvance Facility

Welcome and Introduction to WIDER-A Facility

Florentina Golisteanu
Policy Officer at DG RTD of EC

The code of practice on standardisation in the European Research Area.

Rene Lindner,
PhD, Standardisation Consultant

Standardisation: a Tool for Research & Innovation and expand KERs exploitation across industries.

Paola Amato
PhD, Standardisation Independent Expert

Example - part 1 Projects Outputs which included Standards within their exploitation strategy.

Ivana Mijatovic
University of Belgrade

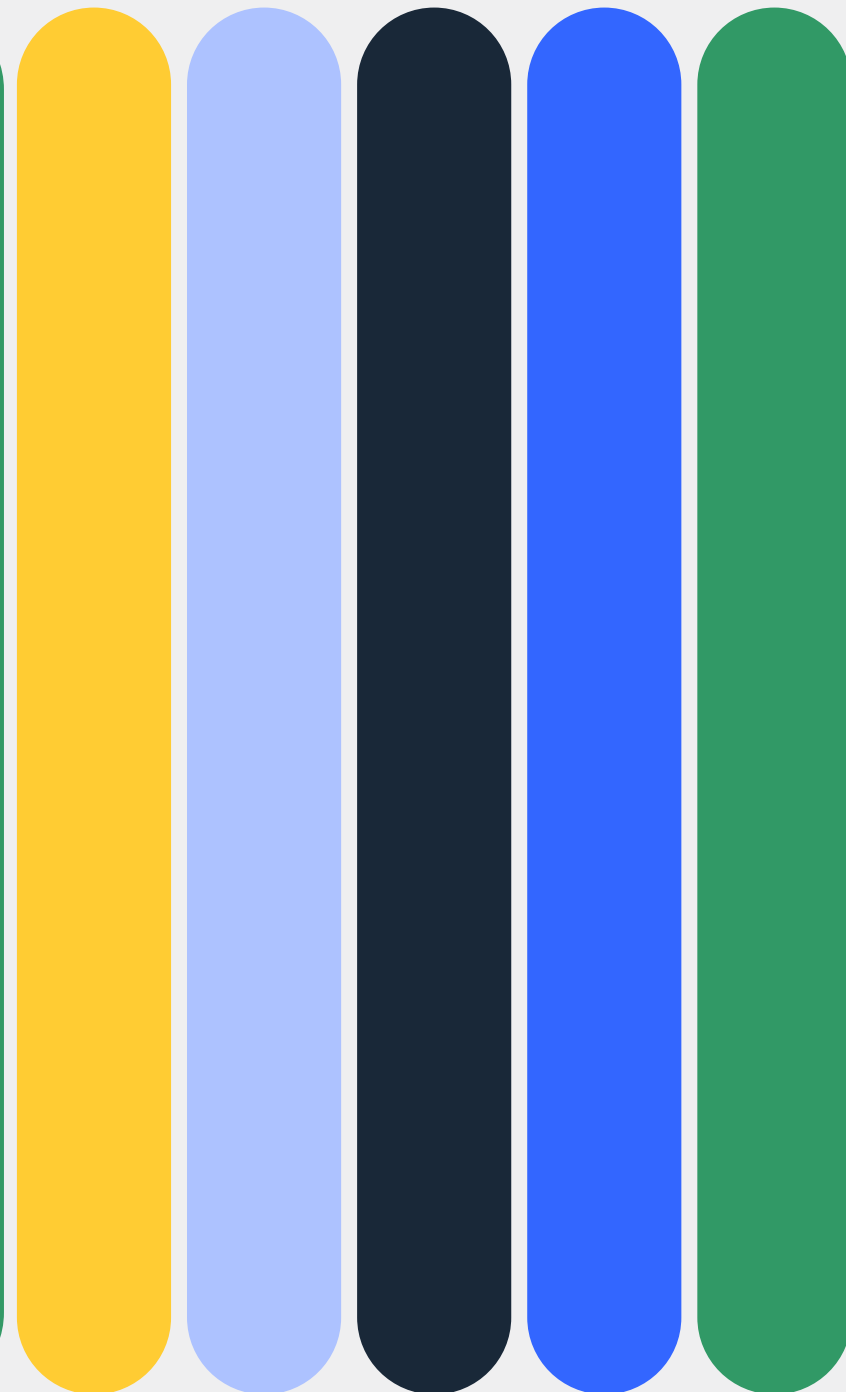
The European and International Standardisation Landscape & Widening Countries. How to Get Involved in SDOs & Adopt Standards

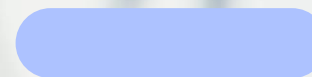
Sebastian Vogel
CEN-CENELEC

From ESO Priorities to CEN-CENELEC Standards: How Stakeholders Influence European Standardisation

Rita Meneses
Trust-IT Services

How to get support from WIDER-A & Closure





Time to start!



