

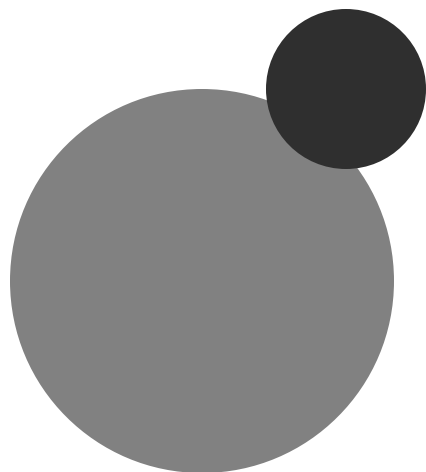
# The contribution of standardisation to **Innovation**

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**Objective : develop markets for innovative solutions**

***How to use standardisation to promote your innovations on global markets?***





# Standardisation, standards

What for ?

# What is a standard ?

A reference document

Standard

- Rules, characteristics, guidelines
- Consensus between the stakeholders of a given sector
  - Elaborated by a recognised standardisation body
- Voluntary application

**Used in trade**  
(private and public contracts)

## Standardisation : for what use ?

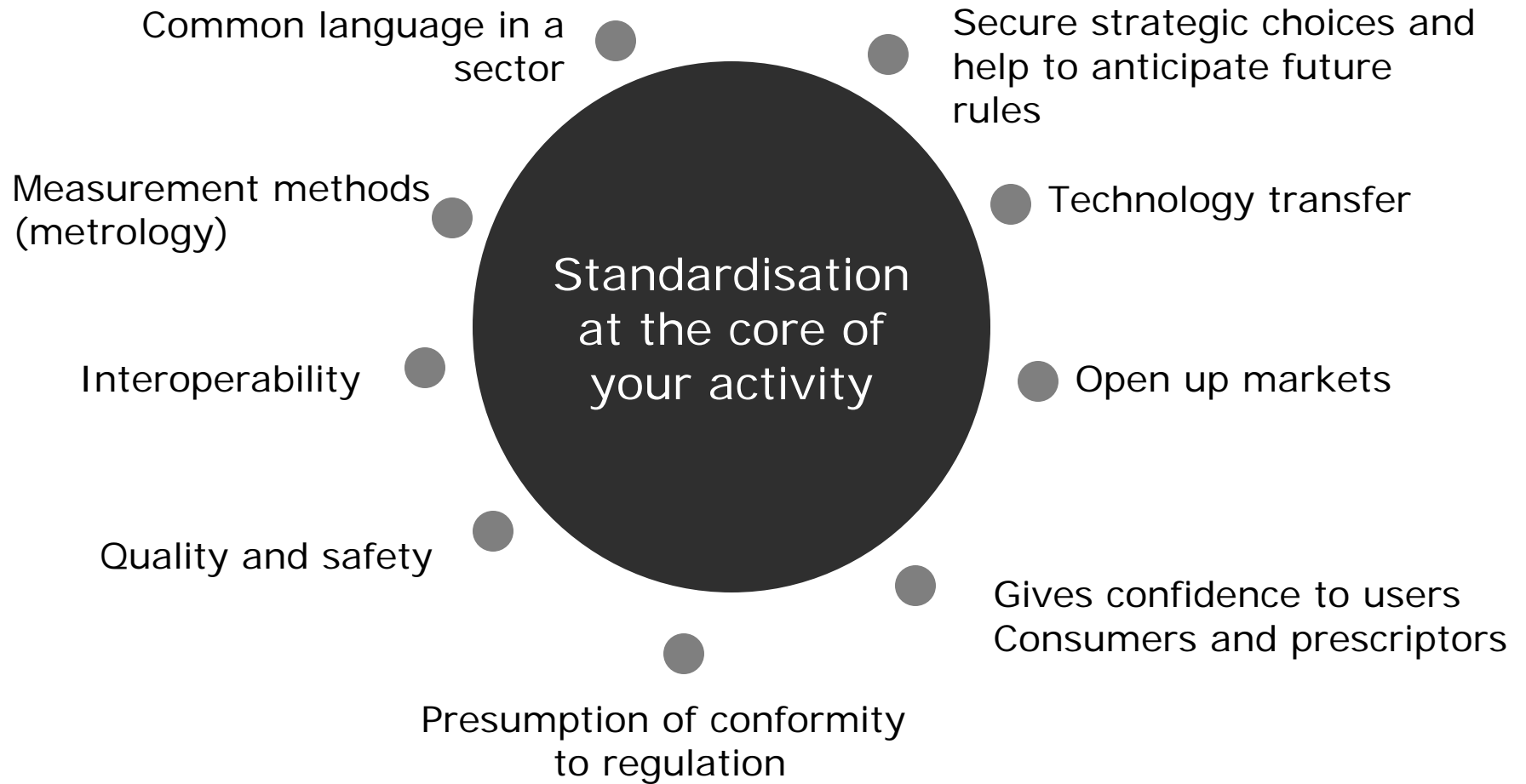
For your  
**products**

Standardisation  
at the core of  
your activity

For your  
**markets** and  
your **clients**

For your  
**enterprise**

# Standardisation : for what use ?



# The contribution of standardisation to the innovation process

## INNOVATION PROCESS



### *Upstream*

**A tool of economic intelligence and technology watch enabling to :**

- *Detect evolutions asked by the market*
- *Orientate technological choices of research*
- *Capitalize interdisciplinary knowledge and to bring to the foreground new ideas*



### *Downstream*

**A tool of dissemination to the market enabling to :**

- *Foster access to market*
