



# Introduction to ISO 56000 series and Innovation Management System

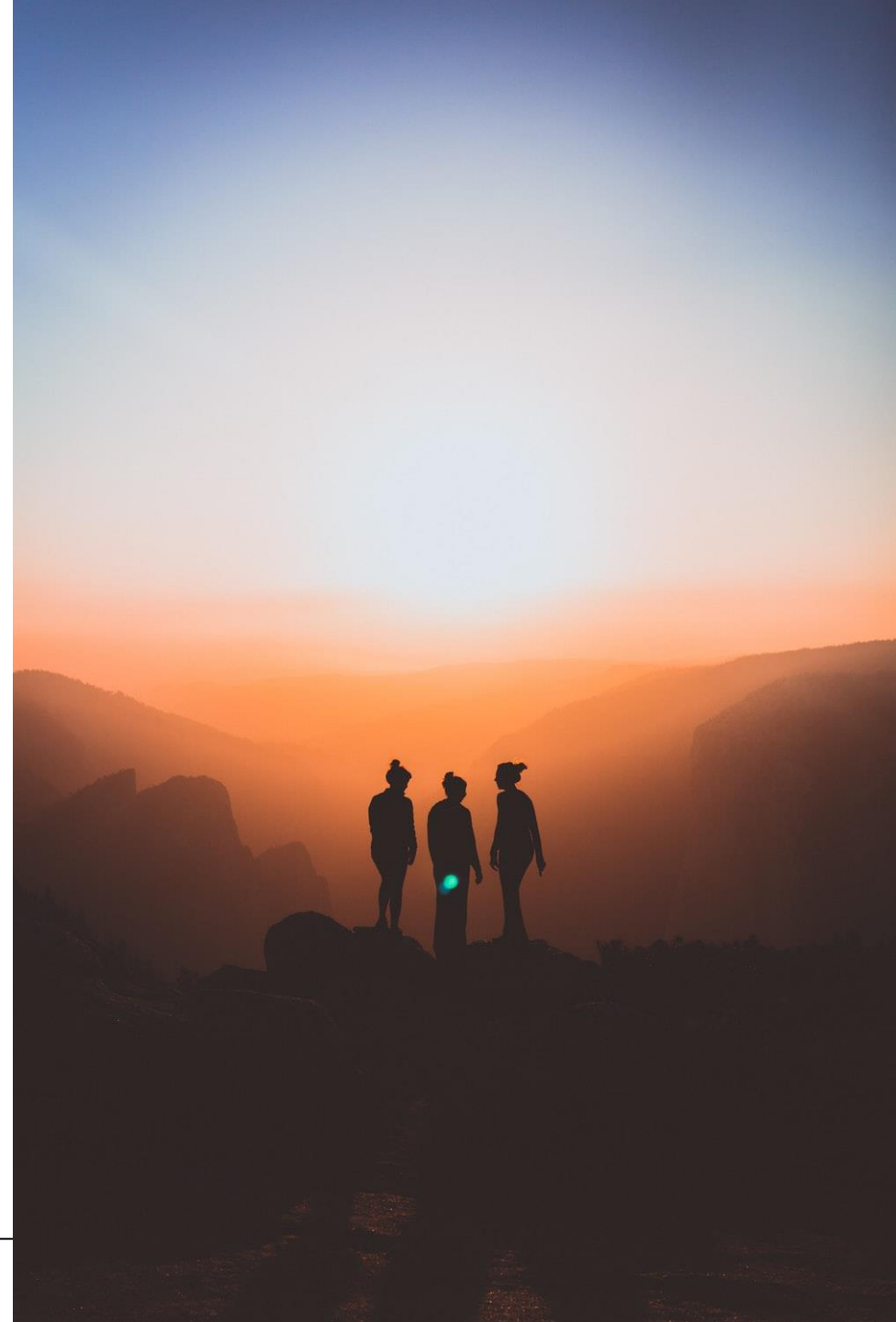
Alice de Casanove,  
Culture Evolution Intrapreneurship director  
AIRBUS North America

