



Standards Council of Canada  
Conseil canadien des normes

# The Innovation Initiative

---

Setting standards  
with Canada's  
leading innovators





---

## Setting the Standard

In Canada and around the world, innovators like you are making the rules and setting the standards that can make or break your success.

Standards ensure interoperability and connectivity while knocking down barriers. They are the keys to opening market doors. You have the choice to be a leader or a follower in creating the standards for your industry. So...which will you be?

## Consider standards at the start of your journey towards commercialization

Standards define a benchmark for the design and development of robust innovations.

Standards are published specifications that ensure the reliability of materials, products, methods, and services people use. They are established by consensus and approved by a recognized body, such as the Standards Council of Canada. Standards are based on consolidated subject matter expertise to promote optimum community benefits.

Standards are everywhere, though we may not realize it—from the outlets charging our phones to the online banking on their screens. In the big picture, standards draw the lines we colour inside. So...what if you could sketch new lines?

As an innovator, you can get involved in the development or amendment of any standard that affects your business. By taking the lead, you will help shape the standard and gain a competitive advantage in your marketplace.

### Standards can...



**Form** the building blocks for product development



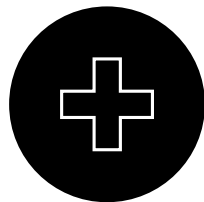
**Ensure** compatibility and interoperability



**Apply and are accepted** in many global markets



**Fuel and inhibit** international trade



**Support** consumer safety and public health



**Protect** the environment

## Reaping the Benefits

With standardization, Canada's innovations reach new heights globally and at home. Since standards reflect the views of individuals who develop them, they help innovators shape their industry, access new markets, raise the bar, and create a legacy.

Innovators also achieve commercialization through standardization, allowing them to scale up their companies, reduce development cost, and increase revenue—particularly when it incorporates protected intellectual property. Check out the full list of benefits below.

### CREATE NEW MARKETS

Develop specifications and guidelines for a new generation of solutions

Disrupt existing markets by introducing new products and services

Drive the adoption of value-added solutions that open new markets

### DRIVE INNOVATION AND IMPROVE PRODUCTIVITY

Support interoperability with complementary technologies and systems

Reduce development costs and accelerate time-to-market

Access global knowledge and technology foresight

### INFLUENCE MARKETPLACE RULES

Be first to market and secure preferential market positioning

Gain competitive advantages (e.g., performance, quality, safety)

