



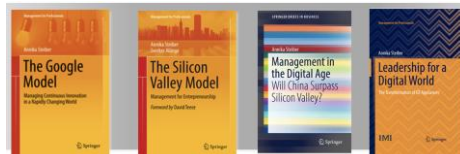
# **COLLABORATING FOR IMPACT:**

## **The Power of Innovation Ecosystems and ISO 56012**

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# The Need for Ecosystem Collaboration

## Innovation is no longer a solo act!

The world's biggest challenges are too complex for any one organization to solve alone

Innovation today is an *ecosystem sport—customers, startups, universities, and even competitors co-create value*

Success depends on how well we collaborate, not how big we are

Future advantage=mastering open, systematic collaboration

“The organizations that will thrive are those who master innovation together—systematically, open, and with purpose”

# The Uncomfortable Truth

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Ecosystems fail not because of lack of ideas- but because of *ego, politics, and turf wars*

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Collaboration requires *trust, transparency, and shared purpose*- yet these are often missing

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Traditional management systems *weren't built for shared value creation*

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The new approach: *build ecosystems where mutual benefit replaces "one takes most"*

# What: Introducing ISO 56012

## A global framework for Innovation Ecosystem Management

- Part of the ISO 56000 family for Innovation Management
- Provides a shared language, structure, and process for ecosystem collaboration
- Help organizations:
  - Map key actors and their roles
  - Define governance and rules of engagement
  - Measure ecosystem performance and value realization
- Removes friction- unlocks creativity

"Standards don't kill creativity- they enable it by building language, trust, and measurability"

# How: Enabling More Value with ISO 56012

## From ad-hoc to systematic

- Ad-hoc innovation doesn't scale- systematic approaches turn random ideas into repeatable results
- ISO 56012 makes collaboration consistent, transparent, and measurable

## Four Key Benefits

1. Clarity-clear roles and expectations
2. Trust-shared language and transparency
3. Efficiency-avoid reinventing the wheel
4. Impact- scale innovation across boundaries (business units, industries, countries, and more)

# Measuring Ecosystem Success

## Activity $\neq$ Impact

- True value=innovation outcomes that benefit *all participants* and society
- ISO 56012 guides how to measure, evaluate, and continually improve ecosystem performance
- Shifts focus from *projects* to *systemic transformation*

# The Future (2030 Vision)

## From Solo Innovation to Collective Intelligence

- By 2030 competitive advantage will come from collaborative ecosystems enabled by AI and digital tools
- Outdated: Siloed, Control-based Innovation
- Emerging: Dynamic, AI-enabled, Self-Evolving Innovation Ecosystems

"If you want to stay ahead, start building your ecosystem today and enable it with digital technologies and AI to scale"

# Call to Action

## **Start Today:**

1. Map your ecosystem (inside + outside actors)
2. Align on shared goals and governance
3. Use ISO 56012 as your framework to collaborate, measure, and grow

# Final Takeaway



"Innovation is no longer a solo act. The future belongs to those who can innovate together-systematically, openly, and with purpose."

The time to act is now!

# NEXT & CONTACT

- Take part of the development of the 56012!
- Involve ISO 56012 experts in existing, or new learning networks on how to manage ecosystem innovation
- Schedule an online 30 minutes meeting with me to discuss your challenges and how 56012 could support you and your organization

**Contact: Dr. Annika Steiber: [rdhy.siliconvalley@gmail.com](mailto:rdhy.siliconvalley@gmail.com)**



# Thank you.