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How to get support from us in your Standardisation Journey?

This project has received funding from the European Union's Horizon Europe Programme under grant agreement No 101159516 — widerAdvanceFacility — HORIZON-WIDERA-2023-ACCESS-05.



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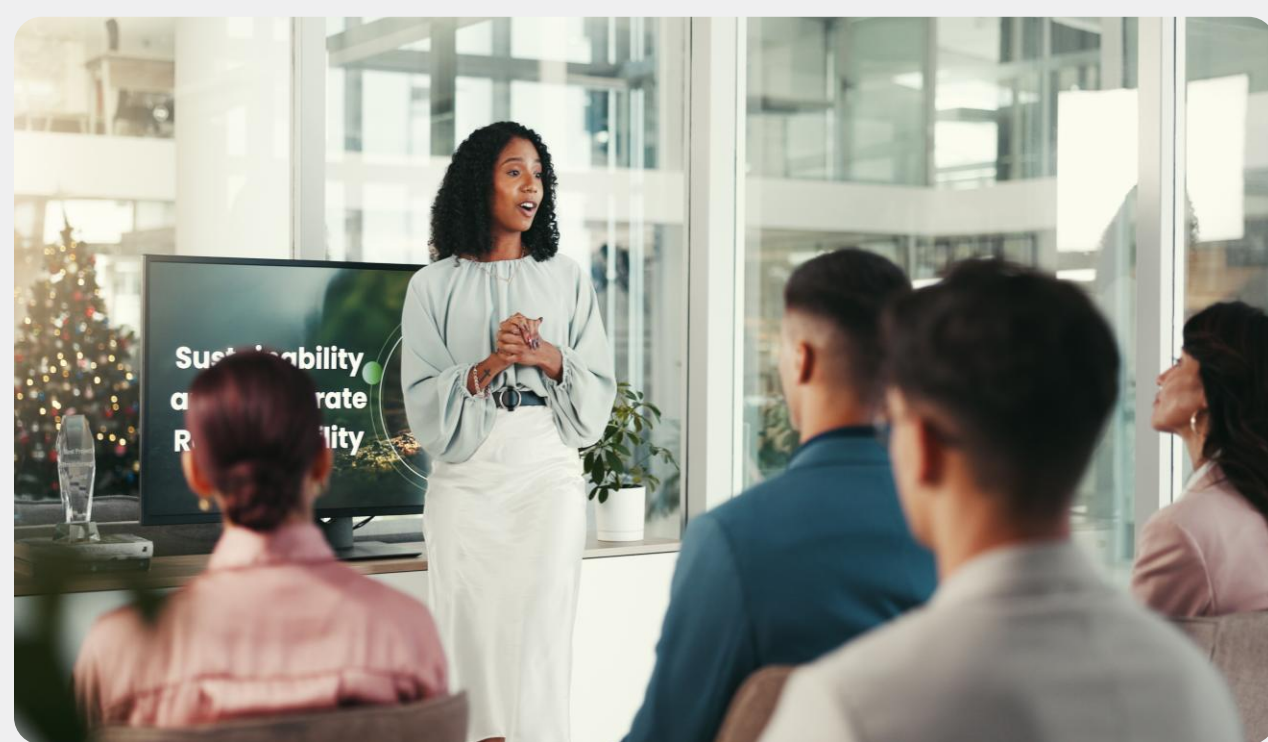
RESEARCH

INNOVATION

COLLABORATION

widerAdvance Facility

Duration of 48 months:
01.01.2025 – 31.12.2028



Main objective

Tailored expert services for **Widening countries**: from IP and standardisation to dissemination, exploitation, and capacity building- transforming research results into real-world impact.

If your country or outermost region is below,
then WIDER-A is for you!



RESEARCH

INNOVATION

COLLABORATION

Q What is it



Free and personal guidance, coaching and training webinars to maximise the impact of research and KERs thanks to **STANDARDISATION.**

Strengthen the market impact through pre-normative activities

Align research with standardisation frameworks



What will be the results?



What I will gain?

