



## PROJECT NOTIFICATION

Ref. No.: 21-IP-13-GE-WSP-A-PN2100072-001

<b>Date of Issue</b>	03 September 2021
<b>Project Code</b>	21-IP-13-GE-WSP-A
<b>Title</b>	Workshop on Development of New Innovation Standards for SMEs
<b>Timing and Duration</b>	13–15 October 2021 (three days)
<b>Hosting Country(ies)</b>	Vietnam
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Vietnam National Productivity Institute and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	SME executives, representatives of industrial associations, consultants, and productivity practitioners with experience in innovation management; and government officials and policy research officers involved in innovation management and SME policies
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	1 October 2021

## 1. Objectives

- a. Introduce innovation management and the ISO 56000 series of standards for applications in SMEs.
- b. Share good practices in promoting innovation in organizations and provide references for the implementation of ISO 56000 standards.
- c. Discuss strategies to support the adoption of and conformance with ISO 56000 standards in SMEs.

## 2. Background

With the dawn of the digital age, the drivers of productivity and competitiveness have shifted from efficiency and quality to innovation and entrepreneurship. In businesses and industries, innovation can be achieved in products, services, processes, tools and technologies, management methods, business models, and virtually all aspects of commerce. Its adoption can be incremental, disruptive, or radical. With increasingly shorter life cycles of products and a constantly evolving business climate, robust promotion and management of innovation have become indispensable for sustained productivity enhancement.

Pursuing innovation, however, can be challenging without clear guidance and standards. To enable organizations to promote innovations systematically, the International Organization for Standardization (ISO) has published a series of standards on the terminology, tools, and methods since 2019. These standards are documented in the ISO 56000 series, which provides the vocabulary, fundamental concepts, principles of innovation management, and approaches for systematic implementation.

These sets of standards can be applied to all organizations, regardless of type, sector, maturity level, or size. They are especially beneficial for SMEs, which often lack the know-how, methodology, and resources for undertaking innovation activities. By disseminating the ISO 56000 standards to SMEs, this workshop aims to assist APO members in strengthening their innovation capabilities. This objective is in line with the goal of the APO Vision 2025 to support member countries in achieving inclusive, innovation-led productivity growth with practical tools and strategies.

## 3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours, comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

### Day 1:

- Innovation management and the fundamentals of ISO 56000 standards
- ISO 56000 standards: Requirements and guidance

### Day 2:

- Innovation and productivity in SMEs: Challenges and opportunities
- Tools, methods, and success factors for SME innovation

### Day 3:

- ISO 56000 conformance and good practices of innovation management in SMEs
- Strategies and policy programs for encouraging innovation in SMEs

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

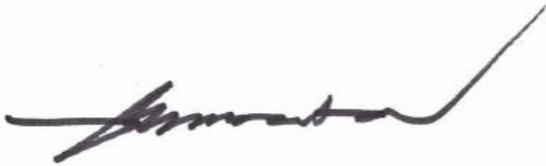
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### 4. Financial Arrangements

- a. The APO will meet the assignment costs of overseas resource persons and honorarium for up to two local resource persons.
- b. The host country will meet the costs for a virtual site visit(s), either broadcast live or recorded as applicable.

#### 5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending to the right.

Dr. AKP Mochtan  
Secretary-General