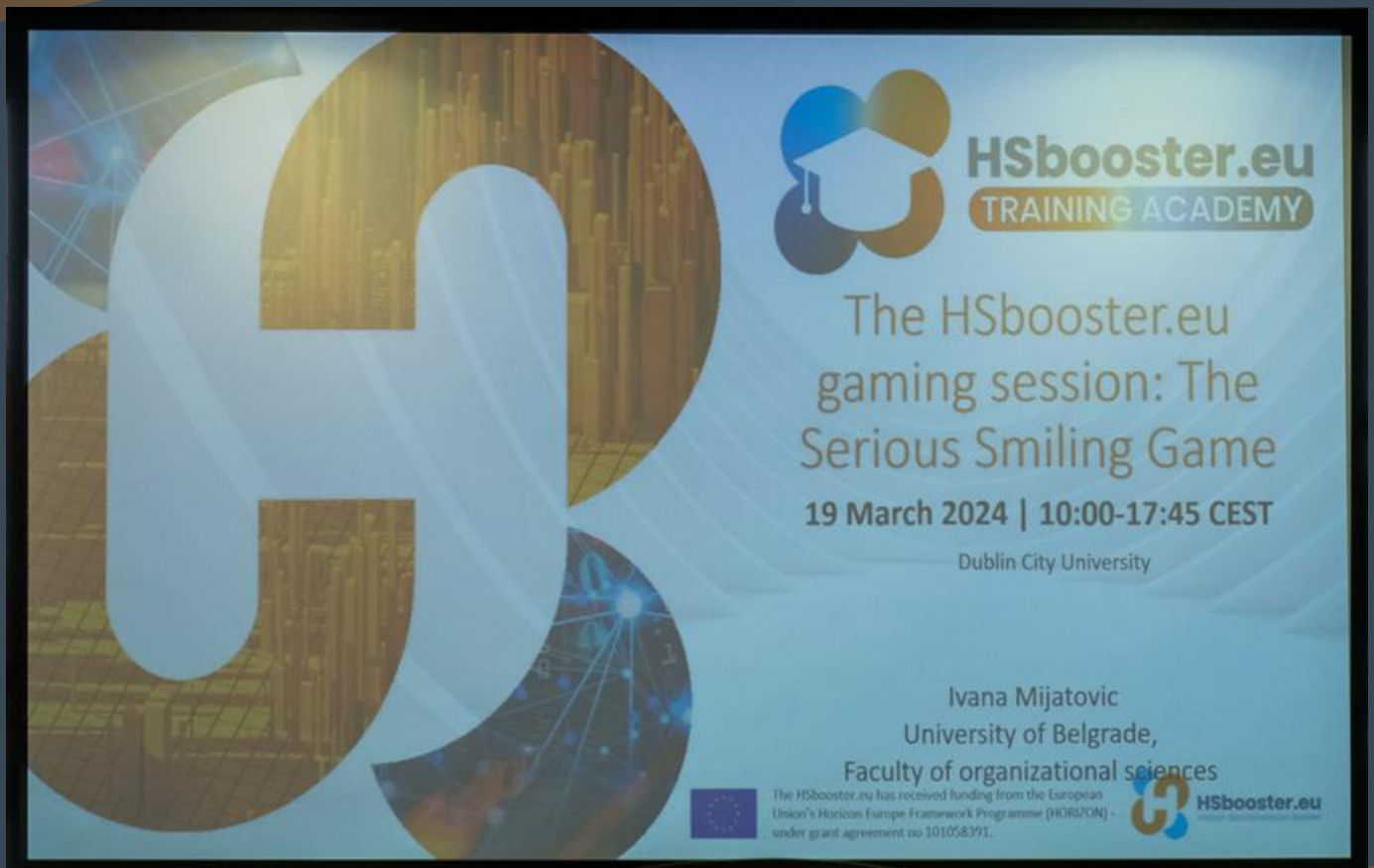


# Harnessing the Power of the Serious Smiley Game:

HSbooster.eu Empowers  
Standardisation Experts at  
Dublin City University  
19 March 2024



Funded by  
the European Union



In a strategic move to inspire and equip the next generation of standardisation experts, the HSbooster.eu project hosted a captivating gaming session at Dublin City University (DCU) on 19 March 2024. Bringing together a dynamic mix of academics, industry leaders and aspiring professionals, the event aimed to showcase the transformative potential of the Serious Smiley Game in standardisation education.

## About the Serious Smiley Game

The Serious Smiley Game immerses players in a role-playing simulation of a Technical Committee (TC) meeting.

Participants must collaborate, debate, and strategise to establish a new standard. The game emphasises essential skills for standardisation work, including argumentation, strategic positioning, and building consensus.

The morning session featured members of the DCU ADAPT Centre alongside Ivana Mijatović (the game developer) and Biljana Tosić from the University of Belgrade. Mijatović and Tosić introduced the game and led attendees, including representatives from the National Standards Authority of Ireland (NSAI), through a practice session.



