

# The Standards Challenge Fund



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in progress



## The Standards Challenge Fund

Innovation moves fast, but confidence, trust, and consistency are what enable new ideas to succeed. Standards play a vital role in bridging this gap. They capture agreed best practices, align expectations across the value chain, and empower innovative businesses to demonstrate a commitment to quality that builds lasting trust in products and services.

The **Standards Challenge Fund (SCF)** gives small and medium enterprises (SMEs) a stronger voice in shaping the standards that will influence tomorrow's markets. Delivered by BSI in partnership with Innovate UK, the programme began by inviting SMEs to submit ideas for standardization in areas where shared guidance and common approaches could accelerate innovation and drive growth across the UK economy and society.

Following a rigorous review of a high volume of submissions, four ideas were selected for development into standards, aiming to address emerging challenges across three critical themes: Digital and technology, net zero, and healthy living and ageing.



# From ideas to trusted best practice

Each selected idea is currently being developed into a **fast-track standard** with the original submitters continuing to play an active role alongside a wider community of industry contributors.

This approach will help ensure the resulting standards are:

- **Practical:** rooted in real-world commercial realities and implementation challenges.
- **Informed:** developed directly by those building and using innovative solutions.

These projects span across sectors - from GenAI agents and DNA barcoding to recycled plastics and RF-powered wearables.



DNA barcoding of engineered biological assets

Adoption and operation of generative AI solutions

Recycled plastics for laboratory and medical products

Radio frequency-based power transmission to low power electronic devices

The standard is intended to specify requirements on DNA barcoding of engineered biological assets and their data content and data structure.

The standard is intended to set out an end-to-end framework for designing, building, securing, operating, and evolving generative AI solutions that deliver long-term value.

The standard is intended to give recommendations for the development of recycled plastic materials for use in laboratory and medical products.

The standard is intended to provide requirements for performance, safety, protection, interoperability, and test methods for low-power wireless power transmitters and receivers.



# A dedicated space for collaboration and engagement

Engagement and collaboration are at the heart of this initiative. We actively seek input from SMEs, innovators, and stakeholders who want to contribute insights, test ideas, and help shape standards that will be genuinely useful in practice.

We invite you to join the **Standards Challenge Hub**

- a dedicated digital space where you can stay informed and help shape the future direction of these standards.

As a member, you can:

- **Track progress:** follow key milestones and join discussions as each standard develops.
- **Access supporting resources:** explore materials such as explainers and guidance to better understand the role of standards and the story behind each selected topic.
- **Influence the outcome:** collaborate with peers and experts to influence the development of each standard.

**Become a member**

## About BSI

As the UK's National Standards Body, we provide solutions to support government policies, tackle future challenges, and deliver trust for the benefit of all sectors and society.

By instilling best practices across all industries, we open up market access and trade, drive innovation, and strengthen consumer trust.

We bring together a community of over 12,000 experts, striving to create positive change through our development of purpose driven standards and services.

By giving a voice to consumers and providing best practice to solve collective issues, we're shaping a safe and sustainable society that is ready to tackle the challenges of tomorrow.

## Be part of shaping what comes next

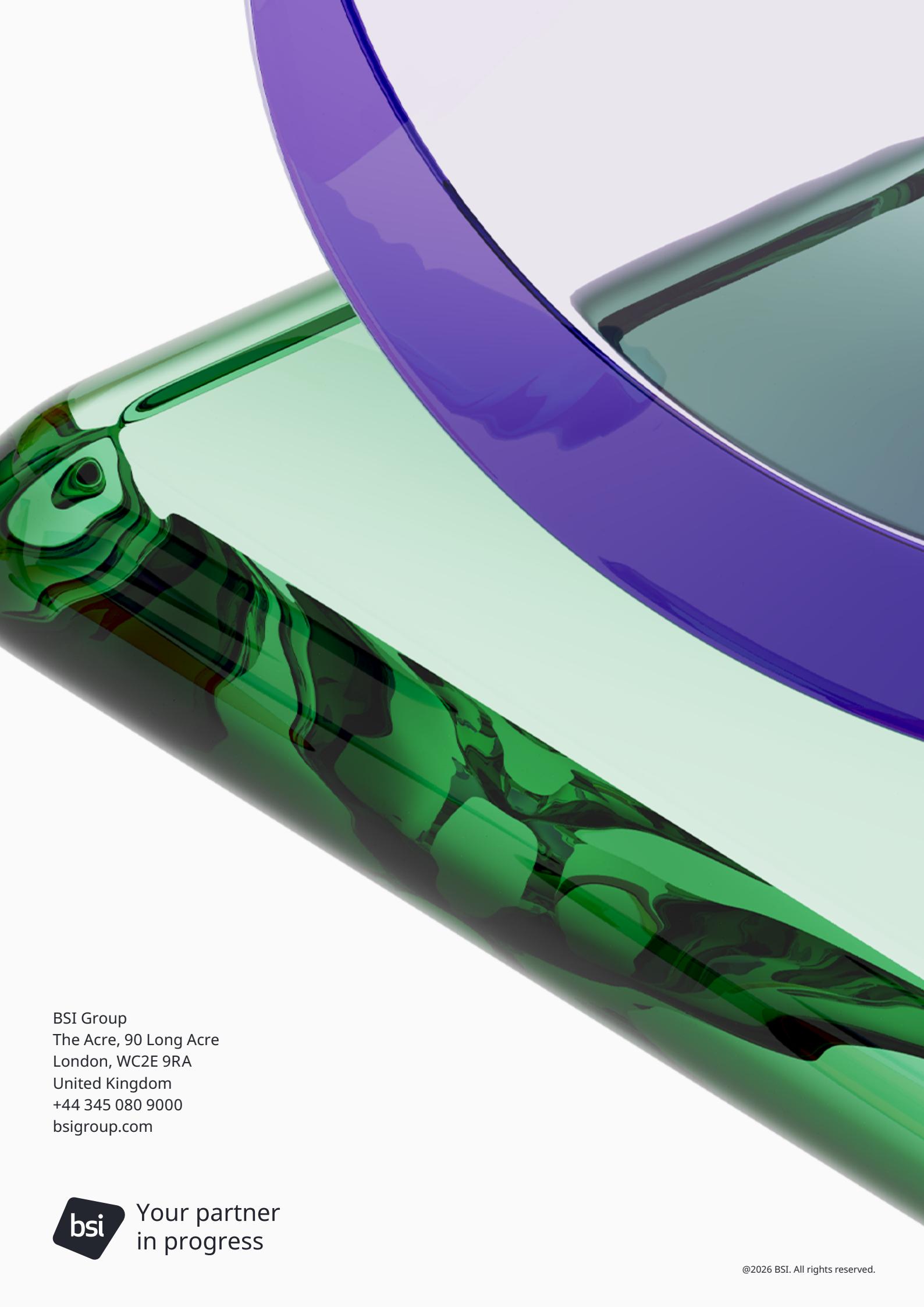
The Standards Challenge Fund is built on the belief that the people closest to innovation should help shape the standards that guide it.

By getting involved, SMEs can help ensure that future standards are practical, credible, and aligned with how innovation really happens - supporting not just individual businesses but enabling entire markets to grow with confidence.

To find out more, explore [our website](#) and join the **Standards Challenge Hub**.

If you have a specific question or suggestion, you can also reach us at [standardschallenge@bsigroup.com](mailto:standardschallenge@bsigroup.com)





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