**Former Chairwoman and founder of ISO TC 279 innovation  
management**

**ISO 56000 series**

# Figures from women in innovation association

- Only 25% of the top innovation firms are led by women
  - In 2018, women accounted for only 20% of Fortune 500 Chief Innovation Officers
  - There's a gender wage gap of 16% between men and women in STEM occupations
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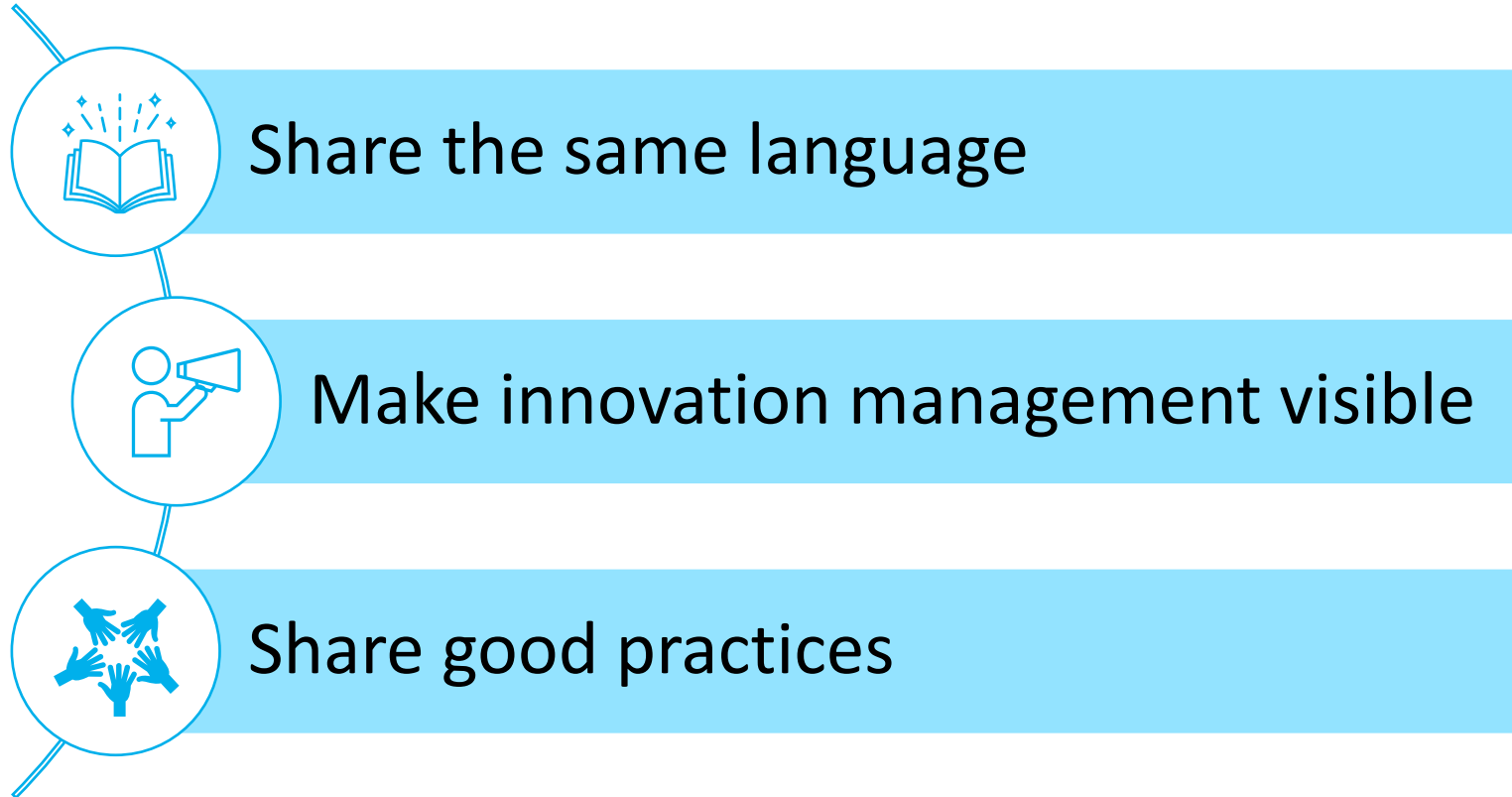


