

# Innovation in Action 2017

## Introduction to WS

“Accelerate your speed to market through Innovation partnership”

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# On the agenda for today

## Introduction

- Innovation management standard – a follow up from IIA 2013...describes the focus for today
- Description of the workshop

## Workshop

- Help 2 organisations with insights on their needs and visualize
- How can collaboration/partnership accelerate the value realization

## Coffee

## Presentation of WS results

## Summary and take aways

## Lunch

**RRI.**  
**SEE**



...an International  
Innovation Partner

*“We consider industry  
collaboration as an  
essential step in the  
transformation process”*



# International standardization

- CEN/TC 389 “Innovation Management” started in November 2008, initiated by Spain AENOR
- First publication July 2013: CEN/TS 16555-1 Innovation Management System
- Work started in ISO/TC 279 in December 2013, coordinated by France AFNOR
- First publications expected 2018/19: ISO 50500-series



Counterintuitive?

Innovation  Standardization

The standard is...

...a **guiding framework** for top-management  
to lead and organize for innovation.

...a check-list  
to **enable** systematic innovation.

# Innovation

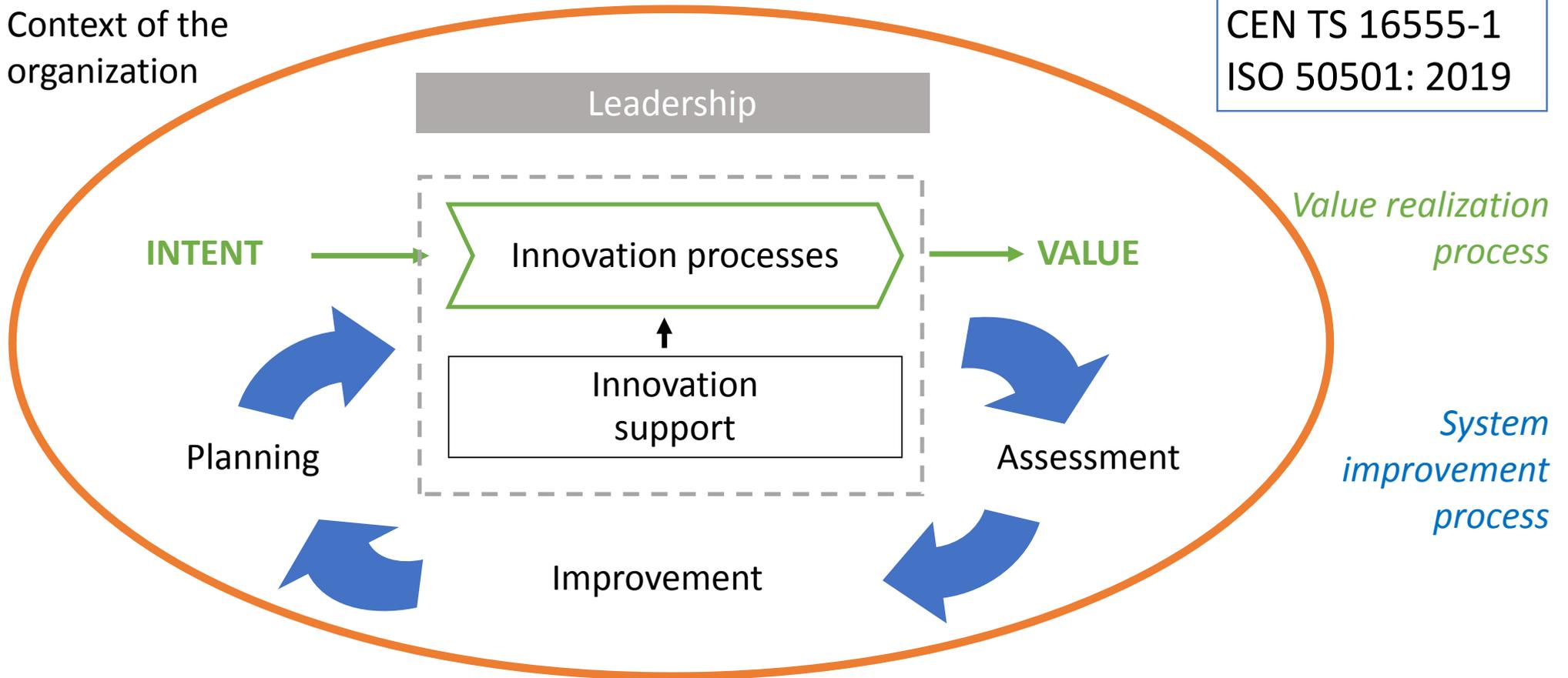
***new or changed***

*product, service, process, model, method etc.*

***realizing or redistributing value***

Context of the organization

CEN TS 16555-1  
ISO 50501: 2019



Trends & drivers

