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Brussels, 12 December 2023

SBS "Meeting Standards" awareness campaign achieves significant reach

Brussels, 12 December – Small Business Standards (SBS), the voice of European SMEs in standardisation, successfully wrapped up the first edition of [Meeting Standards](#). Coinciding with the European SME week, this initiative has significantly contributed to enhancing SME awareness about the crucial role of standards in Europe.

Launched this year in spring, [Meeting Standards](#) is a campaign designed to rally SME representatives and standardisation stakeholders across Europe around SME standardisation topics and activities. By visiting meetingstandards.eu, any individual or organisation could submit a proposal for an activity aimed at raising the awareness of SMEs in Europe within the campaign's period which this year took place between 14 and 21 November 2023.

Early estimates indicate that the campaign surpassed its initial target, recording more than 350 participants, and engaging with an impressive 5000 SME and standardisation stakeholders across Europe through the different platforms and channels.

Different research projects ([STANDAELU](#), [HSB booster](#), [StandICT](#), [Blockstand](#)), organisations ([COSMED](#), [EBC](#), [SMFUnited](#)) and experts participated in the campaign by organising activities on a variety of standards-related topics such as blockchain technologies, smart manufacturing, cosmetics, AI, construction and the new Construction Products Regulation or innovation management. The campaign kicked off with a [workshop](#) organised in the context of the SME Assembly in Bilbao dedicated to standards and their role in the 30 years of the EU single market. In this context, SBS also launched a [brochure](#) on the same topic. The campaign also saw the launch of the "[Meeting Her Standards](#)" podcast highlighting the work of women in standardisation in various key sectors. The journey ended on 21 November with SBS' flagship conference, a prime annual forum for discussing standardisation and related policies. This year's theme, "[SMEs and smart manufacturing – Standards as accelerators of industry change](#)", was especially relevant, reflecting the significant presence and importance of SMEs in Europe's manufacturing sector.

Welcoming the successful conclusion of the campaign, SBS Secretary General Maitane Olabarria commented: "The inaugural SBS Meeting Standards campaign has been an incredibly rewarding collaboration experience. It has been a privilege to engage with our partners in this awareness-raising effort. We are already enthusiastic about a greater campaign next year. Join us in November 2024 for the next edition of the campaign!"

Further information:

- [2023 edition activities](#)
- [Submit your activity proposal for 2024!](#)

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EDITORS' NOTES: Small Business Standards (SBS) is the association representing European SMEs in standardisation. SBS is co-financed by the European Union and EFTA. Its 22 members are national and European sectoral and inter-professional associations representing SMEs in 32 European countries.

Press contact: +32 (0)2 285 07 04, pressoffice@sbs-sme.eu

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