Anticipate, influence, and adapt to new market rules

### SECURE MARKET ACCESS

Remove barriers associated with incumbent technologies and systems

Access global markets and supply chains

Ensure domestic and international regulatory compliance

### PROTECT AND EXPLOIT INTELLECTUAL PROPERTY

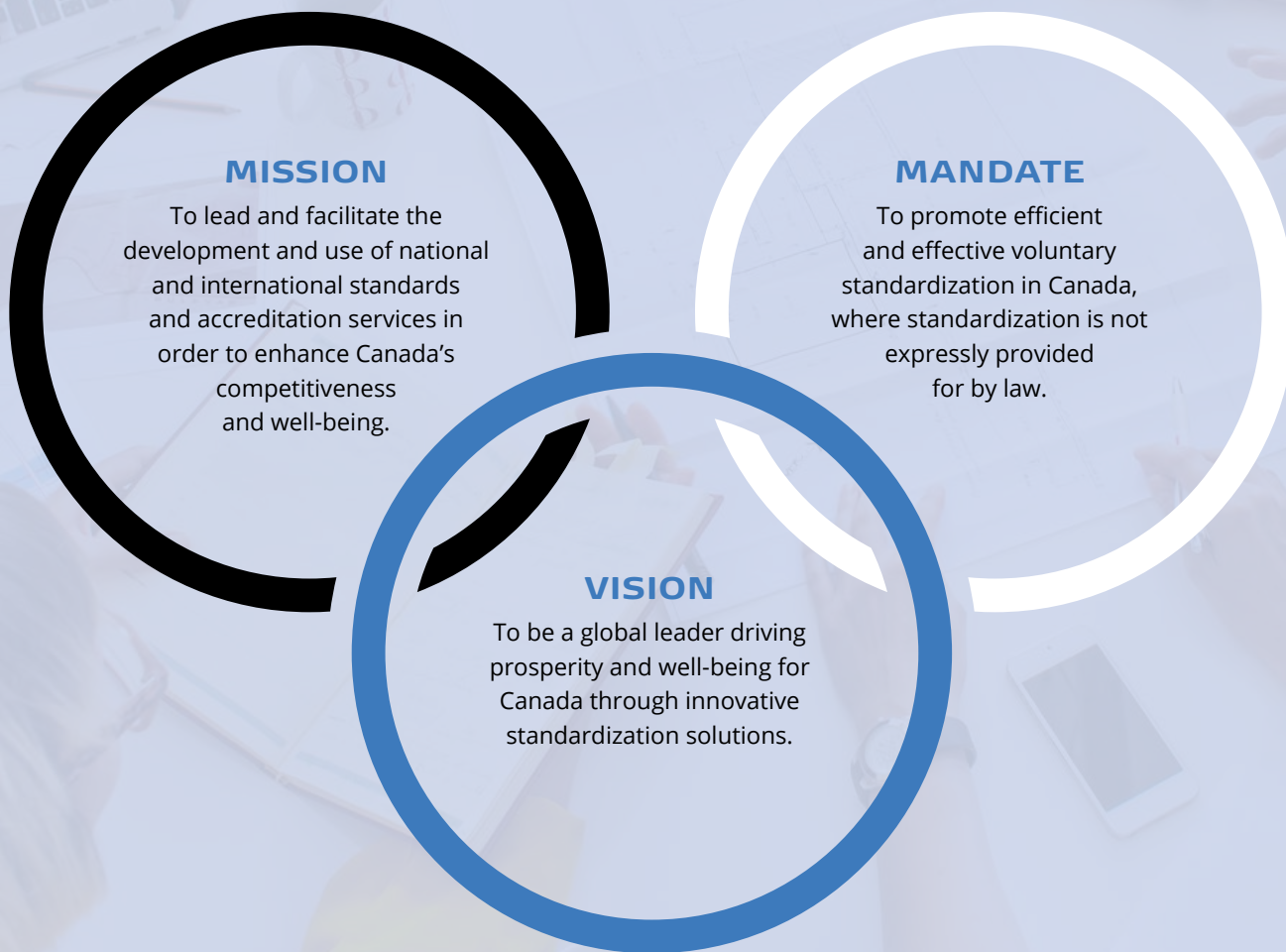
Protect intellectual property and generate revenue through licensing

Establish technology and service platforms to expand market opportunities

Encourage and facilitate complementary innovation



The **Standards Council of Canada** is a Crown corporation that works alongside Canadian innovators to develop standardization strategies, providing customized support to accelerate commercialization and remove barriers to the adoption of Canadian technologies. In doing so, we help Canadian industry access enhanced market opportunities.



## So how does the Standards Council of Canada help?

We start by working directly with Canadian innovators to provide strategic standardization advice and consultation. We coach and support them through the standards development process. Then, we cement their impact nationally and worldwide to foster the adoption of the standardization solution. In doing so, we ensure credible Canadian innovators shape the standards relevant to their market by advocating for and facilitating their involvement in the drafting process.

At home, we work to ensure new Canadian standards are referenced in applicable federal, provincial, and territorial regulations—as well as by procurement entities. SCC also gives Canadian innovations an international presence by liaising with standardization partners, embedding Canadian intellectual property in standards where appropriate, and designing third-party certification programs to facilitate market adoption and regulatory compliance.

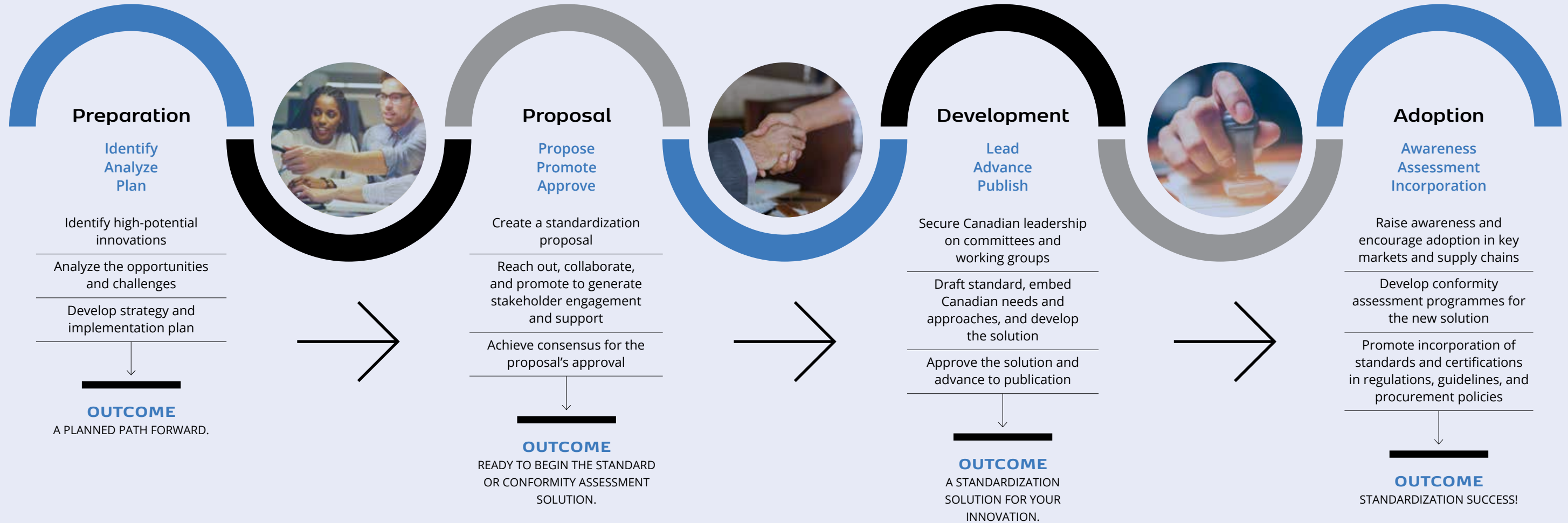
## We work with Canadian innovators to...

