ISO TC 279 - Innovation management

ISO 50 500 series
Who needs standards on innovation Management?

All organizations considering that:

- Innovating became complex
- R&D is not enough to innovate
- Collaboration is key
INNOVATION MANAGEMENT IN HIS ECOSYSTEM

A complex subject which integrates many composants and actors

Customer

Supply chain

Company:
- Functions
- Processes

Innovation management process

Environment Aspects

Competitor

Social Aspects

Partner: research labs

Economical Aspects

Partner: governmental agencies

Partner: private companies

ISO afnor NORMALISATION
INNOVATION, IDEA, CREATIVITY, IT IS THE SAME, NO?
Innovation, a need to be managed to guarantee the success

Market success!
ISO, what is it?
- is an independent, non-governmental organization made up of members from the national standards bodies of 164 countries.

Standardization?
- It’s a voluntary process of developing specifications based on consensus among all interested parties (industry including SMEs, consumers, trade unions, public authorities, etc).
- It is carried out by independent standards bodies, acting at national (ANSI, BSI, AFNOR, DIN, AENOR...), European (CEN) and international (ISO) level.

Management system standardization
- Standards for management systems provide recommendations or requirements for Organizations and processes.
- These standards can be applied to any organization, large or small, whatever its product or service and regardless of its sector of activity.
- An effective management system has many benefits including:
  - more efficient resource use
  - improved risk management, and
  - increased customer satisfaction as services and products consistently deliver what they promise...
STANDARDISATION and INNOVATION

in conclusion, which link?

INNOVATION

✓ Exists since always
✓ Plays a key role in the economy
✓ Is managed
✓ Includes a lot of tools to support it

STANDARDISATION

✓ Document of reference answering to a market need
✓ Defines tools / methods and common terminology
✓ Based on the consensus with a large community
✓ Is voluntary

A need to structure its innovation management

A solution to answer to this need
ISO/TC 279 – Innovation management
Objectives, missions, organisations

- Creation in 2013

- In one year, more than 23 countries are involved

Blue: participant countries / orange: observers countries
ISO/TC 279 – Innovation management
Objectives, missions, organisations

● Who are concerned by this standardisation work
  ◆ Industry and commerce; especially SMEs; including service, industries, private investment bodies, venture capitalists and advisors, innovation management consulting companies, transfer and valuation agencies
  ◆ Governments, including public investment bodies
  ◆ Academic and research bodies
  ◆ Non-governmental organizations;
  ◆ Liaison with OECD in progress (Oslo manual revision)

● All kind of stakeholders represented in this ISO/TC 279!
ISO/TC 279 – Innovation management
Objectives, missions, organisations

● Goal of the ISO/TC 279

To standardize tools and methods dedicated to the field of innovation and in interactions between all actors in innovation management, for industrial, environmental and social benefits.

ISO TC 279

- IMS
- Terminology
- Tools and methods
- Assessment

WG 1
Define the Innovation Management system (processes and organization)

WG 2
Define a common language on innovation management and connected subjects (such IP/IPR)

WG 3
Define the useful tools and methods to support innovation (IPR management, collaboration management, project monitoring…)

WG 4
Define the criteria to self assess the innovation management system
ISO/TC 279 – Innovation management
Objectives, missions, organisations

- **Market Benefits**
  - Provide guidance on how an organization can fulfill unmet customer needs
  - Increase business opportunities and open new markets
  - Lead to the consequent reduction in trade barriers
  - Reduce time to market
  - Enhance the competitiveness of various organizations
  - Answer to the need of both developed and emerging countries

- **Cultural Benefits**
  - Develop open-mindedness to accept new business models and methods
  - Promote the growth of an innovation culture with a global objective
  - Facilitate the implementation of partnerships,
  - Improve collaboration and communication on a global scale
  - Implement social responsibility in the organization's innovation process

- **Organisational Benefits**
  - Save cost and reduce risk when innovating and collaborating across borders due to the development of standard tools
  - Increase the organization ability to take decisions: test and try, fail fast, capability to take reasonable risks, facing challenges and world changes...
  - Improve the efficiency and the performance of the organizations to produce innovation
  - Improve results of innovation process and contributes to monitor the return of investments made in innovation
  - Share a globally accepted ‘common language’ for innovation management
  - Evaluate the progress of the organisation and identify and share good practices in innovation management
Which kind of standards? 
ISO 50500 series

- Vocabulary (for example to have at least a common definition of the term “innovation”)
- Standards on Innovation Management system (processes and organization)
- Standards on tools and methods (IPR management, collaboration management, project monitoring...)

- When? mid 2015!
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