

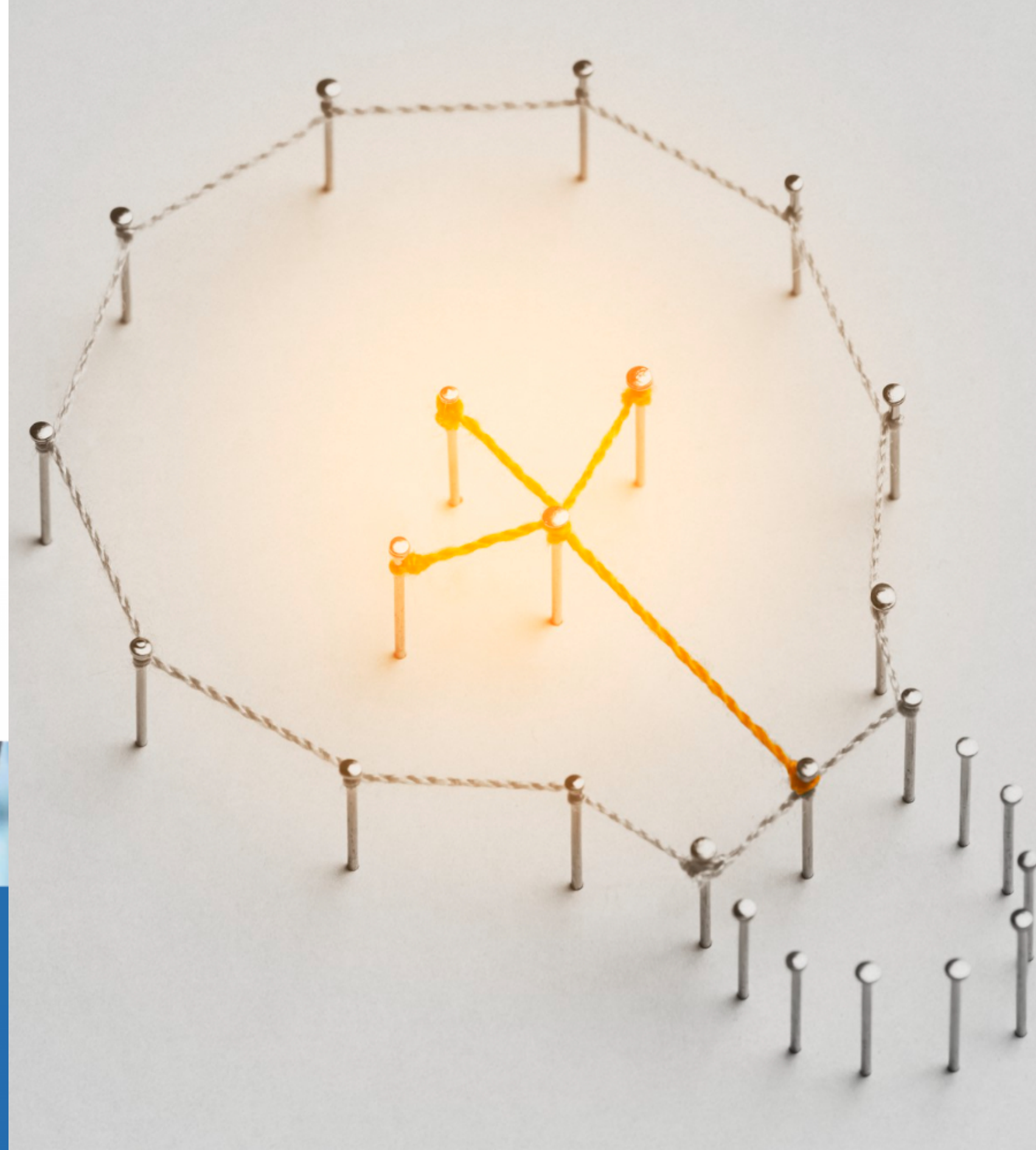
THE RELATION BETWEEN INNOVATION AND STANDARDS

WEBINAR

Small
Business
Standards



GROWING YOUR BUSINESS
with innovation management standards