Assets & capabilities

Innovation opportunities

Context of the organization

Leadership

INTENT

Innovation processes

VALUE

*Value realization process*

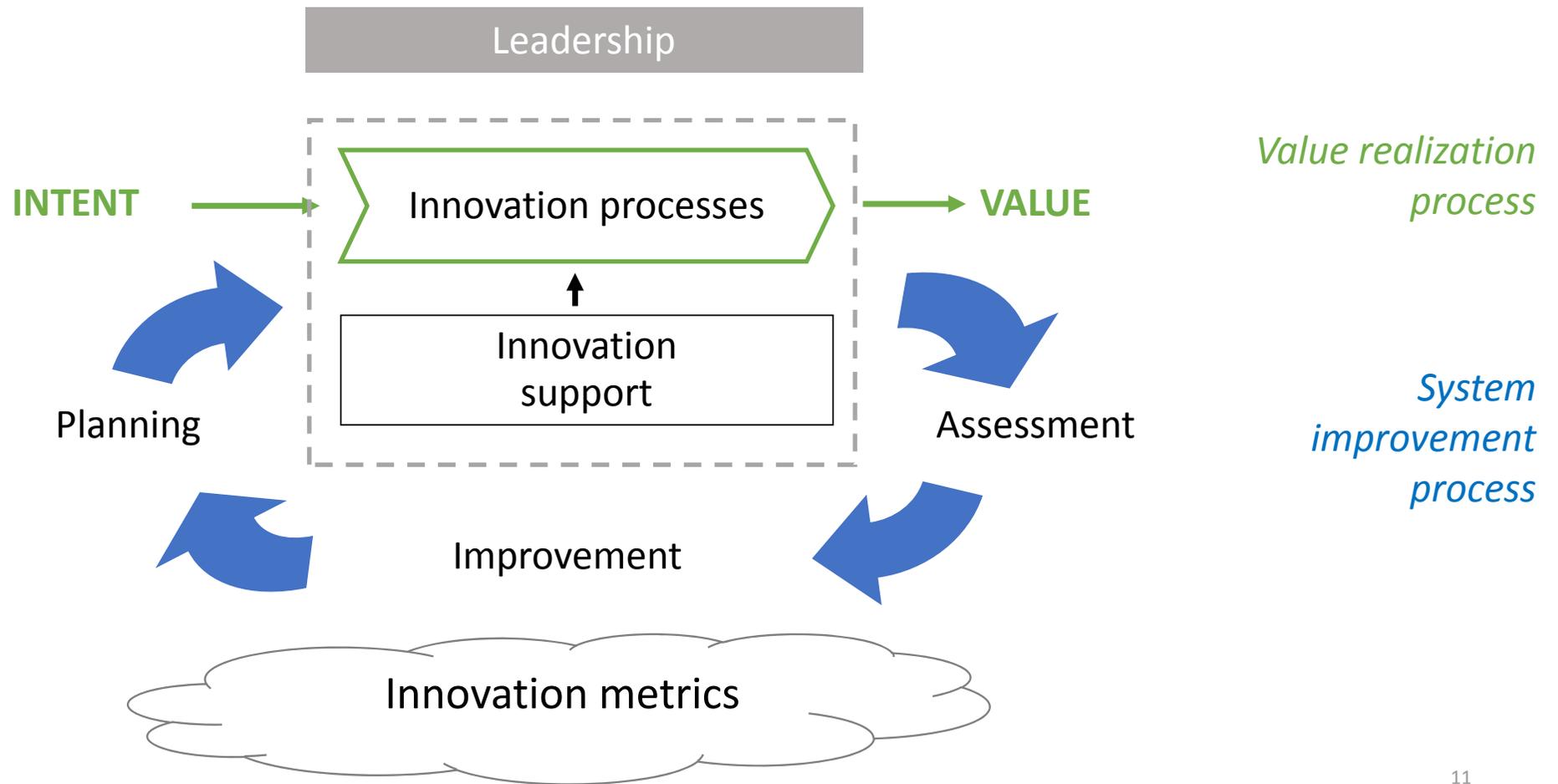
Planning

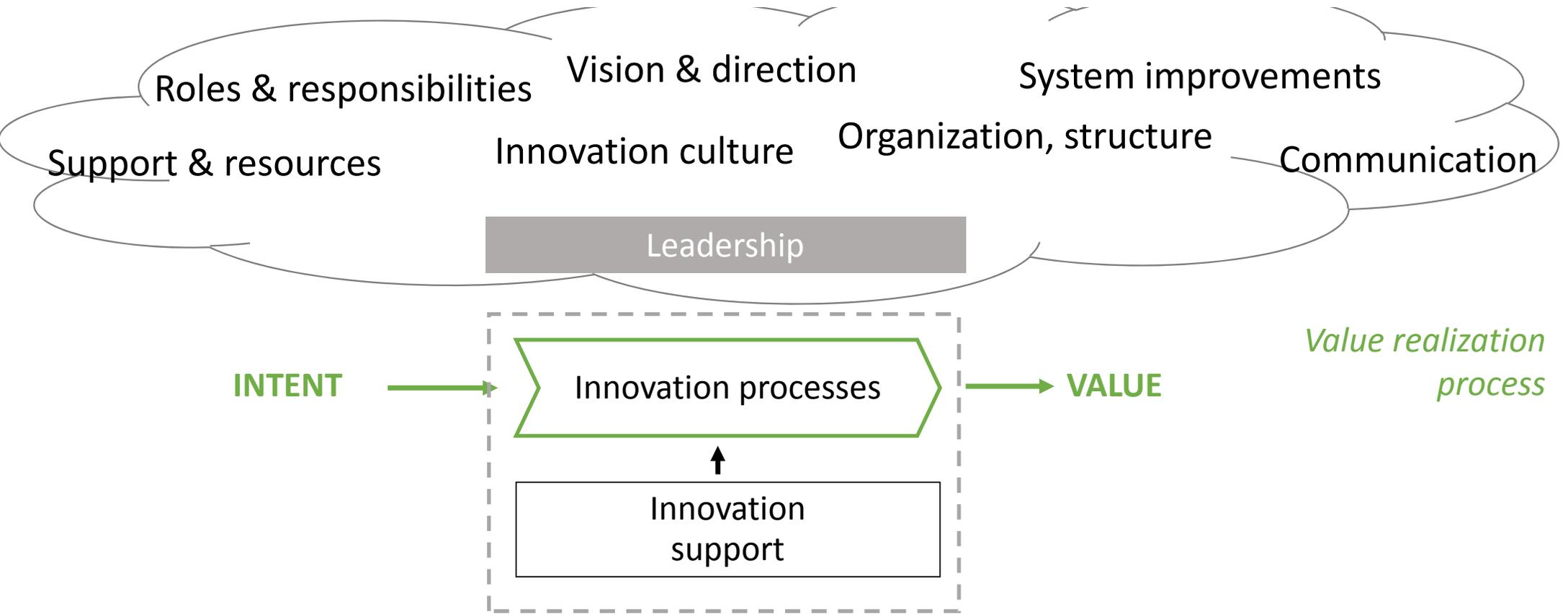
Innovation support

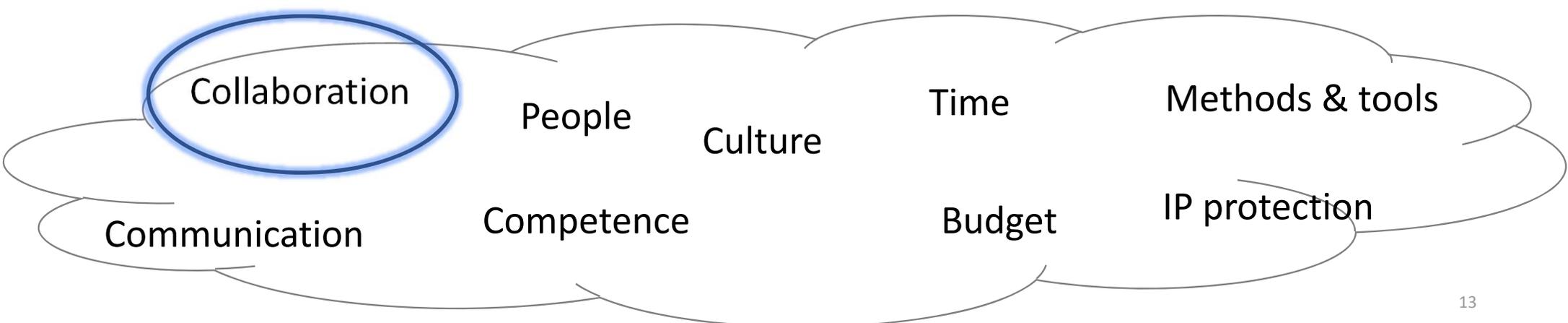
Assessment

*System improvement process*

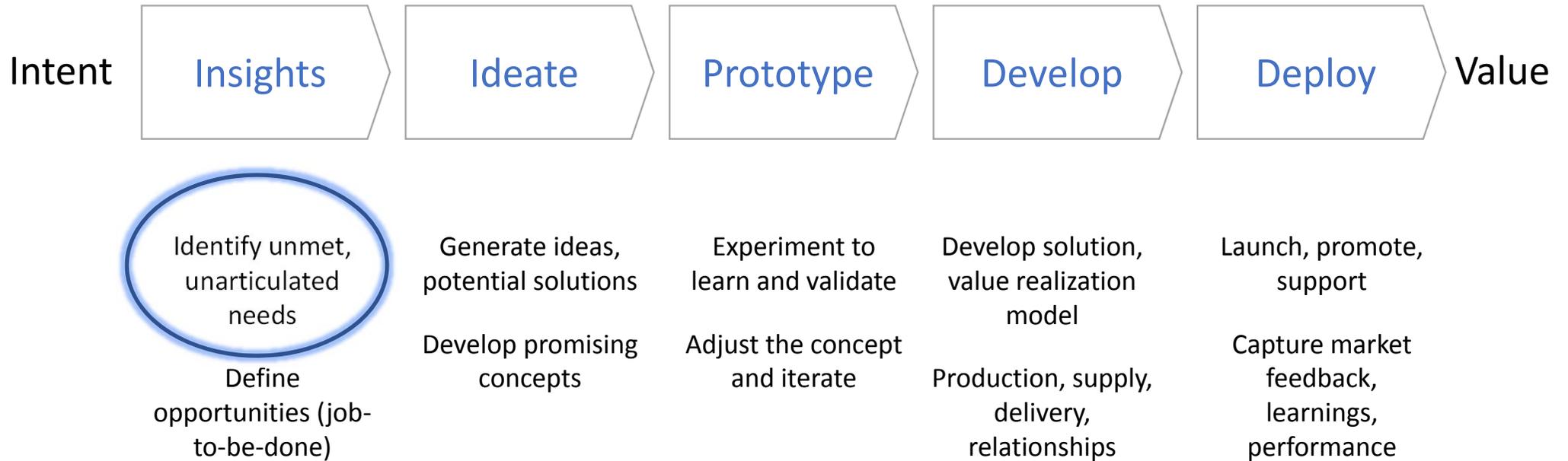
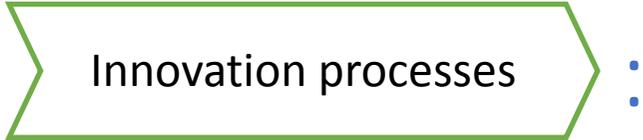
Improvement







# End-to-end



# Value realization



*Value realization  
process*

