

STANDARD MORGEN – JUNI 2023  
– EC CODE OF PRACTICE ON STANDARDISATION –

# VIKTIGHETEN AV STANDARDISERING

*“Standardization” is an essential step from invention towards innovation!*

Magnus HAKVÅG - CEO House of Knowledge

# WHO ARE WE?



## MAGNUS HAKVÅG

CEO, House of Knowledge

Convener ISO TC 279

Member ISO TMBG CCCC

Member DG Grow AAstaRT  
(Academics Active in standardisation-related  
Research and Training)



## HOUSE OF KNOWLEDGE

Capability building

Competitiveness, Innovation, IP and IPR,  
Standards, Strategy, SDG...

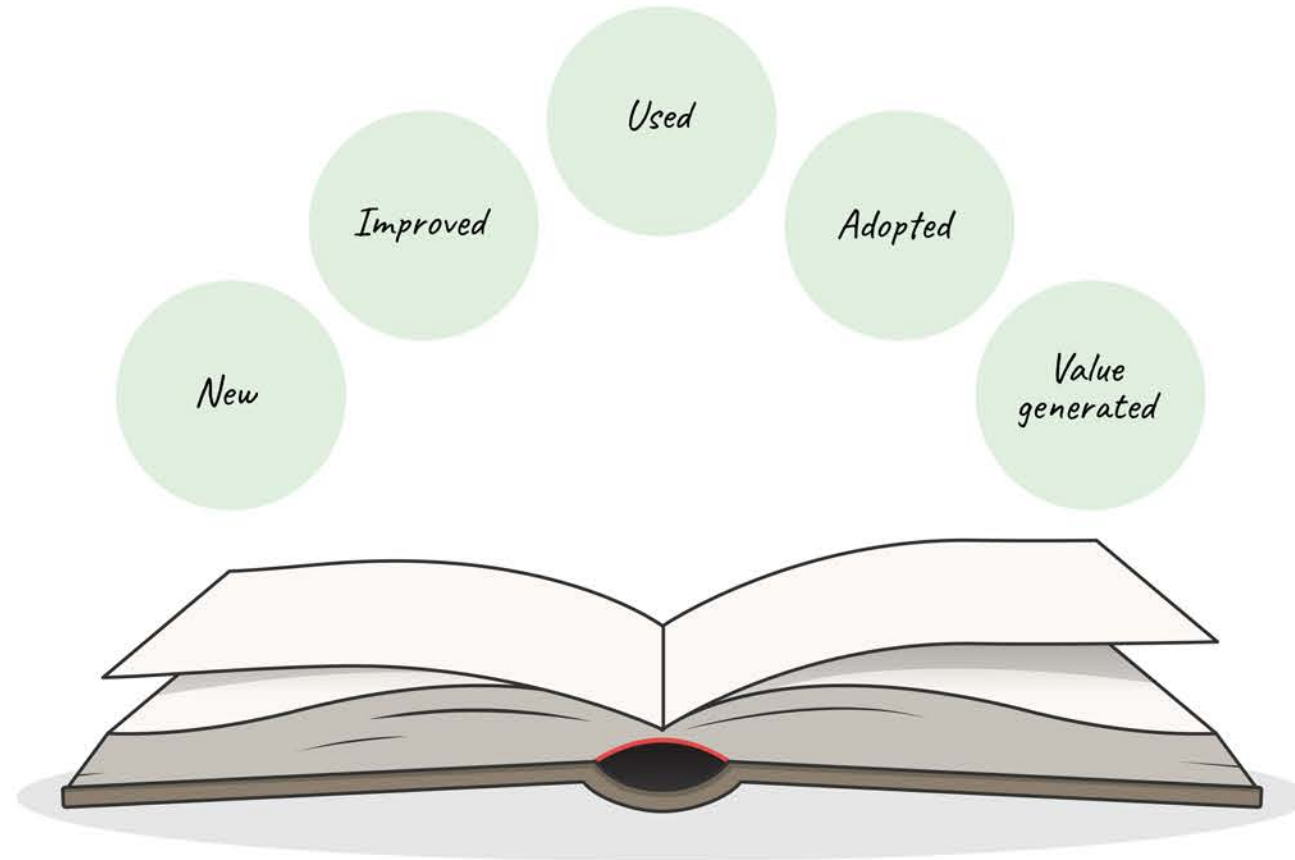
Tools: Serious games, e-learning

*Serious games: multi stakeholder  
alignment as a board simulation*



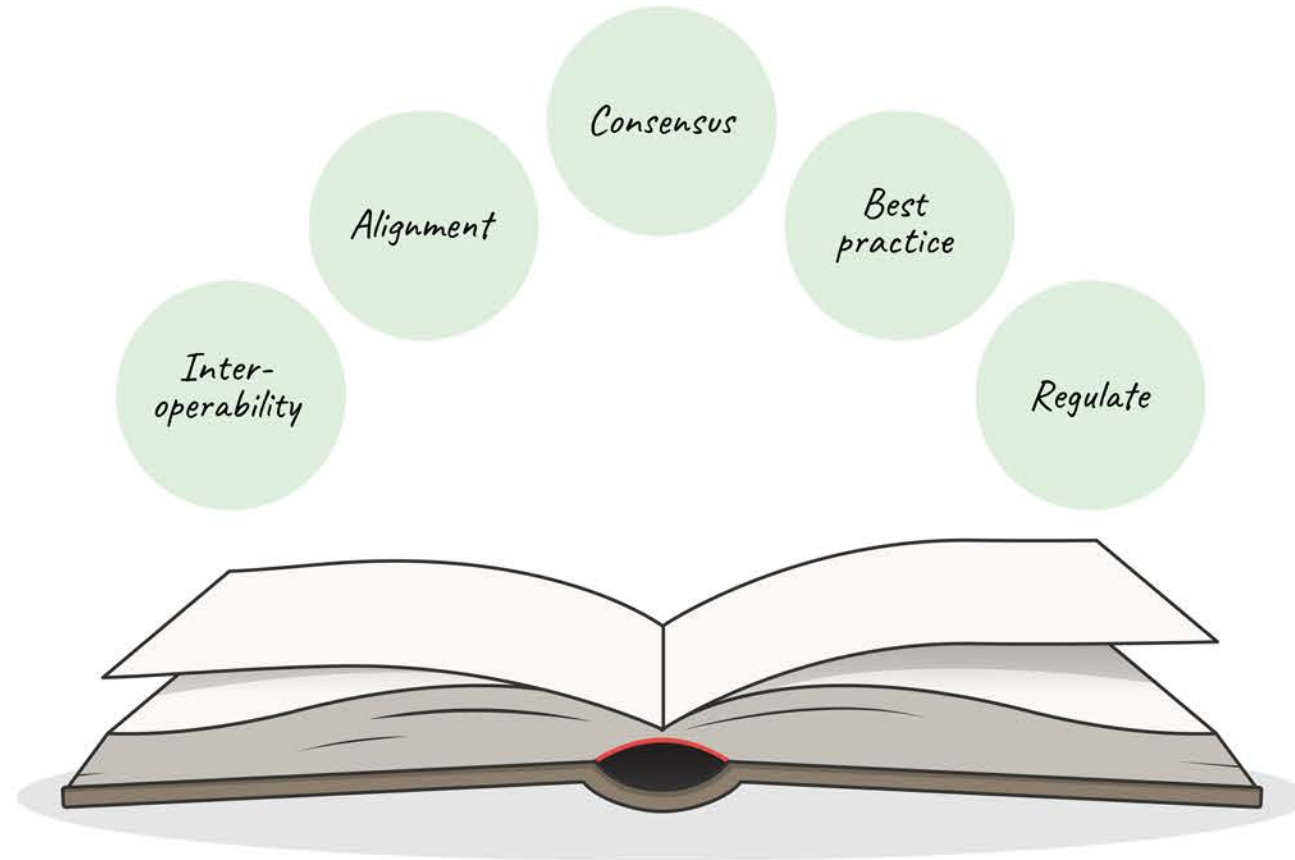
# WHAT IS INNOVATION?

A new or changed entity, realizing or redistributing value.



# WHAT IS A STANDARD?

An agreed way of doing something, rule, guideline.