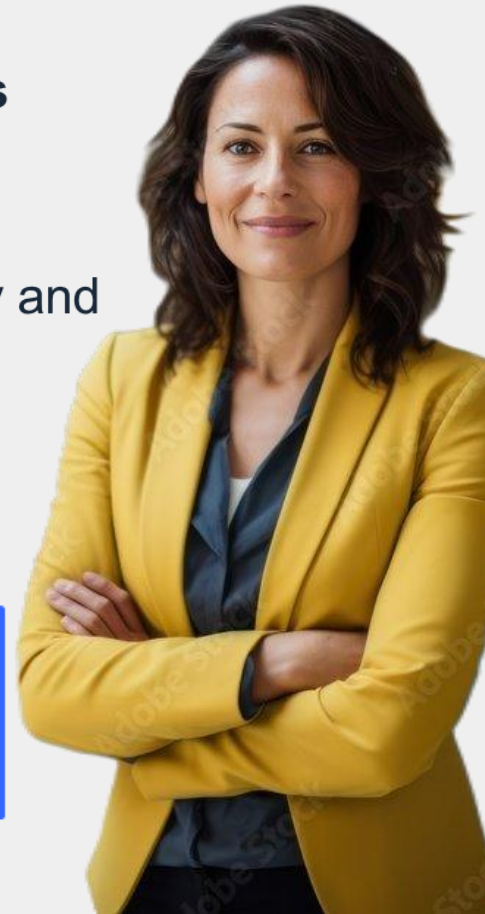
- **Increase your competitiveness** in European and Global landscape, by embracing standardisation;
- Ensure your **KERs align with relevant standards**;
- Be ready to **effectively navigate the standardisation landscape** and its main actors;
- **Maximise your KERs' impact in the market** by planning activities to contribute to pre-normative standardisation;
- Enhance your standardisation approaches while **expanding networks across industry, civil society and research communities**.



Who will deliver it?

- **Senior seasoned professionals** who understand both standardisation institutions and research/innovation dynamics;
- **From (or have experience with) national (NSBs), European or international standardisation bodies (SDOs);**
- **With research and/or industry experience**, with deep understanding of standardisation, technology and innovation;
- Combining **technical, regulatory and strategic insight.**

The assigned expert to you will match your field and guide your standardisation strategy accordingly.





For Whom?



The standardisation 1:1 consultancy is designed for

Research Teams (RT)

Research Management Administrators (RMA)

Widening countries and Outermost Regions

To maximise their KERs thanks to Standardisation

NOTES

- Only 1 KER per RT & RMA can receive the support
- Total of 15 editions available to be delivered
- KERs need to have an intermediate or advanced Technology Readiness Level (TRL 4-9)



For Whom?

From a wide range of several topics, not necessary related to IT



Research Teams (RT)

Research Management Administrators (RMA)

Green Transition in Europe

- Clean energy
- Materials (raw and secondary)
- Green and sustainable production
- Environmental impact

Smart Cities and Circular Economy

- Circular economy
- Transportation
- Infrastructure
- Green buildings
- Nature based solutions

Health

- Pandemics
- eHealth and personalised services
- Design and use of medical devices
- AI in healthcare

Sustainable digitalization

- Data quality;
- Artificial intelligence;
- Access to and use of data;
- Space;
- Data and cybersecurity;
- Quantum technology;
- 5G/6G Networks

Resilience

- Robust supply chains
- Climate resilience
- Hybrid/civil defense
- Data protection and cybersecurity



How long does it take?