# Standardization, the art of clean up ?



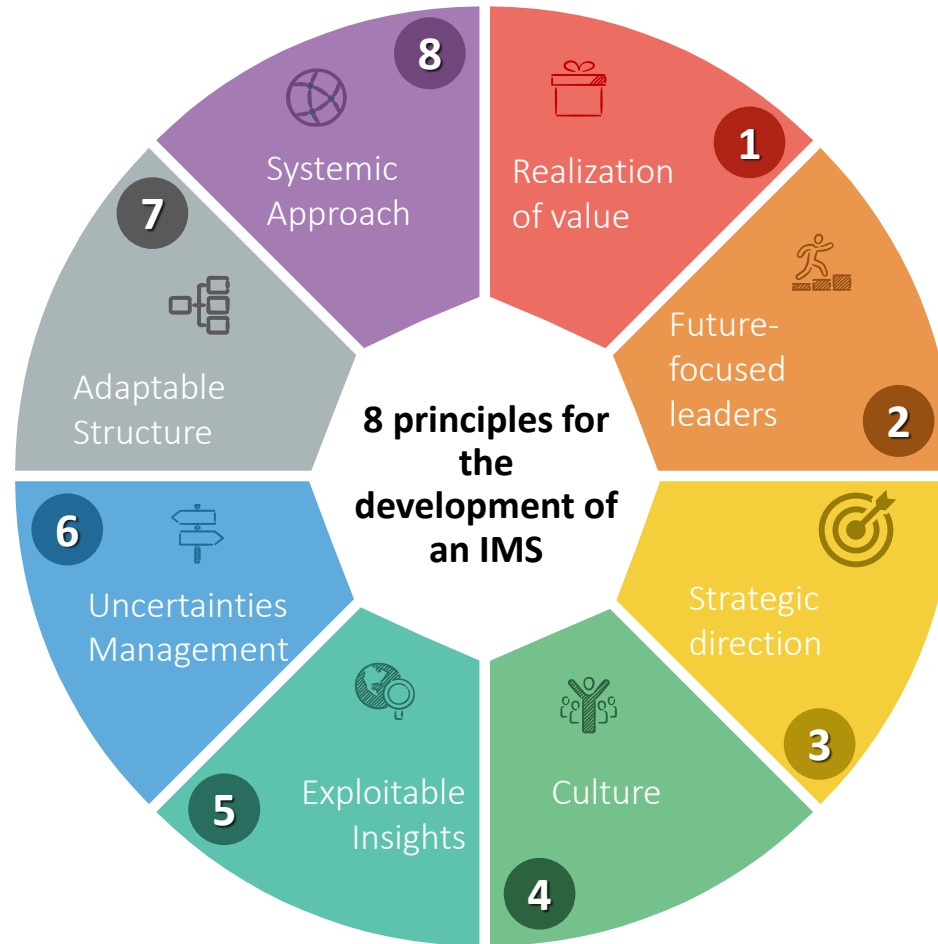
From the art of clean up by **Ursus Wehrli**