- **Identify the most promising innovations** that would benefit from international standardization
- **Build the case internationally** as to why Canada should be entrusted with leadership in developing the relevant standards
- **Garner support from key standardization partners and obtain approval** for new work item proposals
- **Select and support credible Canadian innovators** to be elected as chairs or secretaries of relevant technical committees in order to manage and guide the standards drafting process
- **Seek to embed Canadian intellectual property, platforms, or approaches** in standards where appropriate
- **Design supportive international certification and accreditation programmes** to facilitate international market access and regulatory compliance once standards are published
- **Engage Canadian regulators** to ensure new standards supporting Canadian innovations are referenced in relevant federal, provincial, and territorial regulations and in procurement where appropriate



# Standardization Pathway

## Every Path Has Milestones



## Standardization Success Story

We're particularly interested in emergent industry sectors where a lot of innovation—and consequently standardization—is happening. These include Artificial Intelligence, Data, and Internet of Things; Cybersecurity and Information Communications Technology; Clean-Tech, Agri-Tech, and Ocean-Tech; Advanced Manufacturing, Autonomous Vehicles, and Robotics; and Virtual Reality, Augmented Reality, and Digital Technologies.

**We've had a lot of success helping innovators break down barriers on the way to market. So, how does it work from their perspective?**

In 2016, the Standards Council of Canada began working with innovator **Dustin Olender for AML Oceanographic**. The company had been successfully exporting their oceanographic sensors for many years but had noticed a disturbing trend. In competition for tenders, manufacturers were taking liberties when listing their respective sensor's performance.

As an example, all manufacturers list accuracy in their specifications, but, unbeknownst to consumers, the manufacturers are using different tests to determine the number—differences that can significantly affect the calculated accuracy.

**For Dustin and AML Oceanographic, this created a significant barrier: how could they showcase what their sensor had to offer without a way to demonstrate how it measured up to the competition?**

Dustin knew they needed a standard that would allow them to do just that—and that's where SCC came in.

We supported AML through our Innovation Initiative to develop a proposal for a standard at the International Organization for Standardization, or ISO. To foster the development, we created a mirror committee of Canadian experts he could engage with to draft the proposal and present it.

Once approved, he became part of an international project team with experts spanning the globe. Together, and over the course of regular meetings, they drew up a standard...from scratch.

The published international standard will benefit industries like commercial fisheries, offshore drilling, dredging/construction, and hydrography by outlining device specifications that ensure consistent results and standardize performance testing and reporting.

Today, AML leads the development of this standard—helping them demonstrate their product's performance capabilities, build client networks, and increase their exports.



“The Standards Council of Canada **played an invaluable role in helping us develop an international standard for our industry**. The standard development, including the creation of a network of like-minded competitors, experts, and thought leaders, has shifted market sentiment in favour of manufacturers, like ourselves, that believe in real innovation for our customers. When you're looking to increase exports to increasingly competitive global markets, you want every advantage.

**Becoming proactive on standardization was an easy win for us.**”

DUSTIN OLENDER, AML OCEANOGRAPHIC







---

**Standardization  
helps innovators  
become leaders in  
their industry.  
Now it's your turn.**

**The Innovation Initiative** of the Standards Council of Canada guides, facilitates, and collaborates with innovators every step of the way along the path to standardization—both nationally and globally.

**Make your mark and contact us today:**

**613-238-3222  
innovation@scc.ca  
www.scc.ca**



**Standards Council of Canada  
Conseil canadien des normes**