



If you answer “YES” to any one of the questions below, you may need to seriously consider standards and standardization in your research and innovation activities!

The more questions you answer “YES” to, the more important this will be.

Checkout the explanatory notes below the questions for further information.

? Will your R&I results, i.e. novel product, service or system, need to be compatible and interoperable with other technologies?  YES

**i** Standards ensure the comparability, compatibility and interoperability of products, services and systems. It is important to understand which standards are applicable to your novel product, service or system and how to apply them. It may also be relevant to consider initiating the revision of an existing standard or the creation of a new standard.

? Do you intend to bring your novel product, service or system to the market?  YES

**i** Standards support trust. They ensure your novel product, service or system complies with expectations and requirements of the market. Standards are a kind of common language in the market. Why not include your novel results in this “Standards vocabulary”?

**i** Standards are used by the market. In macroeconomic terms, standardization directly contributes to the economic growth of a country. Standardization contributes an average of almost 1 % per year, or almost 25% of GDP growth<sup>1</sup>). From a microeconomic perspective standardization contributes to the generation of profits for companies, incl. SMEs.

? Will you need to ensure reliability and comparability of your novel product, service or system?  YES

**i** Standards support trust. They ensure reliability and comparability of products, services and system.

? Do your novel product, service or system need to comply with EU product directives/regulations?  YES

**i** Standards can be used for the presumption of conformity with EU legislation.

? Will you need to reassure consumers and others regarding the safety of your innovation?  YES

**i** Standards support trust. They ensure your novel product, service or system complies with the safety expectations and requirements of the market. This includes consumers who are also represented in standardization activities.

? Will your novel product, service or system have a potential European or international market application?  YES

**i** European Standardization is a key instrument for consolidating the Single Market and facilitating cross-border trade. It is a valuable tool for enhancing the competitiveness of European companies. International Standards facilitate world trade by removing technical barriers between countries and regions. This helps to develop new markets and achieve economic growth. Many European Standards are based on International Standards.

? Will your novel product, service or system be of interest for public procurement?  YES

**i** Standards are used in public procurement as reference specification. Ensuring your novel product, service or system complies with relevant standards may give you access to that market.

? Will you apply co-creation in your R&I project, i.e. focusing on customer experience and interactive relationships?  YES

**i** There are standards for innovation management such as ISO 56002. Standardization connects sectors and supports networking between different communities such as potential users of your novel product, service or process. This enables knowledge transfer and interdisciplinarity.

? Will you apply an open-innovation approach in your R&I project, i.e. using multiple external sources to drive your project?  YES

**i** Standardization is a process based on openness, transparency, consensus, and most of all on building, managing and networking between different communities. With this, the claim is robust that standardization is a co-creation process with open innovation and cross-innovation aspects.

? Would you like to display a quality mark for your novel product, service or system?  YES

**i** Quality marks are usually certified compliance with the requirements of a standard.

? Does your R&I project aim at creating a novel verification or certification scheme?  YES

**i** There are standards for verification and certification purposes supporting trust in the results of these procedures.

? Are there standards or standardization activities potentially affecting your R&I work from a technological point of view?  YES

**i** By screening national, European or international standards, you will benefit from accessing the state-of-the-art in the field you are working in. Thus, standards are a source of conceptual knowledge. Your national standardization body can support you in answering this question or search in databases for standards or terminologies.

? Do you not intend to protect your novel product, service or system with a patent?  YES

**i** Even if your novel product, service or system will be patented you might use standardization as dissemination and/or exploitation channel either standardizing the performance of your novel product, service or system or granting licences on FRAND conditions (Fair, Reasonable And Non-Discriminatory) for Standards Essential Patents.

? Do you not intend to keep your novel product, service or system confidential?  YES

**i** Standards are publicly available enabling knowledge transfer.

<sup>1</sup>) From different studies on benefits of standards, see [https://www.iso.org/sites/materials/benefits-of-standards/benefits\\_repositoryb2f3.html](https://www.iso.org/sites/materials/benefits-of-standards/benefits_repositoryb2f3.html)