

ISO 56002, this innovation accelerator serving economic competitiveness

Experts from 60 countries have collectively developed an international standard (ISO 56002) to promote value creation through innovation. A true guide to best practices for all organizations wishing to develop their capacity to innovate.

Not missing out on an innovation is one thing, organizing in a sustainable way to continue to innovate is another. This is the whole purpose of [ISO 56002](#) : it offers recommendations for structuring and making innovation visible in an organization. It highlights the best ways to harness ideas so that they come to fruition in the best conditions. “ *This document is a real way to support and develop innovation within companies. It helps create new value propositions according to their strategy ,*” summarizes François Hot, Total Marketing & Services innovation manager, who chairs the AFNOR Commission on innovation management*.

Co-written by multidisciplinary experts from 60 countries, under the French presidency with Alice de Casanove (Airbus), ISO 56002 is aimed at all types of organizations (large companies, SMEs, associations, communities, etc.), whatever their field of activity. It can be applied to all innovations: product, process, service, organization, business model.

The proposed approach is optional, since it is a set of recommendations. It guides the user on all aspects of innovation management, from the first stages of reflection where ideas arise until the actual realization of the innovation, taking into account numerous factors: context and environment in which it is included, the organization, culture, strategy, processes and impact. ISO 56002 provides all the keys to reflection and knowledge to boost the desire to innovate.

Serving company strategy, ISO 56002 provides guarantees of confidence internally but also externally, by demonstrating the ability to manage uncertainty, inherent to any organization.

* The [French “Innovation Management” commission](#) is made up of industrialists (Airbus, CEA, Total, etc.), consultants, academics and representatives of the national innovation support ecosystem (INPI, Chambers of Trades and Crafts, etc.)

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About the AFNOR group

An international associative group, established in 14 cities in France, the AFNOR group designs and deploys solutions based on voluntary standards, these consensual documents developed by and for market players, in the service of economic development and innovation. . With 90% of voluntary standards now being developed at the European or international level, AFNOR's role as a national standardization body is essential to represent and defend the interests of French economic players, while respecting the general interest. . As a provider of professional monitoring, training, benchmarking, certification and assessment solutions, the group also operates in the competitive field in more than 100 countries. With

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1,250 employees worldwide and a portfolio of 77,000 customers, the AFNOR group positions itself as a vector of trust for public actors and organizations in general. The general management of the AFNOR group is ensured by Olivier Peyrat.

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