



Innovation management – Tools and methods for innovation partnership

ISO 56003



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2.

Partner
selection



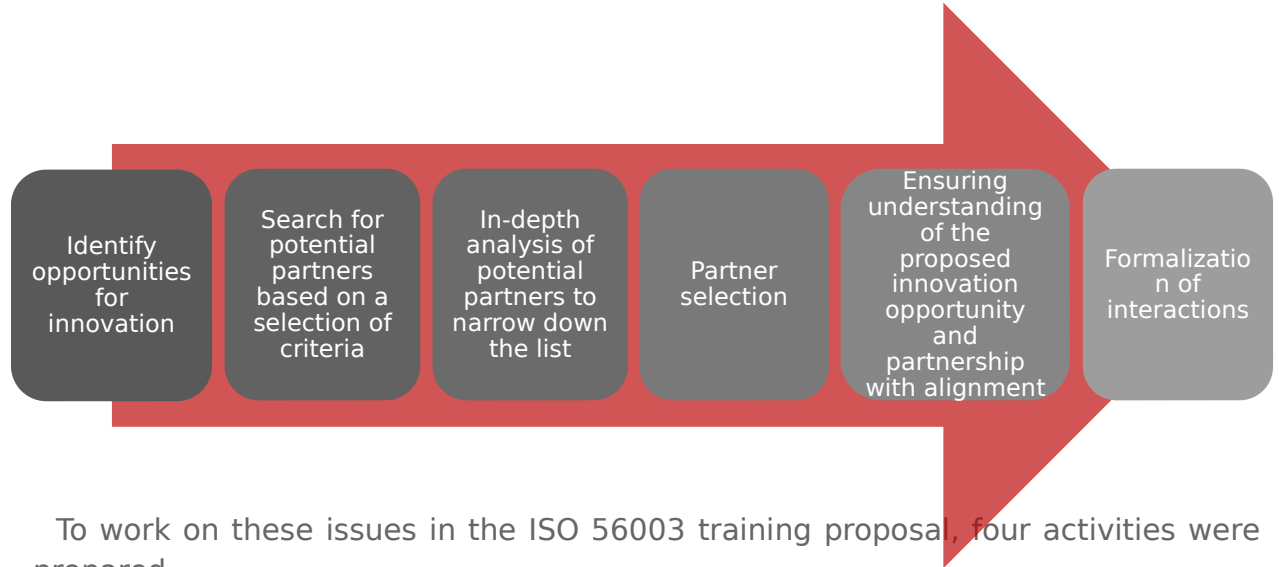
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Summary

ISO 56003 offers tools and methods for innovation partnership, which should be established following these steps:



To work on these issues in the ISO 56003 training proposal, four activities were prepared.



How are the activities of the ISO 56003 training proposal divided?



General

- Provides guidance on how an organization can **identify, evaluate** and **select** the appropriate partner(s).
- **Addresses the suitability** of each potential partner by evaluating the way in which two or more organizations can work together for **mutual benefit**



Generating a long-list of potential partners

Potencial partners can originate from the **analysis of the context** of the organization, as follow:

Internal:	Ethics and compliance committees
Organization's own documentation	Supply chains
Strategic intelligence, such as forecasting, foresight exercises, scenario planning, road maps, market plan, market analysis, customer needs	Procurement chains
Innovation department	Project teams
Sales and marketing	Product development
Manufacturing	Finance
Intellectual property	R&D departments



Generating a long-list of potential partners

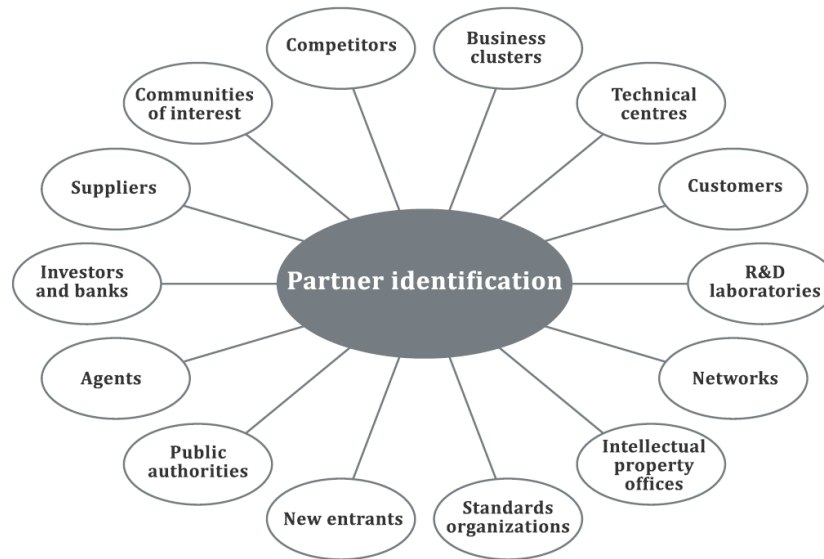
Potencial partners can originate from the **analysis of the context** of the organization, as follow:

External:	Competitor supply chains
Customer and end-user feedback/needs	Competitor manufacturers
Competitor activities	Clusters and networks
Industry associations	Trade associations
Trade agreements	Regulations and standards
Publications, such as research papers, trade journals, annual reports, market reports	Databases of patents and intellectual property rights
Universities/professor/consultants	Research and technology organizations (RTOs)



Generating a long-list of potential partners

The figure below illustrates examples of organizations that can potentially become collaborative partners or help to identify partners:



Source: ISO 56003 (2019, p.5)

Generating a long-list of potential partners

To narrow down the long-list, the suitability of the identified potential partners should be evaluated on the basis of the following criteria:

Previous partnership experience

Organizational knowledge, competences

Innovation track record

Operational fit

Financial profile

Intellectual property management

Geo-political, corporate, ethical and other risks

Source: ISO 56003 (2019, p.6)

Partner selection decision

The ISO also presents a table called the "selection decision matrix" to further prioritize criteria listed before.

	Potential partner A	Potential partner B	Potential partner X
Criteria and score				
Criteria and score				
....				
Total score				

Source: ISO 56003 (2019, p.7)



References

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References

1. *ISO 56003:2019(E) - Innovation management — Tools and methods for innovation partnership— Guidance*





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