



# 2022 ISPIM Innovation Conference

COPENHAGEN, 5-8 JUNE 2022

ISPIM is the International Society for Professional Innovation Management. It is a community of members from research, industry, consulting, and the public sector, all sharing a passion for innovation management – how to successfully create new products, processes, and services from ideas to stimulate economic growth and well-being. Founded in Norway in 1983, ISPIM is the oldest, largest, and most active global innovation network.

At the 2022 ISPIM Innovation Conference, researchers, managers, policy makers, and business and thought leaders shared their insights on innovation management hot topics, specifically focusing on digitalisation, digital disruption, and digital transformation. The conference had approximately a total of 500 participants in-person and online.

One of the conference themes was sustainable digital innovation. The input from the Danish local organisers was to dedicate a day's workshop to discuss the need for a certified standard or specification for sustainable digital impact. The Danish organising committee member, Professor

Claus A. Gram Foss Rosenstand from Digital Hub Denmark and Aalborg University, suggested that the UN Global Sustainable Development Goals (SDGs) and the ESGs (Environmental, Social, and Governance) should be the reference of the innovation standards.

This was suggested since digital tech start- and scale-ups leveraging disruptive digital technologies probably represent the most radical innovative potential regarding digital transformation. Denmark has a wide array of tech start- and scale-ups working with sustainability and digitalisation; however, it is a qualitative assessment, making it difficult to claim their work to attract impact talents and investors.

The speakers and the participants at the workshop were asked: How might we connect digitalisation and sustainability in the international innovation management society by designing a special standard or other initiatives?

## RESUME

The need for a certified standard or specification for sustainable digital impact was discussed at the workshop during the 2022 ISPIM Innovation Conference. The idea of such a standard or specification was shared and approved by participants despite the complexity and open questions that still need to be clarified. A group of dedicated Danish innovation companies and networks will collaborate to raise money for the required preparatory work to initiate a certified standard or specification for sustainable impact with reference to the SDGs or ESGs.

## TESTIMONIAL

Executive Director at ISPIM Iain Bitran says:

*"As an association, it is really important that we are able to address legacy for all of our events as we are more conscious than ever that it is becoming more and more important that we are able to justify why events take place and what effect they have on the local destination and our membership. Earlier this year we held our conference in Copenhagen and we were delighted to work together with the Copenhagen Legacy Lab and our partners at Digital Hub Denmark to address the issue of Sustainable Digital Impact."*



PICTURES FROM 2022 ISPIM INNOVATION CONFERENCE



## SPECIAL THANKS TO





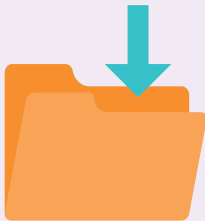
STEP 1 Strategic goals and societal needs

The legacy project had a special focus on the UN Global Sustainable Development Goals (SDGs) and the ESGs (Environmental, Social, and Governance).



STEP 2 Objectives

The overall objective of the legacy project was to discuss the need for a certified standard or specification for sustainable digital impact and make the 2022 ISPIM Innovation Conference the starting point of an international movement. A discussion is crucial to clarify if such a standard or specification is the best solution.



STEP 3 Inputs

Meetings between Digital Hub Denmark, Dansk Standard, ISPIM, and Copenhagen Legacy Lab took place ahead of the conference.



STEP 3 Activities

The meetings resulted in one legacy activity:

- A **workshop** with focus on sustainable digital impact

The workshop was split into two parts. The first part was an opportunity to present 14 Danish best practice cases from Digital Hub Denmark’s various ecosystems (e.g., fintech, health tech etc.). The second part of the workshop was the ‘Legacy Challenge on Sustainable Digital Impact’, where the specification related to the SDGs and ESGs was discussed in an international setting with various innovation managers.



STEP 4 Outputs

A total of around 100 participants attended the **workshop** throughout the day. The need for a specification was discussed and met the consensus in the audience. However, the workshop also addressed the complexity of creating a standard covering all impact aspects.



STEP 5 Outcomes

The **workshop** could lead to an alignment regarding the need for a specification. The Danish organising committee member, Professor Claus A. Gram Foss Rosenstand from Digital Hub Denmark and Aalborg University, took the positive feedback from the innovation ecosphere as a need and a consensus for the idea of a specification for SDGs and ESGs.

A group of dedicated Danish innovation companies and networks will collaborate to raise money for the needed preparatory work to initiate a certified standard or specification for sustainable impact with reference to the SDGs and ESGs.



STEP 6 Impact

A potential specification launch could take place at the ISPIM conference in Estonia in 2024. A potential launch could help attract investments and talents interested in sustainable digital impact.

Today approximately 50% of digital start-ups mapped by Digital Hub Denmark’s ecosystem partners claim to support at least one of the SDGs. An increased number of start-ups working with sustainable digital impact were mobilised and showed interest in working with a certified standard or specification. This is accelerating a societal transition using digital transformation to support responsible business models supporting a range of SDGs or ESGs. A process has started, which includes Digital Hub Denmark, Dansk Standard, and potentially other stakeholders. The growing number of start-ups and the clear messages from the conference will likely increase attention and political support for more resources to professional development for aligned governance around the sustainable digital impact to embed more impact start-ups, impact investors and talents driven by the impact agenda.



STEP 7 Potential legacy

The **workshop** made it clear that there is a need for a certified standard or specification for sustainable digital impact. It is still to be seen if the conference will kick off an international movement and materialise in a concrete standard or specification.