ISO 56000 FAMILY OF STANDARDS AND THEIR ADDED VALUE FOR SMES



Introduction to the 56000 family
of standards

Isabel Caetano



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

Sorin Cohn



Benefits and challenges of
SMEs implementing

Ismael Arribas

Hiro Nishiguchi



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

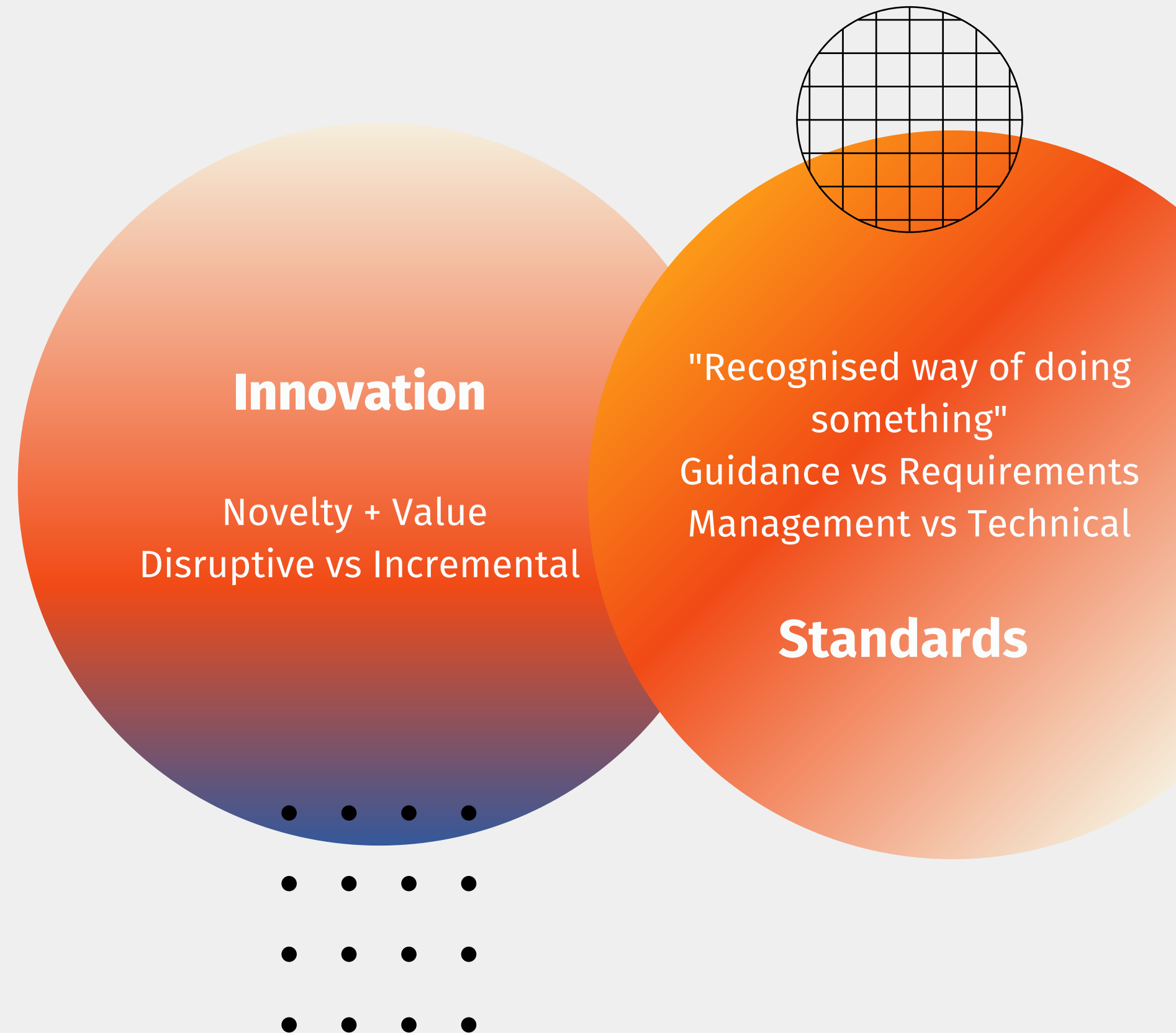
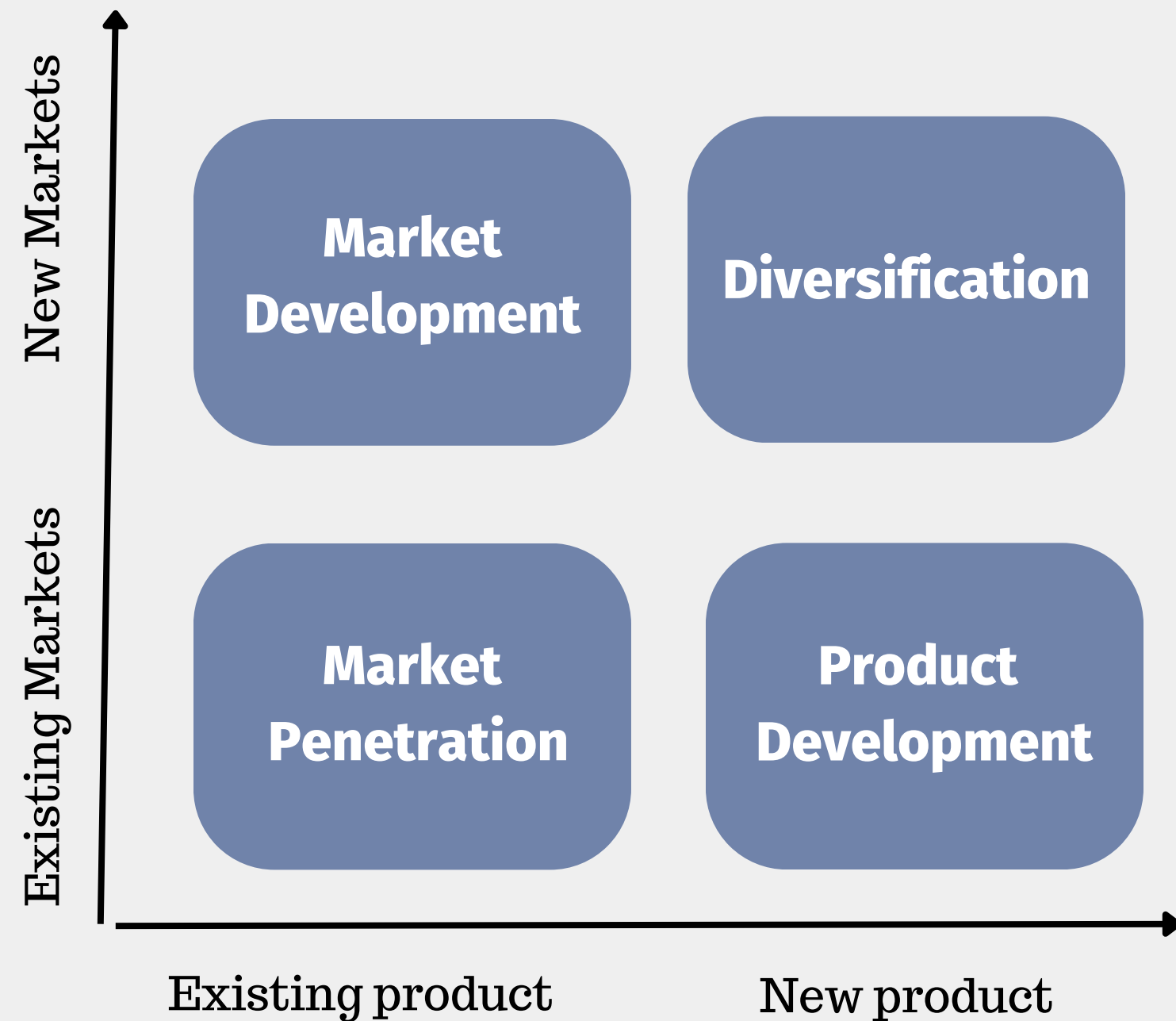
Belen Suarez - SBS Expert

