



BSI Kitemark for Innovation Management

Fuelling innovation for a competitive edge



In today's fast-paced world, innovation is the lifeblood of business success. To stand out and thrive in a competitive marketplace, organizations must continuously innovate and adapt. The BSI Kitemark for Innovation Management empowers businesses to demonstrate their commitment to pioneering practices and breakthrough solutions.

Why innovation matters

Organizations that prioritize innovation are better positioned to adapt to market changes, anticipate customer needs, and outperform their competitors. Here's why innovation should be at the heart of every business strategy:

- A study by McKinsey & Company found that 85% of executives consider innovation critical to their organization's growth strategy. However, only 6% are satisfied with their innovation performance¹.
- Research by the Harvard Business Review shows that innovative companies are 50% more likely to secure market-leading positions and maintain competitive advantages over their peers².

To foster innovation, businesses need structure, continuous improvement, and adherence to standards. The BSI Kitemark for Innovation Management helps you stand out as a leader in your industry.

What is the BSI Kitemark for Innovation Management?

The BSI Kitemark for Innovation Management is a mark of trust recognized globally. It certifies that your organization adheres to best practices in

innovation management, based on international standards and expert insights. The certification process is built around:

- ISO 56001:2024 Innovation Management System – requirements.
- Additional BSI Kitemark assessments tailored to industry-specific innovation needs.

This certification helps organizations build a robust framework to manage innovation, enhance their ability to create value, and maintain a competitive edge in the marketplace.

How to become certified to the BSI Kitemark for Innovation

Achieving the BSI Kitemark for Innovation involves a systematic journey:

Development phase: Read the BSI client guidance, align with the requirements of ISO 56001 and the additional Kitemark test measures, designed to set your innovation strategy apart.

Formal assessment: Undergo a thorough review by a BSI expert client manager.

Certification: Upon successful assessment, your organization will be awarded the BSI Kitemark for Innovation Management, symbolizing your commitment to leading-edge practices.



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A systematic approach to innovation ensures our responses to emerging market challenges are joined up and effective globally. The BSI Kitemark for Innovation Management helps us navigate the higher risks involved in innovating with our clients through an assured international standard – backed by a respected global certification leader.”

Jon Rains, Head of Innovation,
Mott MacDonald



Why choose the BSI Kitemark for Innovation Management?

BSI Kitemark for Innovation Management offers a powerful way to distinguish your business and drive success. This globally recognized certification demonstrates your commitment to innovative practices and brings multiple benefits to your organization:

Differentiate your brand

Stand out in the marketplace with a mark of innovation excellence. Displaying the BSI Kitemark showcases your commitment to innovation, earning recognition across your industry, differentiating your brand, and building trust with customers, partners, and stakeholders.

Enhance collaboration and culture

Innovation thrives in an environment that fosters teamwork, creativity, and a willingness to embrace change. The BSI Kitemark for Innovation helps you build and maintain a culture of continuous improvement and collaborative efforts.

Call us: +971 4 870 9300
E-mail us: bsi.me@bsigroup.com

Drive business growth and resilience

Certification to the BSI Kitemark for Innovation positions your organization to better navigate change, adapt to market shifts, and seize new opportunities. This certification supports sustainable growth, helping your business remain resilient in a rapidly evolving environment.

Manage risks and optimize performance

A structured approach to innovation reduces uncertainty and risk while optimizing resources and enhancing overall performance. The BSI Kitemark for Innovation helps you identify and mitigate risks early, fostering a culture of continuous learning and adaptation.



References

- 1 McKinsey & Company – Innovation for Growth Report: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/the-eight-essentials-of-innovation>
- 2 Source: Harvard Business Review – The New Rules of Innovation: <https://hbr.org/2023/05/the-new-rules-of-innovation>