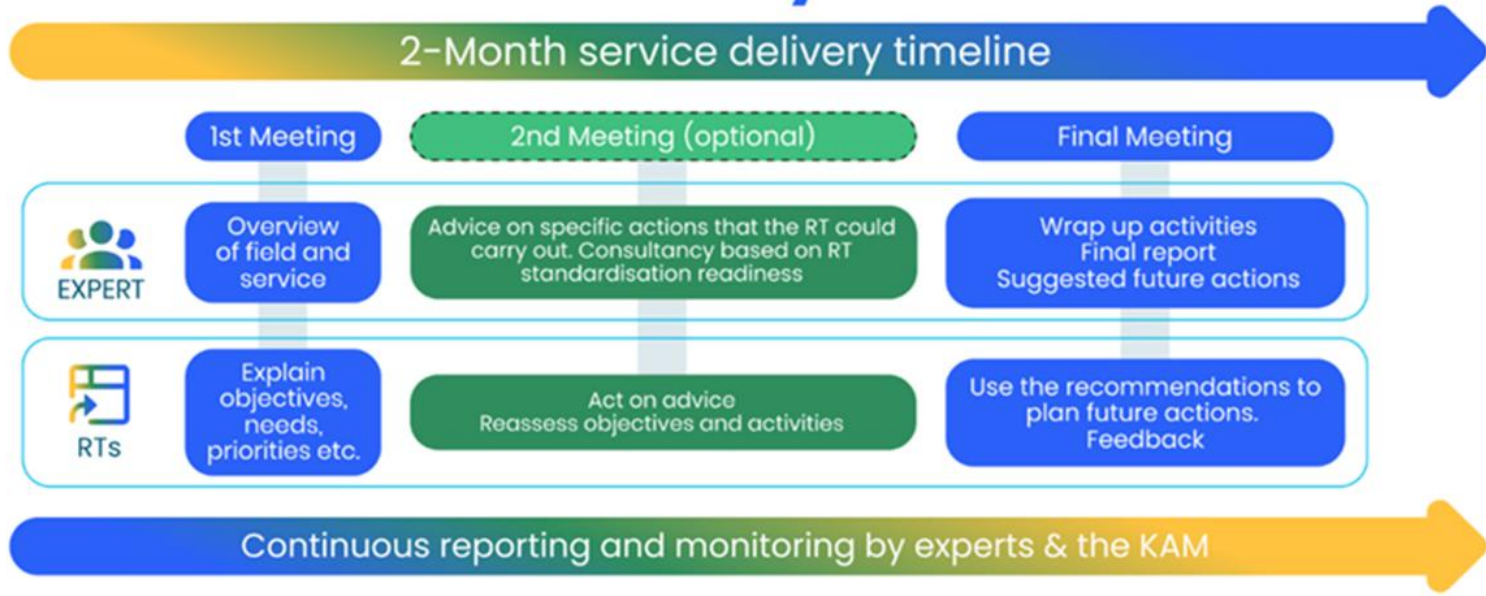
2-month service delivery time

1:1 Consultancy Service adapted to each RT and RMT needs

1 Senior Standardisation Expert to guide you during the entire service provision

2-3 Online meetings (90min) with the Expert to identify needs and agree/provide support actions

Service delivery timeline



Service to be provided online through video conferencing platform.

How to Apply?



Apply

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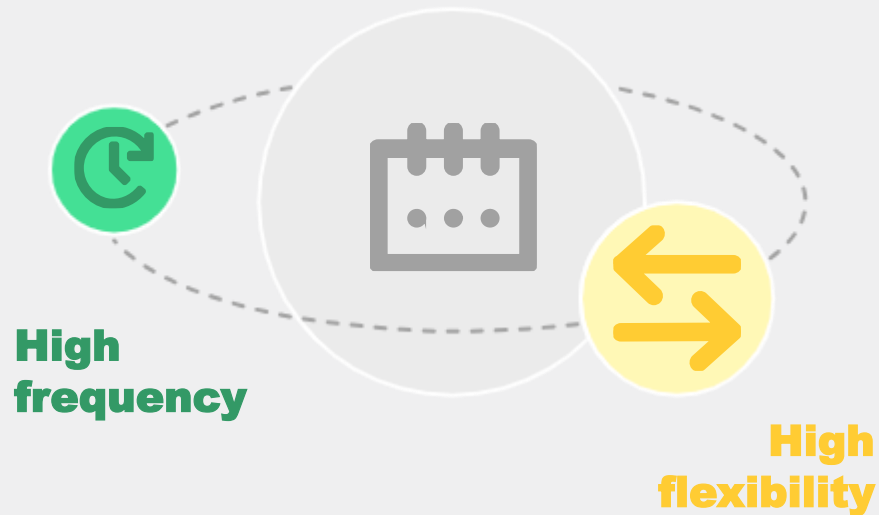
Turn your results into real-world impact

click "Apply" and take the first step today

Helpdesk



How to apply?

