PRISMA

Innovation meets Sustainability & Responsibility
The PRISMA Industrial Roadmap

Brussels, Fondation Universitaire, June 27th, 2019

ABOUT THE EVENT

Enabling and transformative technologies could change society, with a pervasive impact on practically all industrial sectors and our daily life. Examples include applications of nanotechnologies, synthetic biology, Internet of things, and autonomous vehicles.

The complexity of both the innovation eco-system and the policy and normative conditions for these ground-breaking technologies increase the need for industries to develop long term, socially attentive strategies for innovative product development.

PRISMA has developed a road-mapping methodology, to integrate values and social impacts in innovation and product development, and promote safe, trustworthy and sustainable technological progress. The methodology is the outcome of eight pilots in R&D projects of companies that are all active in the aforementioned transformative technologies.

This event aims to:

> • Demonstrate how to achieve societal goals and industrial success by integrating sustainability and responsibility approaches,

> • Showcase PRISMA results and discuss the PRISMA RRI roadmap, exploring connection with experiences in the areas of standardization & certification, and quality, risk, sustainability and innovation management.

Questions to address in the event include:

- How are innovation, responsibility and sustainability complementary?
- What RRI actions and tools to build trust and align technology to societal needs?
- How to strengthen risk and innovation governance practices in companies?

WHO SHOULD ATTEND?

This event is addressed to all professionals willing to adopt a more responsible way of doing research and innovation in an industry setting, namely Industries, industrial associations, experts in CSR, sustainability, Responsible Research and Innovation, risk governance, quality and innovation management, and other relevant stakeholder groups.

ORGANIZATION

- Institute of Technology Assessment and System Analysis (ITAS) from the Karlsruhe Institute of Technology (KIT) – www.itas.kit.edu
- Italian Association for Industry Research (Airi) – www.airi.it

In collaboration with the PRISMA project partners and the Italian Standard Body (UNI).

PROGRAMME

08:30   REGISTRATION

Part I: Introductory Panel

Chairs: **Maria Maia:** Karlsruhe Institute of Technology (KIT), DE

Elvio Mantovani: Italian Association for Industrial Research (Airi), IT

09:00   INTRODUCTION TO THE PRISMA PROJECT

- **Ibo van de Poel**: University of Delft, NL

09:15   SUSTAINABILITY AND INNOVATION:

- Values, Ethics and Trust in technology innovation
  Hillary Sutcliffe: Society Inside, UK

- Corporate Social Responsibility at Thermo Fisher Scientific
  Michael Liss: Thermo Fisher Scientific, DE

- Green Chemistry in a Circular Economy
  Roberto Ferrigno: Novamont, IT

10:15   THE POLICY CONTEXT: STRENGTHEN SUSTAINABILITY AND OPEN INNOVATION IN THE BUSINESS CONTEXT

- Responsible Research and Innovation in and beyond Horizon 2020
  Linden Farrer: European Commission, BE
- RRI evaluation in innovation funding
  Tiina Ramstedt-Sen: Council of Tampere Region, FL

11:15   COFFEE BREAK

Part II: The PRISMA RRI Road-mapping methodology

Moderator: **Andrea Porcari**: Airi

11:45   ROUND TABLE: THE STEP-WISE APPROACH OF THE PRISMA RRI ROADMAP AND TESTIMONIALS ON ITS IMPLEMENTATION

Participants: **Giovanni Baldi (Colorobbia Consulting); Pim Klaassen (RIVM); Caroline Kranz (BASF); Maria Maia (KIT); Tom Sorell (University of Warwick)** and **Emad Yaghmaei (University of Delft)**

The six steps of the PRISMA RRI Roadmap:
1) Commitment & Leadership;
2) Context analysis;
3) Materiality;
4) Experiment & Engage (RRI actions);
5) Validation (Key Performance Indicators);
6) Roadmap Design

OPEN DISCUSSION

13:00   LUNCH

Part III: Discussion session:
Toward a consensus-based EU guidance to innovate responsibly

Discussion of a proposal from PRISMA partners to develop a CEN Workshop Agreement, starting from the project experience. A CWA is a pre-standard, a consensus-based document developed by a group of interested parties and formally recognized by CEN, aiming to provide guidance on scientific and technical issues.

