

PRISMA

PILOTING RRI IN INDUSTRY: A ROADMAP FOR
TRANSFORMATIVE TECHNOLOGIES

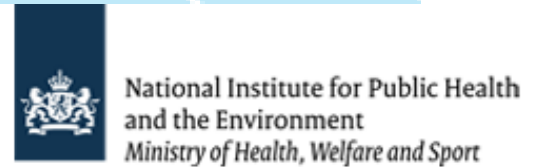


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Corporate social responsibility (CSR)

- ‘The responsibility of enterprises for their impacts on society’ (European Commission 2011)
- Still little attention for innovation and product development in CSR



RRI in companies

- Strategic innovation policy
- Product portfolio
- Employ RRI tools in product development
- Dialogue
- Branch level initiatives



Challenges for companies

- Why do it?
 - Added value versus costs
- Resources
 - Time
 - Expertise
- Integrate it into their business
 - Strategic level
 - Daily practices



RRI pilots in companies

Technology	Pilot companies
Nanotechnology	2 Companies (Italy)
Synthetic biology	3 Companies (Belgium, UK, US)
Automated Cars	2 Companies (UK, Netherlands)
Internet of Things	1 Company (UK)



Objectives pilots

In the pilots, we will help the companies to:

- Articulate a responsible strategy for their organization
- Make the business case for RRI
- Embed RRI principles in their organization



Assessment of pilots

- Reflection on and comparative analysis of pilots
- Comparison with traditional projects in the same companies
- Look at product and process dimension of RRI
- Added value of RRI