- *Reduce risks associated to an innovative solution*
- *Give confidence to users*
- *Realise economies of scale*
- *Facilitate prescription of innovative solutions in public procurements*
- *Protect innovation*

### **NORMES**

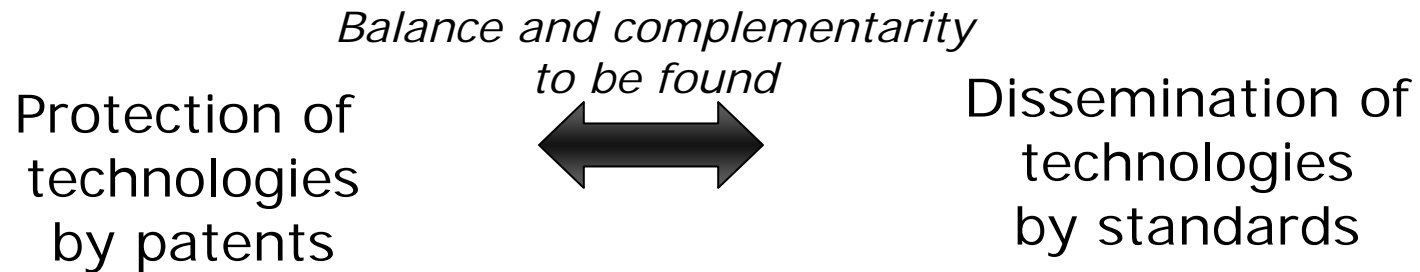
**In all sectors of economy :**  
products,  
services,  
environnement,  
health, safety,  
energy, ICT,  
transports...

# Interrelation between patents and standards

Innovation and research give birth to new and complex technologies, often protected by patents

⇒ standards development on these technologies often induce use of patents in standards

- But standards must be accessible to all and have to take into account end users interests
- Objectives in tension



## Commun ISO/CEI/UIT policy on patents and standards

**Objective** : encourage dissemination of patented technologies necessary for the implementation of a standard, before the standardisation process is achieved

→ *A patent can be integrated into a standard if intellectual property rights are made accessible on a fair, reasonable and not discriminatory basis*  
**(FRAND : Fair, Reasonable And Non Discriminatory)**

→ *Advantages :*

- Increase the number of users of an innovative technology
- Develop a market
- Increase notoriety



