

HSBooster Academy- 2023
– Training Session 10 -

Terminology in Practice: Development, Dissemination, and Accessibility, and Their Impact on National Culture

- Experience and examples from developing international terminology standards-

“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
National expert ISO TC 37
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*





STANDARD X
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The Measurement of Scientific, Technological and Innovation Activities

### Oslo Manual 2018

GUIDELINES FOR COLLECTING, REPORTING AND USING DATA ON INNOVATION



## International Standard

**ISO/TS 56010:2023**

**Innovation management — Illustrative examples of ISO 56000**

Edition 1  
2023-09



4<sup>th</sup> Edition

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INTERNATIONAL STANDARD

ISO 56000

First edition  
2020-02

**Innovation management — Fundamentals and vocabulary**

*Management de l'innovation — Principes essentiels et vocabulaire*



Reference number  
ISO 56000:2020(E)

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# ISO – OECD

- **ISO 56000: 2020** –Innovation management — Fundamentals and vocabulary In review (new version published early 2025)
- **ISO 56010:2023** Innovation management — Illustrative examples of ISO 56000
- **OECD Oslo Manual: 2018** - Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition

# IN BRIEF

## KEY MESSAGES

- *Common understanding of anything- Terminology at the core!*
- *Terminology is at the core of dissemination and communication*
- *Terminology is essential for establishing business culture*
- *Terminology, indicators and insight is the core of business intelligence*
- *Terminology and standards overview before the start of Innovation initiatives and research projects*

## HINT:

- *Establish a company internal “glossary” with examples to build culture, reduce risk and support plain and good communication.*

*“Terminology” is the core of innovation culture*

- Magnus HAKVÅG CEO – House of Knowledge



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

ADD ME ON LINKEDIN

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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>

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<https://www.linkedin.com/in/magnus-hakv%C3%A5g-26121b1/>