

Premises

1. The creation of standards requires constant feedback with communities of practice.
2. Adoption of new standards requires outreach (dissemination) and facilitation (help) from those who have created the standards.

Dissemination

Standards are not dead artifacts, they need to be socialized. In reality, the most popular standards aren't even the best ones, but the ones that were better socialized.

Socialization of standards starts with **outreach**, which is a process of **dissemination**, i.e. an effort to make these standards known by potential adaptors. In classical terms, this is a function of marketing.

Dissemination also involves a value proposition: why would someone adopt these standards? If a new standard competes against existing standards, switching costs and incentives must be considered. In other words, one would need to convince an organization to go through the trouble to change existing practices (involving costs).

It is recommended that IoPA puts in place the necessary processes to sustain dissemination of new standards. This also requires surfacing explicit roles for dissemination and generating incentives or rewards for those who get involved in the communication of the new standard and in incentivizing its adoption.

Adoption facilitation

Once a standard is properly disseminated one would expect an influx of potential adopters. Implementing a new standard requires effort (costs) and know-how. These can be understood as barriers to adoption. IoPA needs to identify these and other potential barriers to adoption and try to reduce them as much as possible, by offering help or facilitation. Specific roles and processes must be surfaced and incentivized to make adoption facilitation sustainable.

Learning experience with Sensorica

Sensorica proposed a workparty for playing with the OKH standard.

1. Tibi proposed that members of OKH prepare some homework for Sensoricans to prepare before the event. Unfortunately help was not provided.
2. <https://solid-app.internetofproduction.org/> was proposed as a platform to document and publish open source hardware designs (prototypes). Larry had trouble exploring Solid before the event.