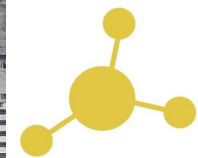
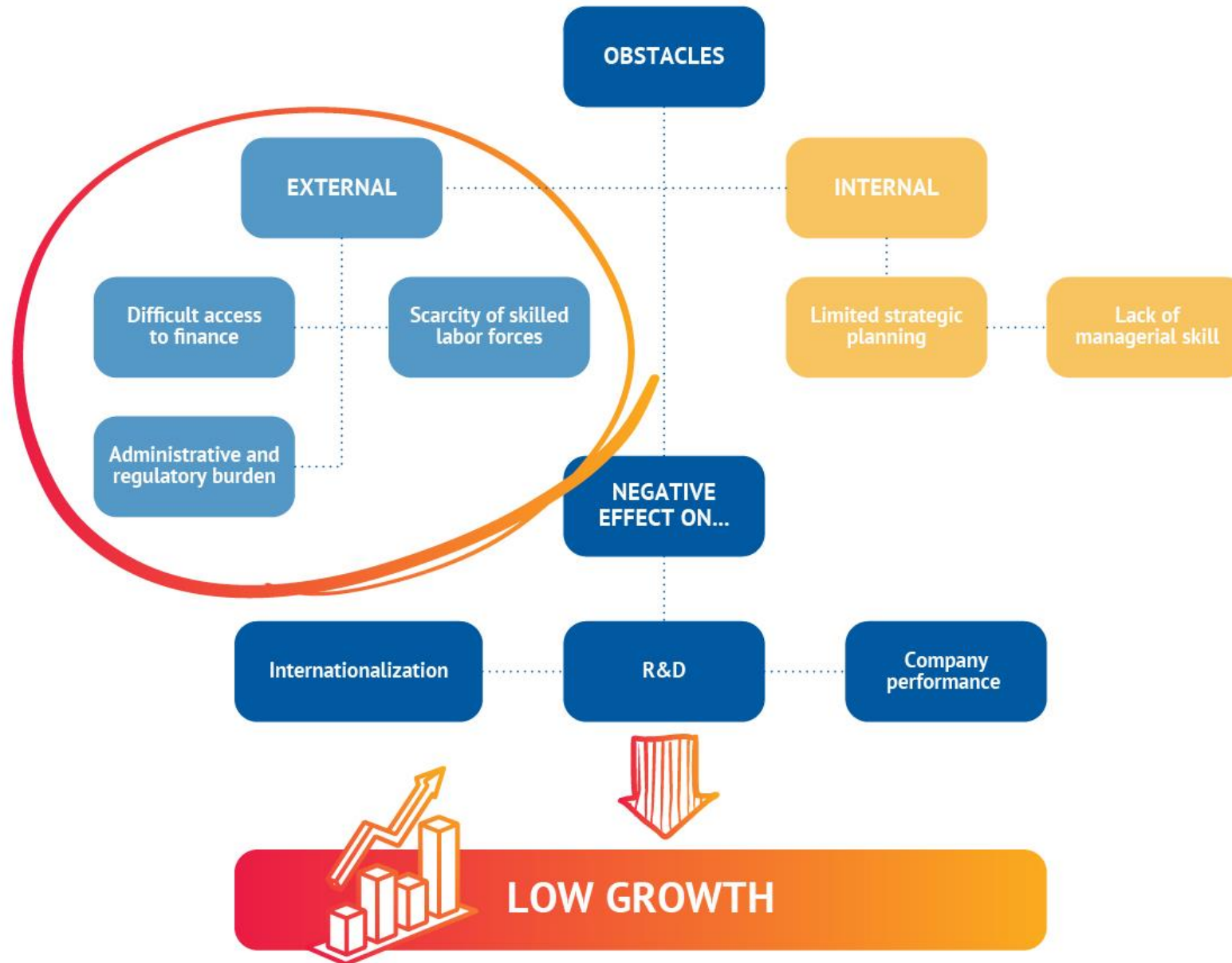


Innovation management standards: Why a family matters?