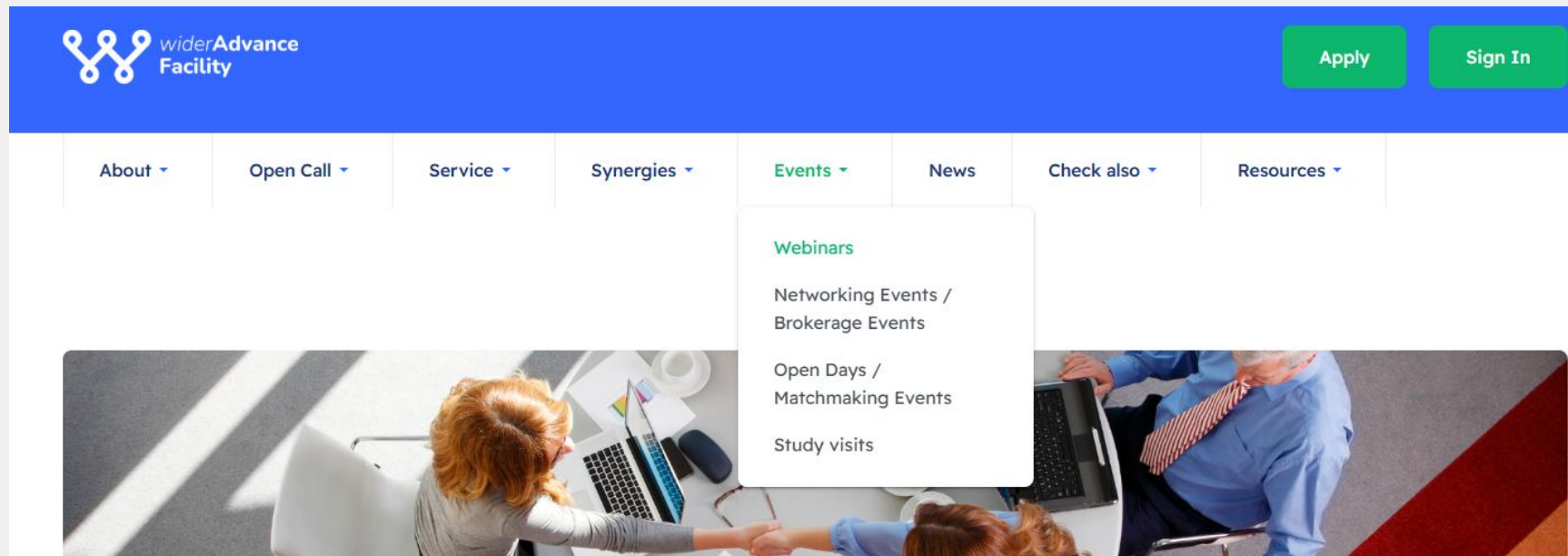


- The coming cut-off date is set at **30 April 2026 23.59 CET**
- Applications submitted at any time through an **on-line application** form in the Facility's website.
- Applications collected and assessed at pre-defined **cut-off dates** (every 3 months) to allocate the different services to the eligible organisations.

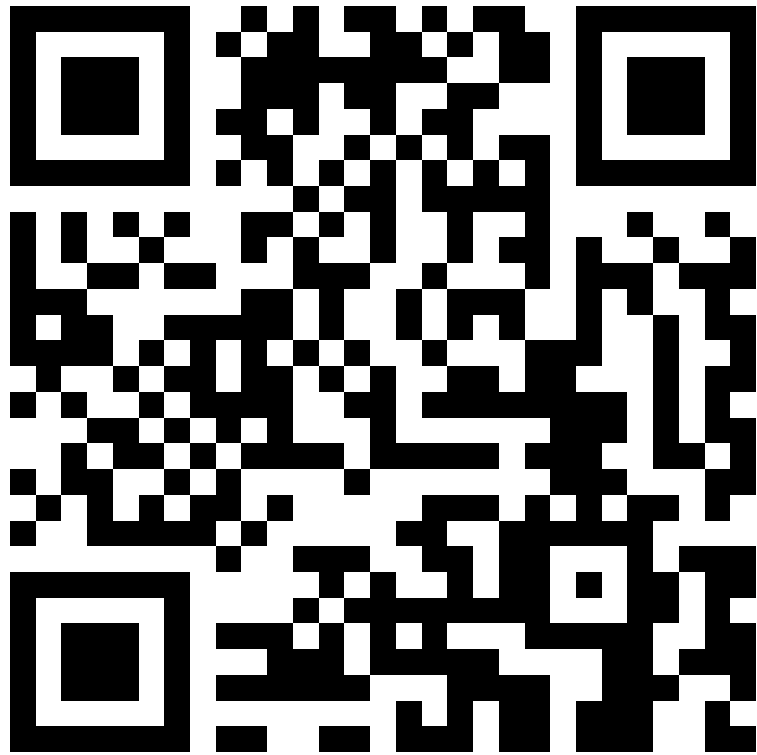
Next webinars in the pipeline

1. Result dissemination for different stakeholders | **06 March**
2. Open science & Reproducibility for greater impact | **26 March**
3. Knowledge vs Technology Transfer: Similarities and Differences | **7 May**

Available in: <https://www.wideradvance.eu/events/webinars>



Please give us your feedback!



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[26.02.2026]

Thank you for participating at the webinar by the widerAdvance Facility. Please help us improve by taking a few minutes to complete this feedback form.

Not shared 

* Indicates required question

How would you rate your knowledge/skills *before* the webinar? *

Poor 1 2 3 4 5 Excellent

Contact us



www.widerAdvance.eu



info@widerAdvance.eu

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