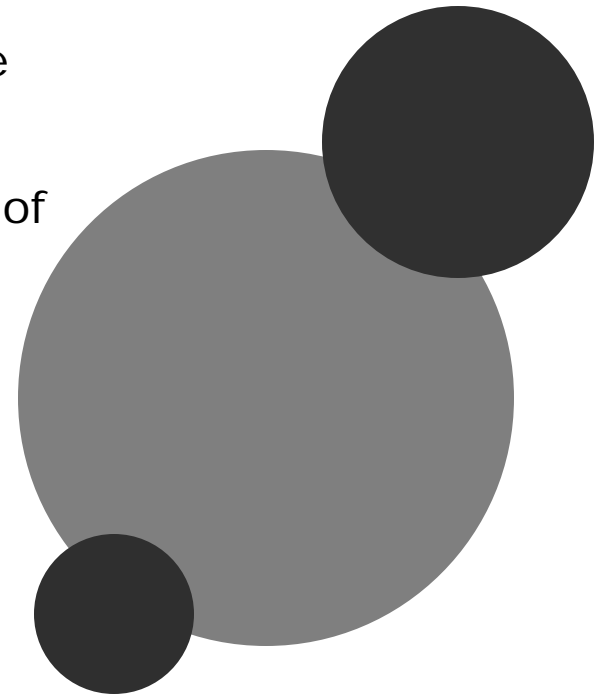
# Standardisation

How to act ?

## What are the stakes ?

- **Know** the existing standards or standards in preparation linked with your research projects, in order not to go in bad directions
- **Influence** the contents of the standards in preparation and anticipate the future rules of the game
- **Build** most upstream possible the future rules of the game

**NORMES**



## How to act ?

### Be an actor!

You have a power of decision.

Otherwise, the future can be made without you ...

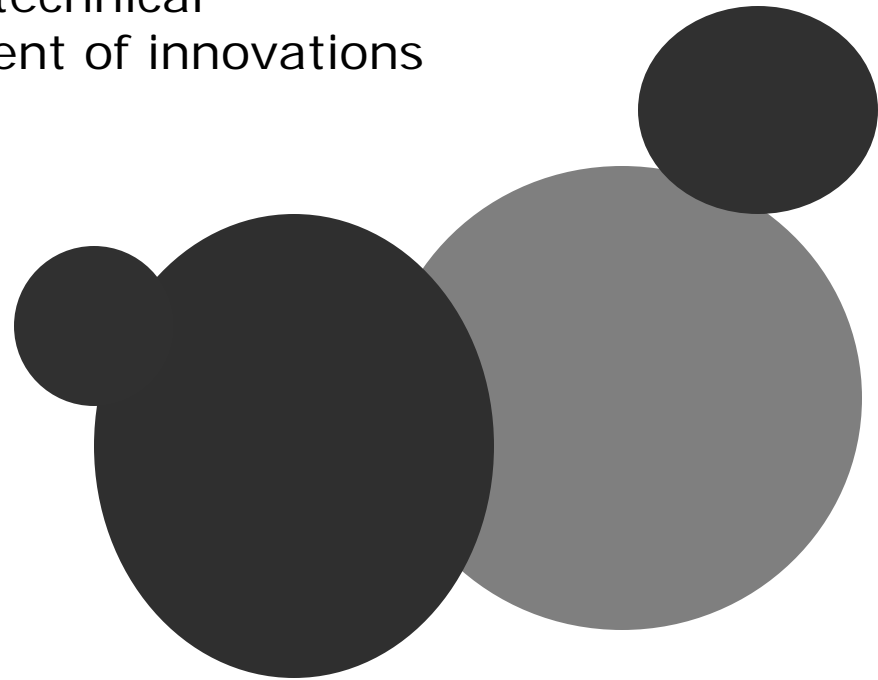
### 3 options :

- Organise a **normative watch**
- **Participate** to standardisation activities in your sector
- **Initiate** standardisation on innovative solutions in order to structure future markets (feasibility studies, CEN Workshop Agreements ...)

## In conclusion...

### Standardisation is :

- A competitive advantage
- A strategic tool
- A real advantage for the technical and commercial development of innovations





**Thank you for your attention !**