Isabel Caetano, Brussels, May 23rd 2024



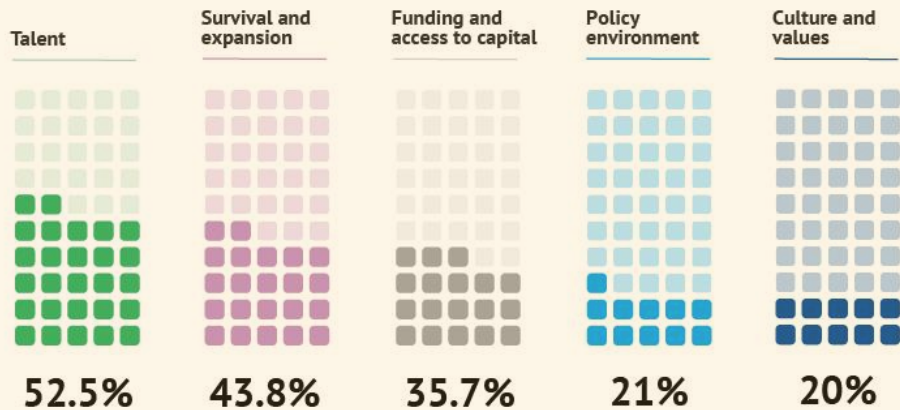
SME: Key obstacles in the present



Source: Adapted from EU policy framework on SMEs (Figure 1.7), 2019

SME: Some insights on the top challenges

Top Challenges:



Future Readiness of SMEs:

Mobilizing the SME Sector to Drive Widespread Sustainability and Prosperity

TALENT

52,5%

FUNDING AND ACCESS TO CAPITAL

35,7%

SURVIVAL AND EXPANSION

43,8%

POLICY ENVIRONMENT

21%

CULTURE AND VALUES

20%

SMEs represent around 90% of all firms globally, contributing to 70% of employment.

SMEs play significant roles in enabling, constraining and shaping the nature of innovation.

Source: Adapted from WEF, Future Readiness of SMEs, 2021 (Page 24)

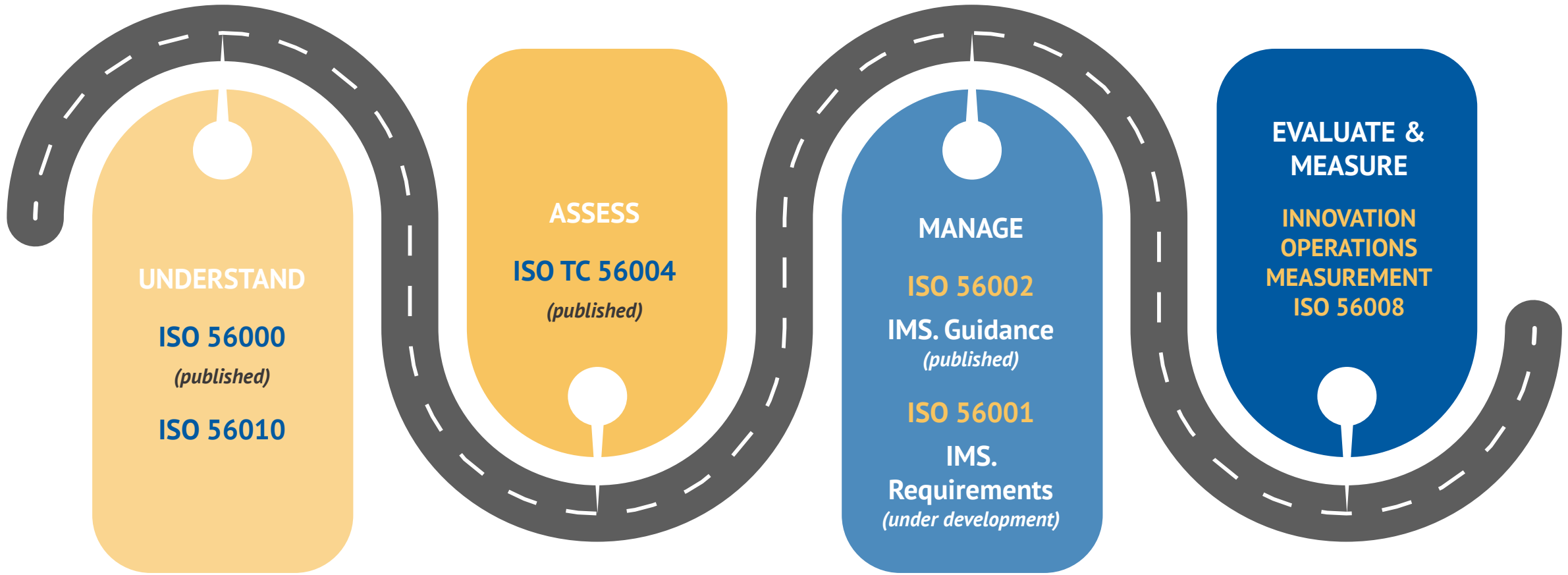
The ISO Family Standards for Innovation Management