INNOVATION & STANDARDS

WHAT?



HOW?



**Improve the quality of products and services,
And the ability to demonstrate quality**



**Improved access to the state of the art knowledge.
Reduce Cost.**



Increasing confidence in the business, P&S and brand



Interoperability between products and services boosting the market acceptance



Standards help SMEs

Bring their innovation closer to the market

The ability to cooperate and trade using a common language.



Improve access to and success in public procurements



Improved ability to trade across borders and export



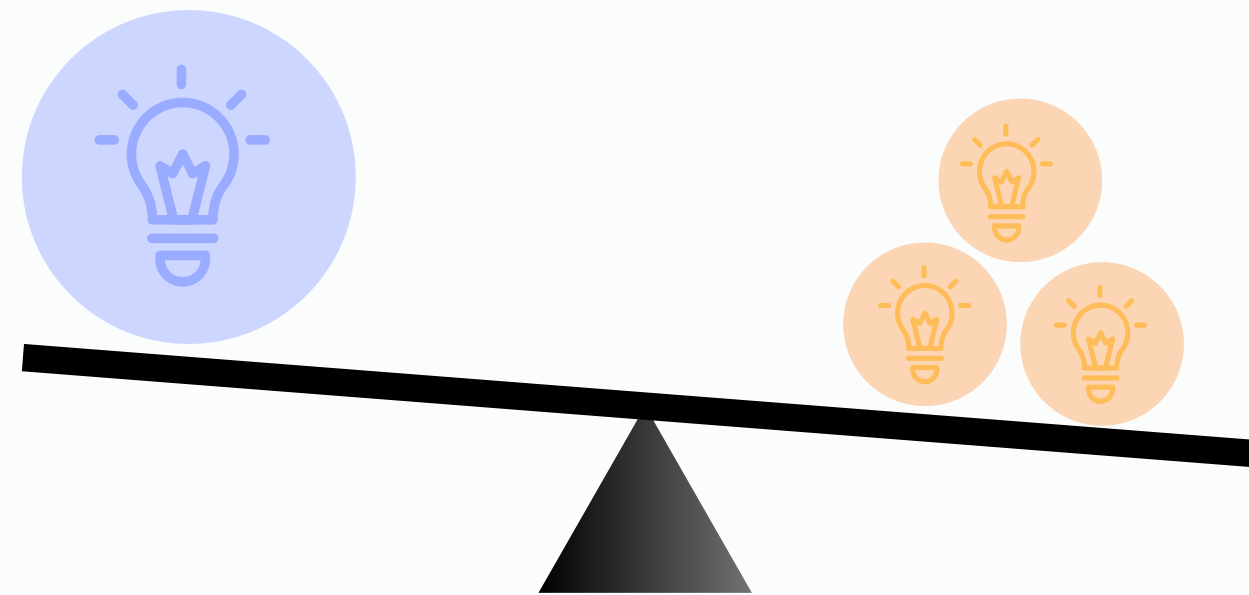
Improve the ability to meet regulatory requirements and Internal Risk Management



How to increase competitiveness?

Innovation is the only sustainable competitive advantage for SMEs.

Compliance



**Value
creation**

A standardisation strategy reaps both short-term and long terms benefits and a **sustainable competitive advantage** from other competitors simply focused on implementing the standards that are eventually published.

RESEARCH AND OPPORTUNITIES

- 1 An opportunity to learn and discuss ideas with others
- 2 A unique networking opportunity
- 3 To gain recognition in the industry and among customers taking an active/leading role
- 4 Ensure the final standards best meets market needs
- 5 Timely access to information and knowledge on future standards

EXECUTION



Creativity & Learning



- Encouraging curiosity, learning, experimentation, creativity, and change.
- Challenging current assumptions
- Learning from failure
- Developing competencies to support innovation activities

Motivation & Relationship



- Providing feedback and suggestions.
- Promote networking, collaboration, and participation internally/externally.
- Sharing values, beliefs and behaviours.
- Attracting and keeping people engaged.
- Build and maintain structures for multidisciplinary collaboration.