Moderator: **Elena Mocchio**: Italian Standard Body (UNI)

14:00 – 14:20 **INTRODUCTION**

- Presentation of Workshop concept
  Luc van den Berghe: CEN/CENELEC

- Background to the Workshop proposal
  Andrea Porcari: Airi

14:20 – 15:40 **CEN WORKSHOP KICK-OFF: DISCUSSION ON GOALS, AND SCOPE**

- Official establishment of the Workshop on
  "A framework to develop long-term strategies (roadmaps) to innovate responsibly"
- Discussion on title and scope
- Discussion and approval of the WS Project Plan

15:40 – 16:00 **FUTURE STEPS**

- Appointment of Chairman and Vice Chair
- Appointment of Workshop Secretariat
- Organisation of the work: planning of future activities and follow-up actions

REFERENCES:
- Download and read the Project Plan of the CEN Workshop
- Download the PRISMA RRI Roadmap
- Download the PRISMA pilot RRI roadmaps (case studies)
- Look at videos and reports on the pilot experience in the PRISMA website

Closing Remarks

PRESENTERS: SUSTAINABILITY AND INNOVATION

HILARY SUTCLIFFE is the Director of SocietyInside and co-director of TIGTech, a CSO, Business, Academic partnership exploring the earning of trust in technology governance. She is also co-chair of the World Economic Forum Global Futures Council on Values, Ethics and Innovation and previously sat on the council on Human Rights, prior to that the Global Agenda Council on Nanotechnologies. She has also been involved in public and stakeholder dialogue strategy or delivery on nanotech (x3), quantum tech, robotics & social care, AI and machine learning, industrial biotech, synthetic biology & gene editing, food irradiation, high tech food innovation and broader responsibility for social and environmental issues.

MICHAEL LISS (Dr), received his PhD in 2000 from Univ. of Regensburg & Boulder gaining expertise in virology, molecular biology and directed evolution. Until 2012 he worked as a scientist in Research & Development at GeneArt GmbH. From 2012 to 2014 he was Sr. Manager Research & Development at Life Technologies, and since 2014 he is Sr. Manager R&D at Thermo Fisher Scientific. Were he is responsible for R&D projects including process development, portfolio accretion and novel applications of synthetic biology.

ROBERTO FERRIGNO has an extensive background in environmental advocacy, strategic policy advice, and EU public affairs. He held senior management positions in global and European organizations, such as Greenpeace International, the European Environmental Bureau (EEB), WWF, and Weber Shandwick. He was also the appointed national expert for Italy in the Secretariat of the Section for Agriculture, Rural Development and Environment, the Economic and Social Committee of the European Communities (ESC) in Brussels. He also worked in the Italian Agency for the Protection of the Environment (ANPA) as strategic and policy advisor to the President. Most recently, he provided expertise to members of the High-Level Panel of the European Decarbonisation Pathways Initiative, established by the European Commission to mobilize science and innovation for implementing the Paris Agreement and supporting EU climate action.

LINDEN FARRER is Policy officer in the Sector 'Mainstreaming Responsible Research and Innovation (RRI)' in the Unit RTD-B2 'Open Science' of DG Research and Innovation (European Commission). Before joining the Commission, he worked at social and health civil society organisations on European projects, primarily in Brussels, and for a local government in the south-east of England on employability. His background is primarily in the social sciences and humanities.

TIINA RAMSTEDT-SEN M.Sc. (Admin.), works as an Advisor for Regional Development and Funding in the Council of Tampere Region. Her experience in research and development of regional competiveness, renewal of manufacturing sector and development of regional innovation policy support is combined with her working experience also in private sector and Tampere Chamber of Commerce. Currently she is managing Interreg Europe funded MARIE project, in which partners from 8 European regions together improve regional public policies that support delivery of RRI to R&D. Besides the wide understanding of the regional innovation ecosystem building, she has been developing the regional instrument of Structural Funds and has a good understanding of the mechanisms of public funding for innovations.

PRISMA

POSTERS ON RRI PROJECTS

- Autonomous Patch for Real-Time Detection of Infectious Disease (A-Patch) Project
  https://www.youtube.com/watch?v=8yKgcBDqUDg

- Proactive Enhancement of Human Performance in Border Control (BODEGA) Project
  https://bodega-project.eu

- The HUB for boosting the Responsibility and inclusiveness of ICT enabled Research and Innovation through constructive interactions with SSH research (HubIT) Project
  https://www.hubit-project.eu/

- LIVING INNOVATION - Implementing RRI through co-creation of smart futures with industry and citizens (LIV.IN) Project
  https://www.living-innovation.net

- Excellence in science and innovation for Europe by adopting the concept of Responsible Research and Innovation (NewHoRRIzon) Project
  https://newhorrizon.eu/

- Smart Phone for Disease Detection from Exhaled Breath (SNIFFPHONE) Project
  https://www.sniffphone.eu

- Screening of Gastric Cancer via Breath volatile organic compounds by Hybrid Sensing Approach (VOGAS) Project
  https://cordis.europa.eu/project/rcn/220015/factsheet/en

