Standards Norway

Innovation Management

Jacob Mehus
Managing Director

Imagine a world without …

What Is a Standard?

A standard is a shared “recipe” for how things are made or done, while standardization is the journey from idea to finished standard.

Value and impact

Standards
are beautiful!

Foto: Pixabay

Imagine a world without

1930

Goods had to be loaded by hand, making the process slow and costly.

ISO 668 Freight Containers, dimensions

The Innovation of Thinking *Inside* the Box

1950

The idea of a universal, standardized container that could be used across ships, trucks, and trains.

26 April 1956

The first transport of 58 containers on the ship *SS Ideal X* from Newark to Houston.

Foto: The Geography of Transport Systems

ISO container 1968

- Efficient use of space
- Reduced transport time and lower costs
- Increased security and less loss
- Increased global trade and economic growth

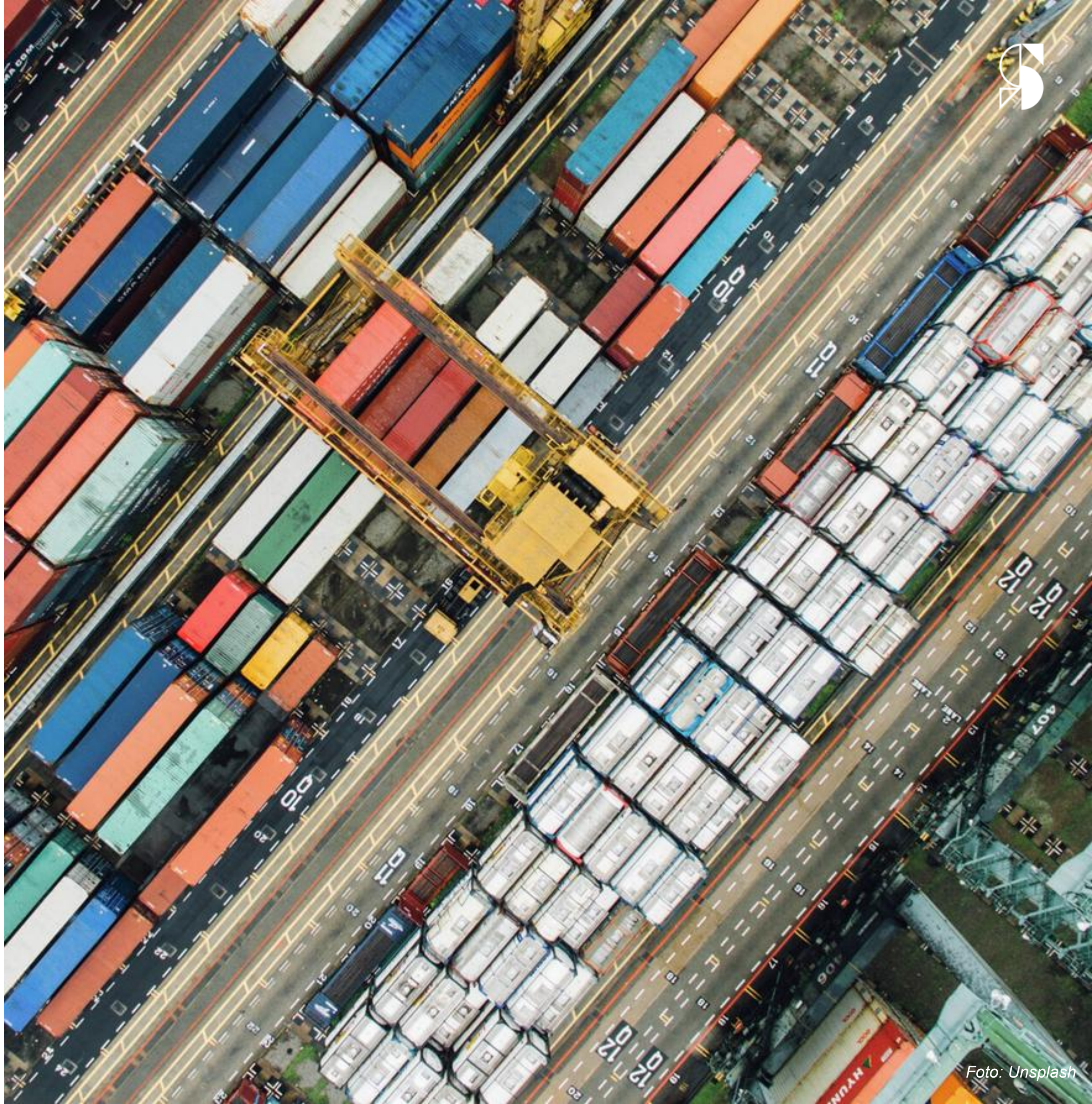

Foto: Unsplash

How do standards contribute to innovation?

1

Standards are "best practice" and a **foundation to build upon**

2

Standards are open and **make innovations accessible** to everyone

3

Standards ensure that **systems communicate** with each other – interoperability

4

Standards mean **quality** and **provide faster market access**

The Value of Standards

Boosting productivity and trade

+25%
Labour productivity*

+9%
Exports**

+100€
Employee / year***

*Estimated from 1970-2019, in all 6 countries **Estimated from 1995-2019, in all 6 countries ***Expected value creation based on current standardisation level

Foto: A.C. via Unsplash

ISO 56000 series
Innovation Management

- Innovation requires more than good ideas
- Innovation Management is about building an innovation culture within your own organization
- Structured work with innovation increases the chances of success

The standards in the ISO 56000 series provide tools and guidelines for working systematically with innovation

Imagine a world without …