Leadership & Entrepreneurship

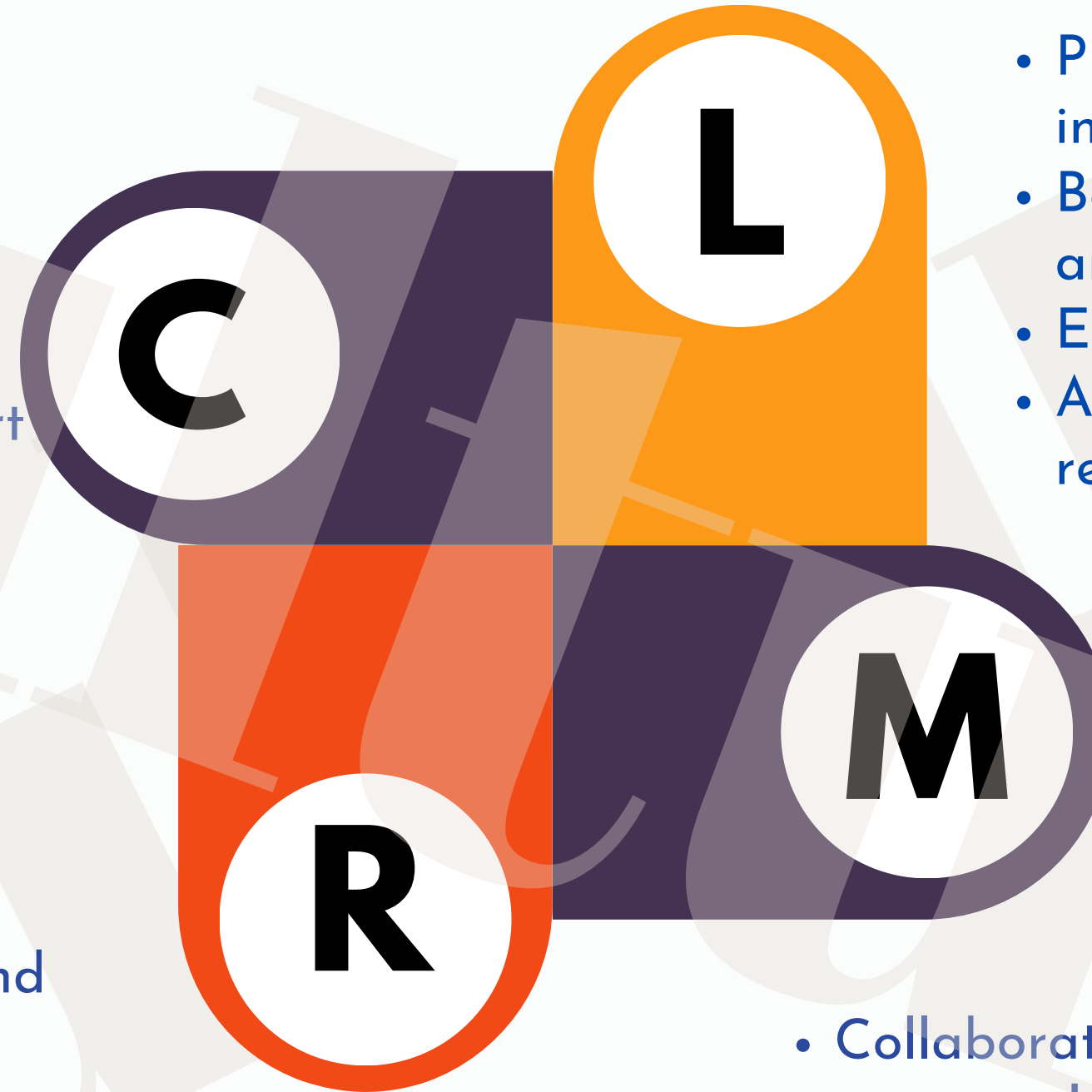


- Promoting Diversity, respect, and inclusiveness.
- Balancing assumptions and evidence for analysis and decision-making processes.
- Encouraging risk-taking.
- Assessing and promoting the culture using relevant indicators.