# Why can standardization help innovation managers?





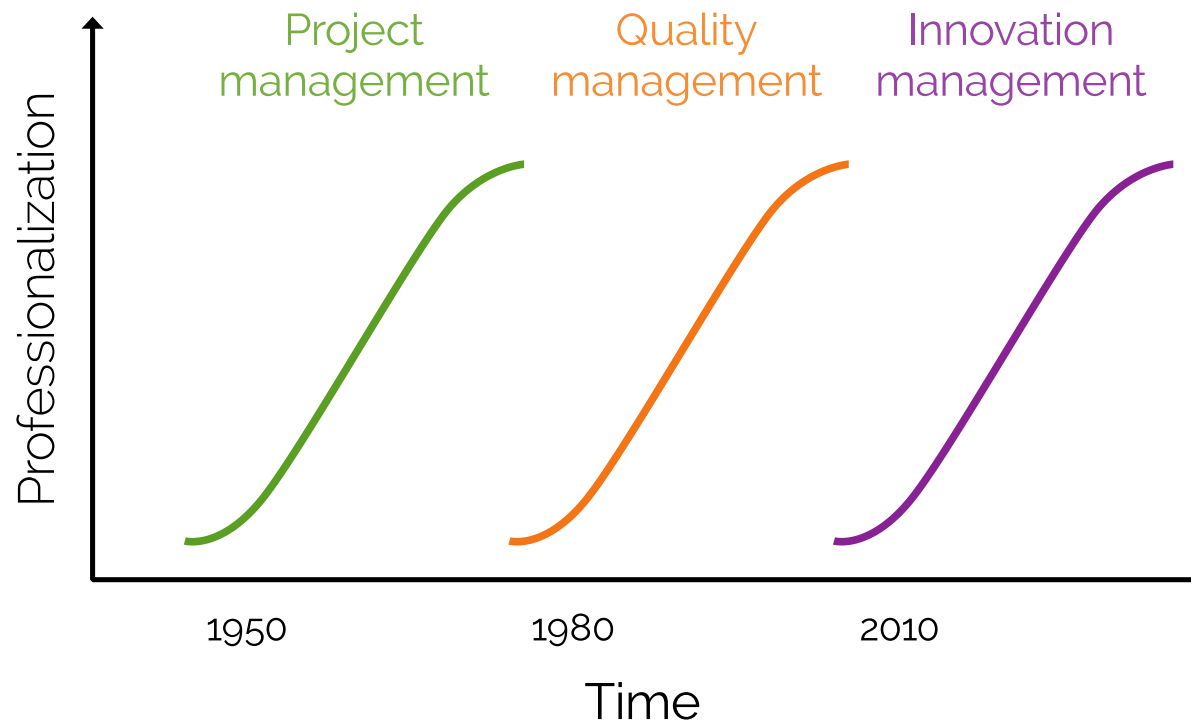
## Share good practices



ISO 56000 : 2020



## Make innovation management visible



# AVAILABLE INTERNATIONAL PUBLICATIONS

STANDARD UNDER THE DIRECT RESPONSIBILITY OF ISO/TC 279 SECRETARIAT

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ISO 56000:2020

Innovation management — Fundamentals and vocabulary

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ISO 56002:2019

Innovation management — Innovation management system — Guidance

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ISO 56003:2019

Innovation management — Tools and methods for innovation partnership — Guidance

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ISO/TR 56004:2019

Innovation Management Assessment — Guidance

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ISO 56005:2020

Innovation management — Tools and methods for intellectual property management — Guidance

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ISO/DIS 56006

Innovation management — Tools and methods for strategic intelligence management — Guidance

# UNDER DEVELOPMENT

## INTERNATIONAL PUBLICATIONS

STANDARD AND/OR PROJECT UNDER THE DIRECT RESPONSIBILITY OF ISO/TC 279 SECRETARIAT

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### ISO/AWI 56001

Innovation management — Innovation management system — Requirements

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### ISO/AWI 56007

Innovation management — Tools and methods for idea management — Guidance

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### ISO/AWI 56008

Innovation management — tools and methods for innovation operation measurements — Guidance