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**HSTraining Academy**

The Serious Smiley Game is part of the HSbooster.eu

Training Academy, an online hub for standardisation education. It has been publicly released on the platform in April, making it freely accessible for training purposes.

# THE NSAI Perspective

This game provides hands-on, practical understanding of how to find common ground with stakeholders," said Eoin McCabe of the NSAI. He highlighted the interactive nature of the Serious Smiley Game and its realistic simulation of standardization meetings. McCabe envisions using the game within NSAI's training programs, as it fosters the crucial soft skills needed for success in committee work



Dr. Pamela Hussey, Associate Professor Emeritus at DCU, echoes this sentiment. She views the game as a fun and engaging way to immerse learners in the intricacies of standardisation processes without the pressures of a real-world setting. Hussey particularly appreciates how the game emphasises collaboration, respect for diverse viewpoints, and the importance of reaching consensus; all key elements of successful standards development.





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Both McCabe and Hussey recognise the game's potential to transform standardisation education. They see it as a safe space for experimentation and skill-building, particularly for those new to the field. This highlights the growing need for standardisation education at the higher education level, and both are keen to recommend the Serious Smiley Game to their colleagues.





## **A MASTER'S CLASS CHALLENGE FROM THEORY TO ACTION**

While the morning session had the participation of the standardisation experts, during the afternoon a similar experience was offered to the Dublin City University's master's students.

Ivana Mijatović and Biljana Tosić from the University of Belgrade, guided the students through the history of standardisation and explained the game. With Professor Harshvardham Pandit observing, the stage was set for a dynamic learning session, where students would test their ability to navigate the complexities of a simulated standards committee.

# FROM THEORY TO PRACTICE

Understanding the complexities of standardisation can often seem like a theoretical exercise. The Serious Smiley Game transforms this process, providing an immersive experience that resonates deeply with learners. Dublin City University master's students provided their first-hand reflections, highlighting the game's unique strengths and its impact on their understanding.











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## STUDENT INSIGHTS

### INTERACTIVE LEARNING AND SKILL DEVELOPMENT



The realism of the game also resonated strongly. A student compared it to crisis management scenarios, remarking that the roles "...were quite deep...". This suggests that the Serious Smiley Game effectively mirrors the multifaceted challenges and interpersonal dynamics encountered within standardisation committees.

"I learned more in these 20 minutes than five hours of lecture... good lesson on democracy..." declared another student. This highlights the power of experiential learning. The game allows participants to grasp concepts and experience the democratic aspects of standardisation in a concentrated and engaging way.



*I learned more in these 20 minutes than five hours of lecture*



The focus on collaboration is another significant aspect highlighted by students. “the interactivity between members... helps you to think about different roles...” observed one participant. This emphasises the mirroring of real-world environments, where stakeholders with diverse perspectives must actively engage to find common ground.

Finally, the Serious Smiley Game seems to promote critical thinking. A student commented on how it “...makes you start thinking differently...taking into account more factors...”. This underscores how standardisation involves careful consideration of interests, trade-offs, and multifaceted problem-solving.





**DCU BUSINESS SCHOOL**

### Ár Misean

Oideachas a chur ar cheannairí agus ar ghairmithe don mhargadh domhanda. Cuirimid go gníomhach le forbairt daoine, tionscal agus na sochaí trínár gcuimhneoireacht, ár gcuid taighde, agus trínár gcuimhneoireacht leis an tionscal.



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**TRAINING ACADEMY**

# MORE ABOUT THE TRAINING ACADEMY



The HSbooster.eu Standardisation Training Academy provides a hub for comprehensive standardisation education. The diverse programs support skill development at all levels, with resources developed by top experts in the field. The Academy partners with European Standards Organizations to help you master essential skills like negotiation and committee participation. On the dedicated website is possible to find the perfect training materials with the search feature, or jumpstart the learning experience with curated starter packs.

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Gain a **foundational understanding of standardisation** with easy-to-follow resources.

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# What is HSbooster.eu



## EXPERTISE IN STANDARDISATION

HSbooster.eu, a 30-month initiative by the European Commission, serves as the European Standardisation Booster. It offers expert services to European projects, aiding in enhancing and valorising project results through the creation or revision of standards. Aligned with the European Strategy on Standardisation, HSbooster.eu aims to expedite innovation, contributing to a resilient, green, and digital economy while upholding democratic values in technology applications.

## STRATEGIC APPROACH IN INNOVATION

The project offers consultancy services to guide R&I projects in their strategic approach to standardisation, ensuring their active involvement in the development of relevant standards. HSbooster.eu is backed by a consortium with extensive experience in managing European Commission-funded projects. This includes Trust-IT Srl & COMMpla in project management, Dublin City University and the University of Belgrade for education and training, SGS for standards certification, and the National Standards Body of Denmark (Dansk Standard).

# Learn more about



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