

SAVE
THE DATE

PRISMA

Co-Creation Dialogue

A roadmap to foster social value in
business, research and innovation
strategies



Innovation



Ethics



Responsibility



Society



Stakeholders



Tools & Methods



ROADMAP

30-31 October



In partnership with



UNI – Ente Nazionale Italiano di Normazione, Via Sannio 2, 20132, Milan – Italy

The **PRISMA project** is developing a **RRI/CSR roadmap** to set a path for companies to improve the social value of their research and innovation processes, and their overall social performances. The roadmap is being developed seeking to promote a common understanding of RRI, and assist companies to:

- ✓ Embed RRI principles in specific R&I projects
- ✓ Make the business case for RRI
- ✓ Articulate a responsible strategy for their organization

The event will provide an opportunity to discuss and shape the contents of the RRI/CSR roadmap, that will be based on the outcomes of the PRISMA RRI case studies at industrial level, by other stakeholders' experiences on strategic and structural changes aiming to implement RRI and the analysis and discussion of existing CSR tools and initiatives.

Emphasis will be given also to existing norms, standards and best practices in the field of innovation and social responsibility, crucial to bring products to the market place.

The Co-creation Dialogue will explore the extent to which a roadmap can contribute to responsible innovation and business strategy, in particular when it comes to transformative technologies, such as nanotechnologies, synthetic biology, Internet of Things, and autonomous vehicles.

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