Why to adopt the ISO Family of Standards for Innovation Management in SME:

- Language and **shared understanding** of innovation concepts and IMS elements
- Adoption of a **systemic approach** to innovation
- Development of an innovation **culture** and openness to **collaboration**
- Enhanced capabilities to identify opportunities focusing **value creation**
- Make use of innovation management best **practices**
- Readiness and adaptability to **orchestrate resources** and cope with uncertainty and change
- **Capacity building** necessary to comply with regulatory requirements and standards
- Empowering and **engaging people** in innovation activities, nurturing interdisciplinarity and complementarities.



ISO Family of Innovation Management Standards



INNOVATION PARTNERSHIPS
ISO 56003

STRATEGIC INTELLIGENCE
ISO 56006

INTELLECTUAL PROPERTY
ISO 56005

OPPORTUNITIES
IDEAS
ISO 56007

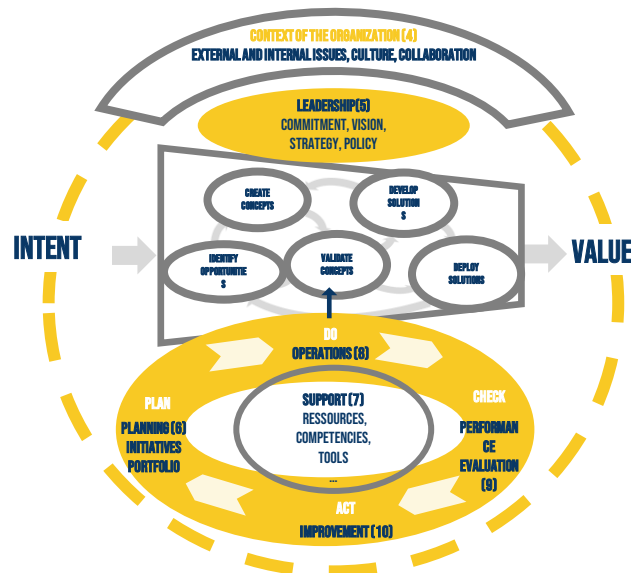
ISO 56002 - Innovation Management System

PURPOSE:

Guidance for the establishment, implementation, maintenance, and continual improvement of an innovation management system for use in all established organisations

POTENTIAL BENEFITS:

- increased ability to manage uncertainty;
- increased growth, revenues, profitability, and competitiveness;
- reduced costs and waste, and increased productivity and resource efficiency;
- improved sustainability and resilience;
- increased satisfaction of users, customers, citizens, and other interested parties;
- sustained renewal of the portfolio of offerings;
- engaged and empowered people in the organization;
- increased ability to attract partners, collaborators, and funding;
- enhanced reputation and valuation of the organisation;
- facilitated compliance with regulations and other relevant requirements.