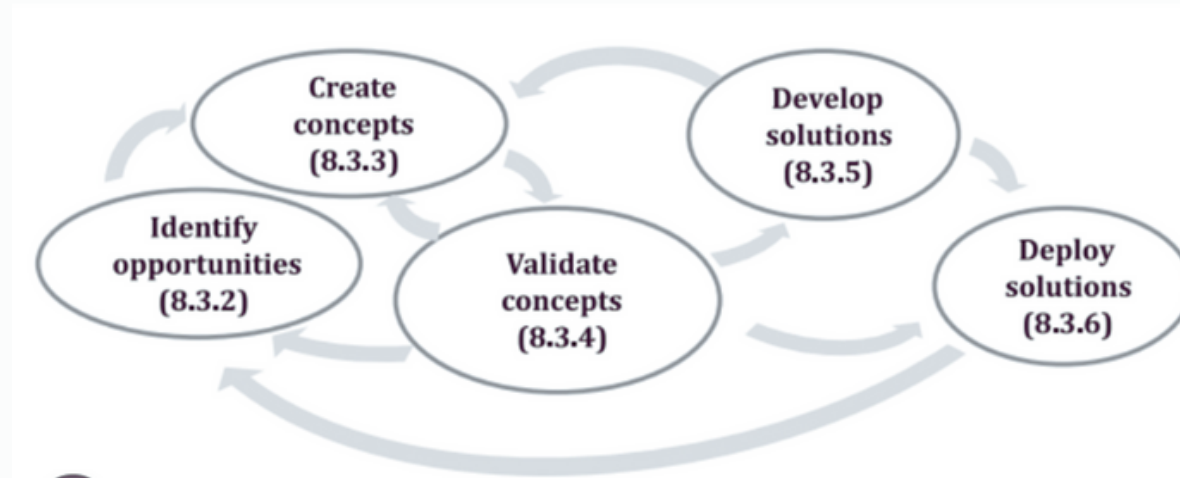
Market Orientation



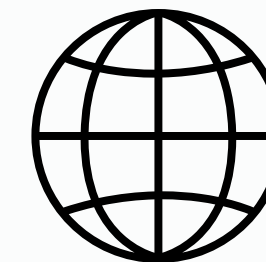
- Collaboration to support activities to identify user needs, expectations and challenges.
- Sharing of ideas, knowledge, competencies and know-how, accessing infrastructure, portfolios from users' focus.



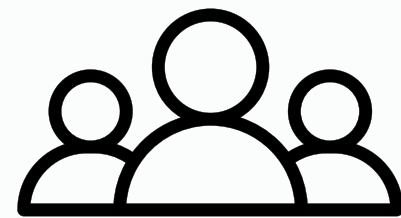
IMS standards



An interactive, non-linear and non-sequential approach



Structured and systematic approach

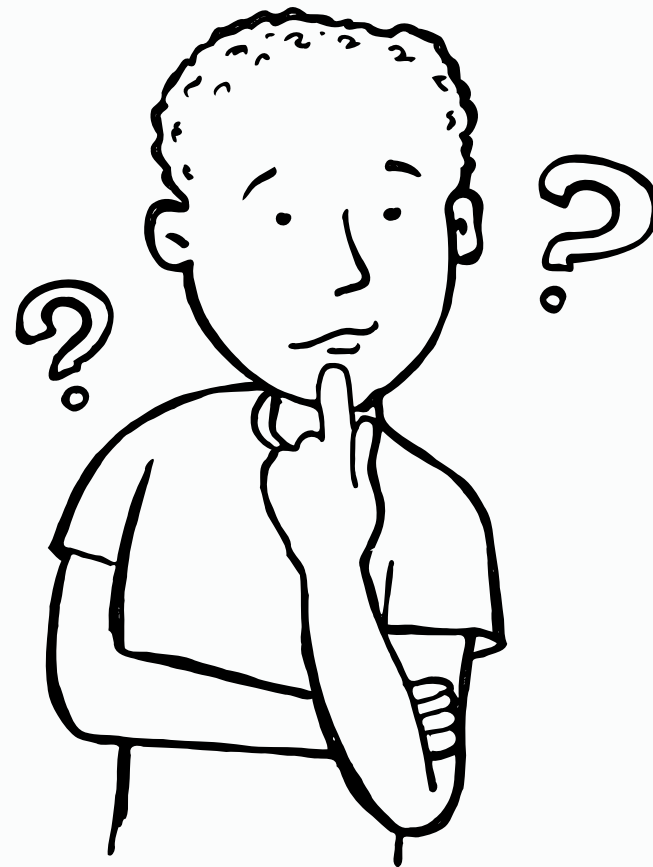


Systemic vision



Sustainable growth and value creation

Thank you!



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