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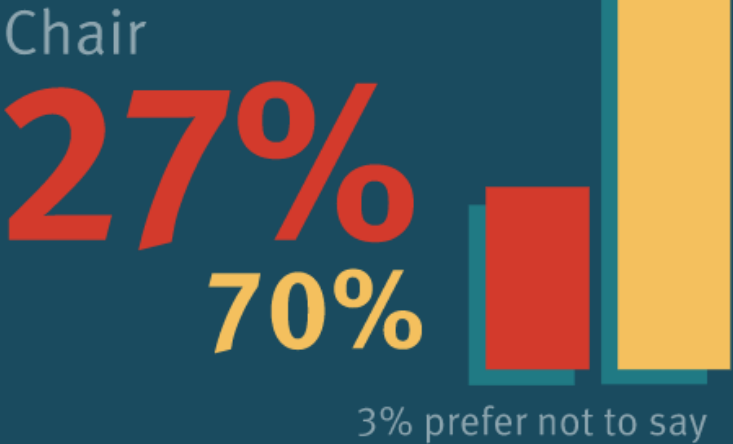
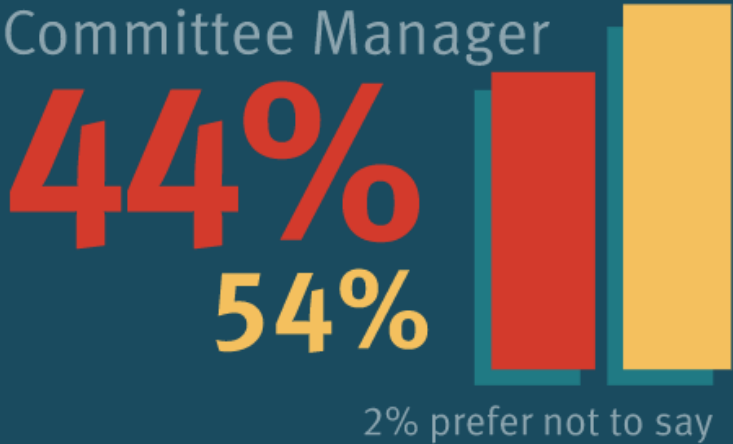
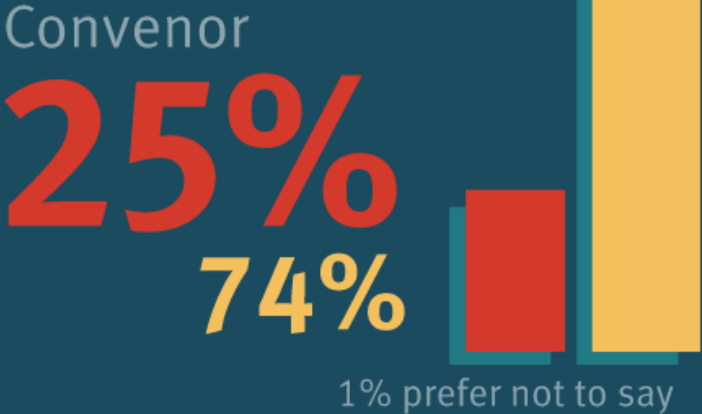
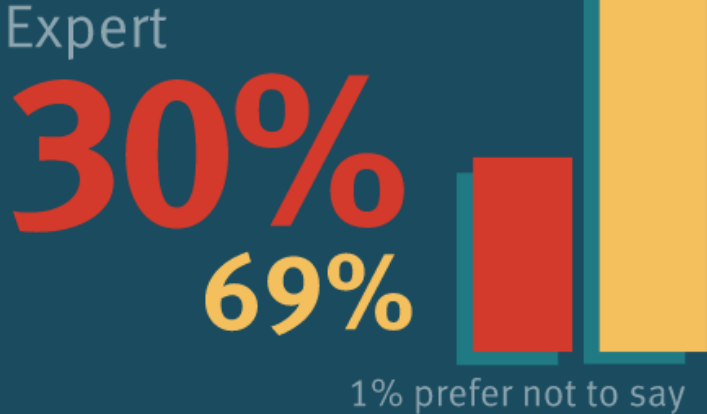
### ISO/WD TS 56010

Innovation management - Illustrative examples of ISO 56000



# WOMEN'S INVOLVEMENT IN STANDARDIZATION ROLES

Men's participation in standardization is twice as high as women's.



# ISO GENDER Action Plan

2019-2021

PRIORITY AREA

1

COLLECT DATA  
ON GENDER  
REPRESENTATION

**Collect data** on gender representation at the following levels: NSB CEOs, technical committees (committee managers, chairs, convenors and experts) and ISO governance bodies

PRIORITY AREA

2

COLLECT CASE STUDIES  
AND BEST PRACTICES ON  
STANDARDS IN SUPPORT  
OF GENDER EQUALITY

**Collect case studies** on national and international standards to define best practices on standards in support of gender equality  
**A repository of NSB Gender Action Plans** and applicable policies and processes to support gender equality and women's empowerment in standardization

PRIORITY AREA

3

ASSESS THE GENDER  
RESPONSIVENESS  
OF ISO STANDARDS

**Improve understanding** of the possible gender implications of selected ISO standards  
**Create tools** to support the TCs to ensure that the standards they develop/revise are gender-responsive

PRIORITY AREA

4

RAISE AWARENESS  
ON STANDARDS IN SUPPORT  
OF GENDER EQUALITY  
AND WOMEN'S  
EMPOWERMENT

**Improve understanding** and knowledge of standards in support of gender equality and the empowerment of women

PRIORITY AREA

5

ISO'S POLICY  
ON GENDER

**Define long-term objectives** related to gender equality and women's empowerment

# Alice de Casanove



Alice de Casanove



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