



GROWING YOUR BUSINESS with innovation management standards

Event organised in collaboration with experts from ISO/TC 279 – Innovation Management

REGISTRATION > https://us02web.zoom.us/webinar/register/WN_sd_wnDETR6S7OWyUqHtldw



14.30 WELCOME

Maitane Olabarria, Secretary General – SBS
Johan Claire, Chairperson– ISO/TC279



14.40 THE RELATION BETWEEN INNOVATION AND STANDARDS

The importance of fostering a culture of innovation and the role of standards

Belen Suarez, SBS expert in ISO/TC 279 WG3

The European Commission's initiatives on ICT standardization related to innovation, education and promoting SMEs participation.

Carlos Lopez Rodriguez, Policy Officer ICT Standardisation Sector, European Commission

Q&A



15.20 THE ISO 56000 FAMILY OF STANDARDS AND THEIR ADDED VALUE FOR SMES

Introduction to the 56000 family of standards

Isabel Caetano, Portuguese Head of Delegation at ISO/TC279

Why is it important to measure innovation and how can ISO 56008 help?

Sorin Cohn-Sfetcu, ISO56008 Project Leader - Tools and methods for innovation operation measurements

Benefits and challenges of SMEs implementing Innovation Management Standards

Ismael Arribas, CEO, Kufud

Hiro Nishiguchi, Managing Director at Global Entrepreneurship Network (GEN) Japan

Q&A



16.10 CONCLUSIONS

16.30 END