ISO 56003 - Innovation Partnership

PURPOSE:

Guidance for innovation partnerships

A framework to:



Decide whether to enter an innovation partnership



Identify, evaluate and select partners

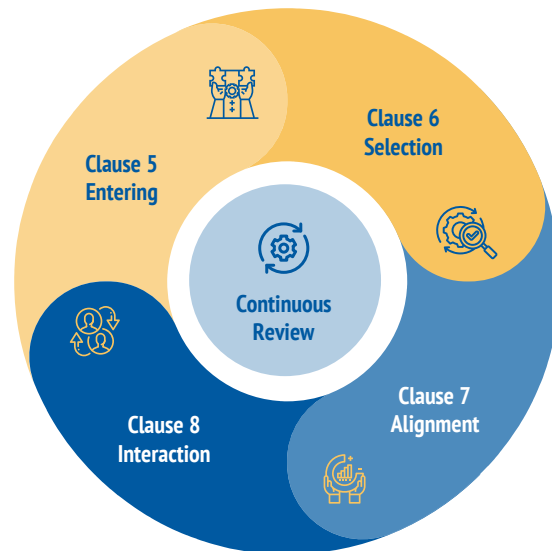


Align the perceptions of value and challenges of the partnership



Manage the partner interactions

Tools and methods to form Innovation Partnerships



POTENTIAL BENEFITS:

- access to knowledge, skills, technology and other intellectual assets that are not available within the organisation, and
- access to infrastructure resources, such as experimental laboratories and
- equipment to develop new or improved product and services

ISO 56004 - Innovation Management Assessment

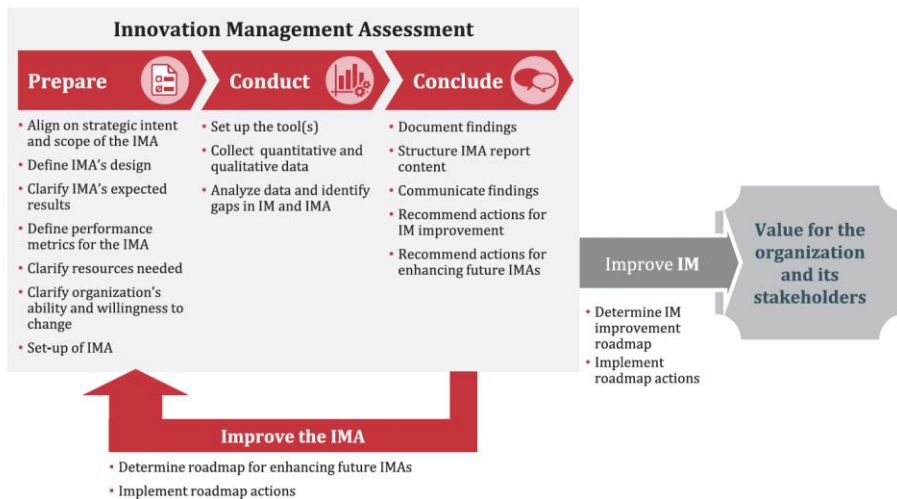
PURPOSE:

To help the user understand why it is beneficial to carry out an Innovation Management Assessment (IMA), what to assess, how to carry out the IMA, and thus maximize the resulting benefits

POTENTIAL BENEFITS:

- Improvement of the IM effectiveness and efficiency
- Identify new opportunities such as new markets, alliances, collaborative partnerships, improved services or sources of investment and funding;
- Recommendations on the business efficiency;
- Enrich the pipeline of ideas, and innovation portfolio;
- Develop and deploy an IMA database;
- Raise the staff's awareness regarding the organization's strategic view on innovation