# WHY STANDARDS MATTER



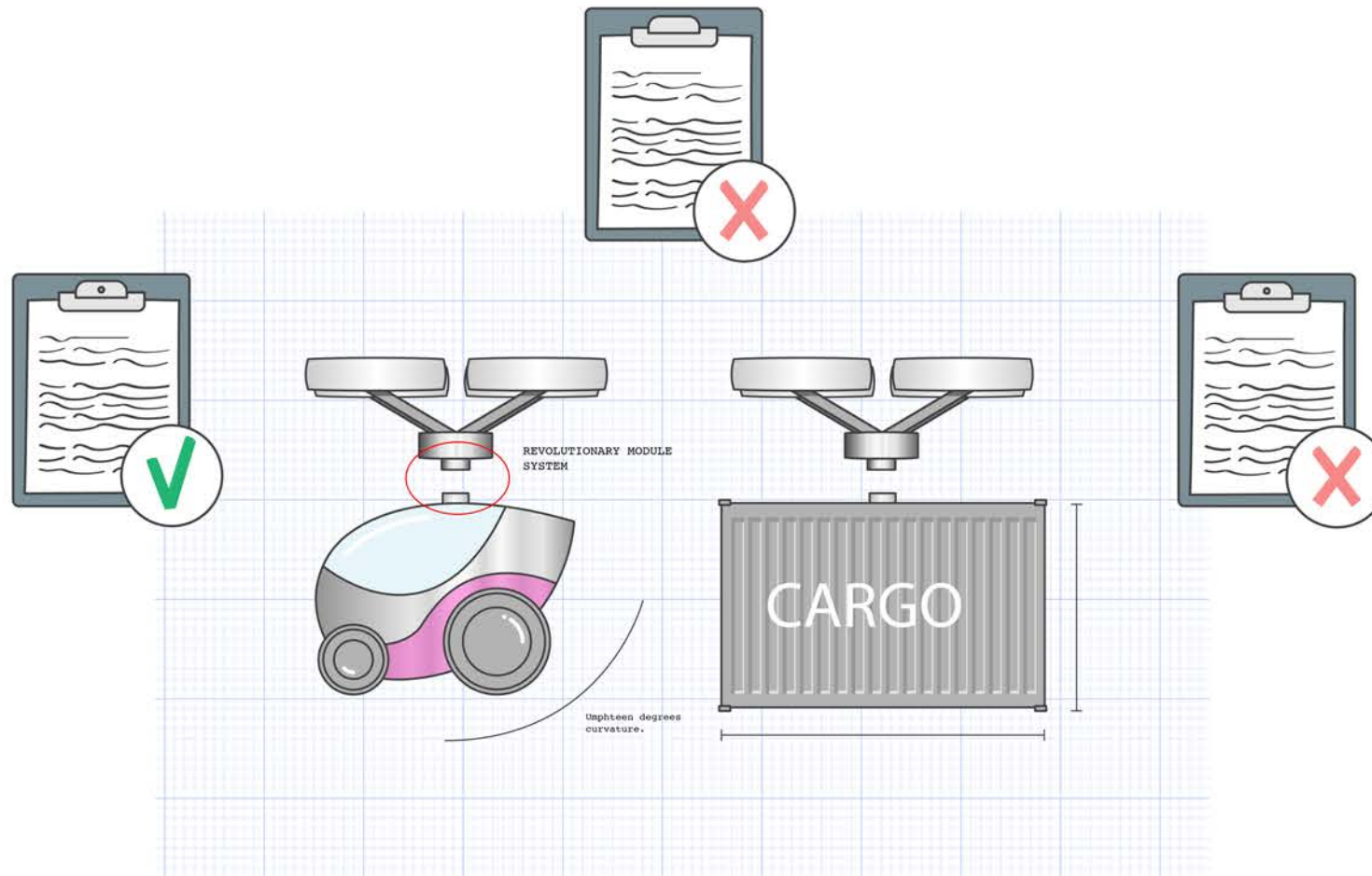
- Multiple standards = multiple markets.
- Reduces product life span.



- Fewer standards = one market.
- Prolongs product life span.



# INNOVATION SUFFERS WITHOUT STANDARDS



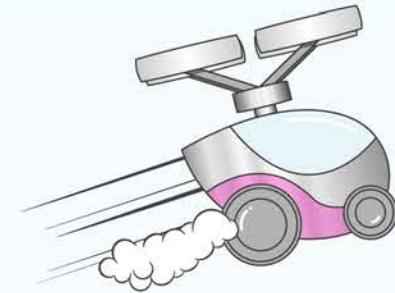
# FROM INVENTION TO INNOVATION

Standards establish new markets or market access, adoption and cooperation/interoperability.

**Invention**  
*without standards*  
**= FAILURE?**

*Standard development and standards adoption is now innovation indicators of the OECD Oslo Manual (4th ed., published 22. October, 2018).*

**Invention**  
*with standards*  
**= SOARING INNOVATION**



# IN BRIEF

## KEY MESSAGES

- Research, Innovation, IP and Standardization must be viewed as one
- *Standard overview before research application*
- *Standards as part of impact, exploitation and dissemination*
- *Awareness on standards through: WHY, WHAT is, then HOW*

## ESTABLISH A SEARCH SERVICE FOR STANDARDS (B1):

-> *Ala preliminary examination at the Patent Office. What exists, is being prepared, what is to be revised, which committees do we have and where can we create impact*

**- - - > Someone must finance Standard Norway's development**

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- Magnus HAKVÅG CEO – House of Knowledge







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10:00 - 12:00 CEST

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<https://hsbooster.eu/events/hsboostereu-gaming-session-1-serious-smiling-game>





ISO 56000 DEFINITIONS - (AVAILABLE FOR FREE):  
<https://www.iso.org/obp/ui/#iso:std:iso:tr:56004:ed-1:v1:en>

OECD OSLO MANUAL (AVAILABLE FOR FREE):  
<https://www.oecd.org/science/oslo-manual-2018-9789264304604-en.htm>

OECD – ISO JOINT UNDERSTANDING (AVAILABLE FOR FREE):  
<https://community.oecd.org/docs/DOC-165568>

I AM ON LINKEDIN — PLEASE CONNECT (ALSO AVAILABLE FOR FREE):  
<https://www.linkedin.com/in/magnus-hakv%C3%A5g-26121b1/>

*BEHIND THE ORDINARY,  
YOU WILL FIND THE EXTRAORDINARY,  
SOMETHING UNIQUE.  
SEIZE THE OPPORTUNITIES*

ADD ME ON LINKEDIN

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