



Picking up the discussion about a specification in digital innovation

- 2022 ISPIM INNOVATION CONFERENCE
- COPENHAGEN, 5-8 JUNE 2022

A PASSION FOR INNOVATION MANAGEMENT

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 500 participants in-person and online.

The legacy project was initiated in connection to the conference with the objective to discuss the need for

a certified standard or specification for sustainable digital impact.

NEED FOR SPECIFICATIONS

One of the conference themes was sustainable digital innovation. The Danish local organisers decided together with ISPIM to dedicate a day's workshop to discuss the relevance of a standard or specification for sustainable digital impact.

The workshop participants agreed that the subject is complex and further clarification would be beneficial for a many digital start-ups. Denmark has a wide range of tech start- and scaleups claiming to support at least one of the UN Sustainable Development Goals (SDGs); however, since it is a qualitative assessment, it is difficult to prove this claim and attract talents and investors.

The Danish organising committee member, Professor Claus A. Gram Foss Rosenstand from **Digital Hub Denmark** and **Aalborg University**, suggested that the SDGs and the Environmental, Social,

and Governance Goals (ESGs) should be the reference of the innovation standards. The speakers and the workshop participants discussed if and how it will be possible to connect digitalisation and sustainability in the international innovation management society by designing a special standard or via other initiatives.

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.

Photo: Wonderful Copenhagen



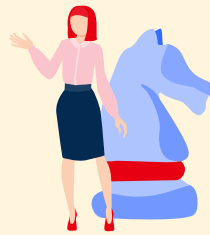
Photo: Wonderful Copenhagen



“As an association, it is really important that we are able to address legacy for all our events. We are more conscious than ever that it is becoming increasingly important to justify why events take place and what effect they have on the local destination and our members. 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.”

Iain Bitran, Executive Director at ISPIM

LEGACY PROCESS



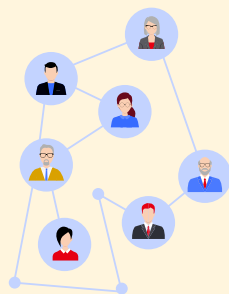
Strategic goals and societal needs

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



Objective

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.



Stakeholder involvement

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



Activity

The meetings resulted in one legacy activity:

- A workshop split in two parts with focus on sustainable digital impact

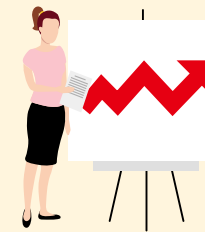
The first part of the workshop was an opportunity to present 14 Danish best practice cases from Digital Hub Denmark's various ecosystems (e.g., fintech, health tech etc.).

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.



Outputs (immediately after the activity – direct results)

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



Outcomes (+6-12 months - changed behaviour)

The **workshop** has the potential to 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 ecosystem as a need and a consensus for the idea of a specification for SDGs and ESGs.

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Impact (+1 year – societal value)

If the necessary funding is raised, a potential launch of a specification could eventually take place at one of ISPIM's future events. The launch of a specification is a long-term project, which 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. Several start-ups that are 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 is likely to increase attention and political support, which can drive an agenda with more on impact in relation to start-ups, investors, and talents.



Potential legacy (+1-3 years and beyond...)

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.