Figure 2. Innovation Management Assessment



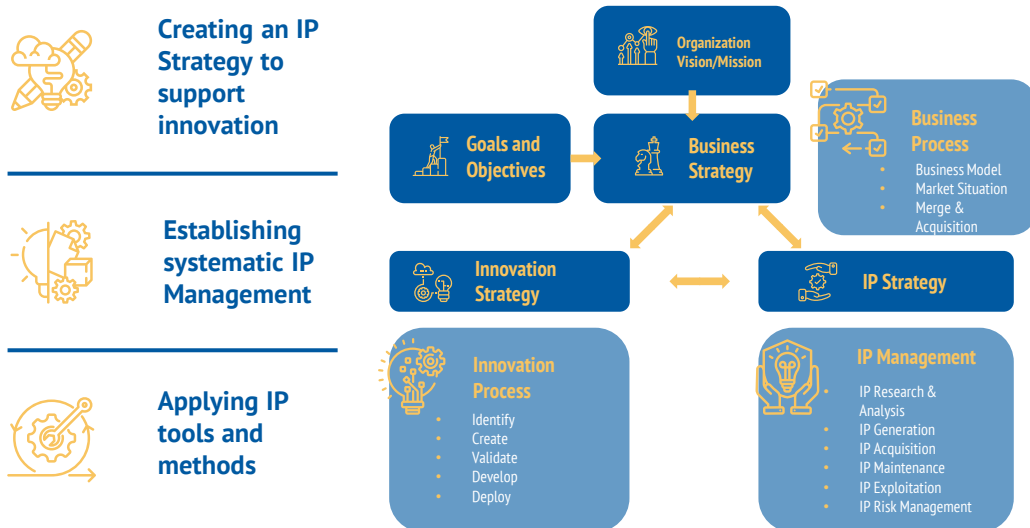
ISO 56005 - Intellectual Property Management

PURPOSE:

Guidelines for supporting the role of IP within innovation management

POTENTIAL BENEFITS:

- strategic positioning,
- finding routes to innovation,
- protecting innovation results,
- attracting and securing investment,
- increasing competitive advantage,
- establishing clear ownership of IP and IPR,
- establishing FTO,
- creating innovation value,
- enabling collaboration.



ISO 56006 - Strategic Intelligence Management

PURPOSE:

Guidelines for supporting strategic intelligence within innovation management

POTENTIAL BENEFITS:

- creating a SI management strategy
- establishing SI management
- applying SI tools and methods



Capturing insights



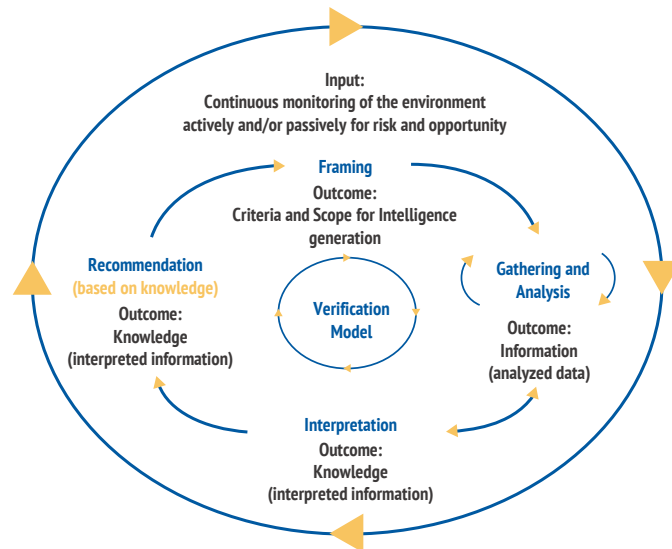
Interpretation



Outcomes and recommendations



Data gathering, analysis and verification



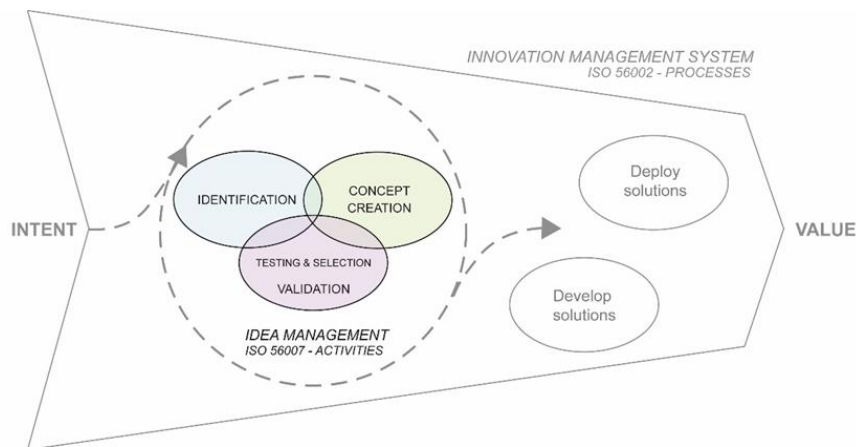
ISO 56007 – Managing opportunities and ideas

PURPOSE:

Guidance on managing opportunities and ideas

BENEFITS:

- Identifying the reasons and the value of managing ideas effectively;
- Describing how to prepare for front end innovation activities;
- Addressing people and organization issues, including innovation leadership, culture and strategy;
- Detailing innovation activities and their interrelationships;
- Outlining activity and process evaluation considerations that are important for innovation success.



Source: Figure 1: Idea management framework in relation to ISO 56002 IMS

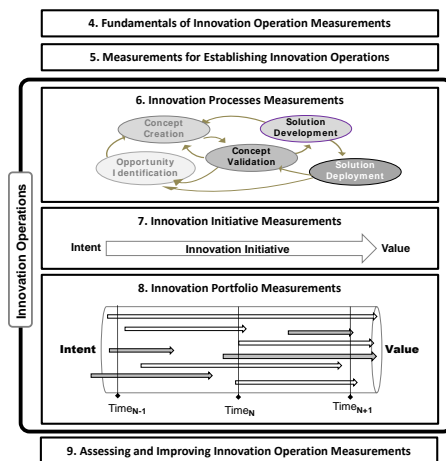
ISO 56008 – Innovation Operations Measurement

PURPOSE:

Guidance for the definition, implementation, evaluation, and improvement of the measurements necessary to effectively manage innovation activities in an organization

BENEFITS:

- strategic positioning to focus the efforts and innovation resources
- enabling an evidence-based decision-making process
- ensuring adequate and timely resource allocation for innovation operations;
- monitoring the expected progress of innovation operations and adjusting them in time for meeting objectives efficiently;
- generating needed evidence to manage innovation processes for go/no-go/ pivot/ refine decisions to advance innovation activities concretely;
- ensuring that innovation operations management is relevant, ethical, effective, and efficient;
- nourishing an innovation culture that targets value creation, and rewarding and recognizing innovators
- providing reliable, relevant and useful data on value creation opportunities for attracting investments and the engagement of interested parties; and ultimately
- ensuring that the innovation results contribute to value creation and the intended impacts of the IMS

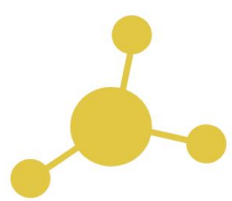


What actions next?

- Participate in the work being developed in ISO TC 279 and be engaged through your NSB
- Discuss and identify which standards and practices could benefit your organisation
- Network with other companies and institutions that already adopted innovation management standards
- Benefit from an active participation in the SBS webinars and initiatives
- Contact Go To Innovation team



Isabel Caetano
info@gotoinnovation.eu
isabelcaetano.inov@gmail.com



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