- Interreg EU ROSIE - Responsible Innovation for SMEs project
  https://www.interreg-central.eu/Content.Node/ROSIE.html ; https://biteable.com/watch/rosie-responsible-innovation-for-smes-2055290
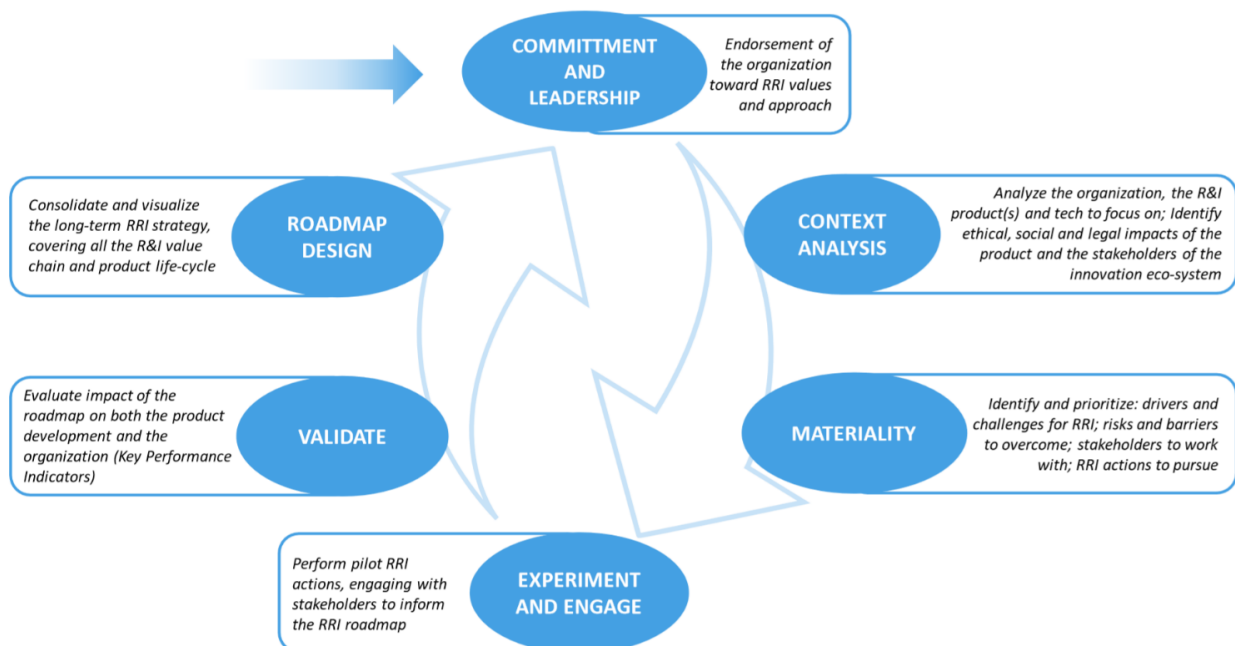
CONFIRMED DELEGATES

- Elvio Mantovani, Andrea Porcari, Daniela Pimponi, **Airi**, IT
- Carolin Kranz, **BASF**, DE
- Jonathan Hankins, **Bassetti Foundation**, IT
- Alberto Garcia-Mogollon, **British Standard Institute** (BSI Group), UK
- Kostas Iatridis, **University of Bath**, UK
- Luc van den Berghe, **CEN/CENELEC**, BE
- Giulia Bubbolini, **CISE** (Chamber of Commerce of Romagna) and **Interreg EU ROSIE project**, IT
- Giovanni Baldi and Laura Niccolai, **Colorobbia Consulting**, IT
- Agata Gurzawska, **Trilateral Research**, IE
- Ibo van de Poel, Emad Yaghmaei, Lotte Asveld, Joost Groot Kormelink, Victor Scholten, **Delft University of Technology**, NL
- Roberto Ferrigno, **Novamont**, IT
- Linden Farrer, **European Commission**, BE
- Yiannis Vacondios, **European Commission**, BE
- Marc Dreyer, **Futopedia**- Task force member for EIRMA - European Industrial Research Management Association, AT
- Tiina Ramstedt-Sen, **The Council of Tampere Region** / Pirkanmaan liitto and **MARIE project**, FI
- Veikko Ikonen, **VTT**, FI
- Elena Mocchio and Adriano Ferrara, **Italian National Standard Body**, IT
- Maria Maia and Christopher Coenen, **KIT-ITAS**, DE
- Francesca Braca, **Laboratori Archa**, IT
- Bianca Drotleff, **CSR Europe**, BE
- Patrizia Grifoni and Fernando Ferri, **National Research Council** and the **Hubit Project** (IT)
- Francesco Niglia, **Link University**, IT
- Ineke Malsch, **Malsch Techno Evaluation**, NL
- Inge van der Weijden, **Leiden University and NewHoRRIzon Project**, NL
- Erich Griessler, **Institute for Advanced Studies and NewHoRRIzon project**, AT
- Pim Klaassen, Jaco Westra and Korienke Smit, **RIVM**, NL
- Jacob Dahl Rendtorff, Department of Social Sciences and Business, **Roskilde University,** DK
- Hilary Sutcliffe, **SocietyInside**, UK
- Donato di Donato, **STMicroelectronics**, IT
- Michael Liss, **Thermofisher**, DE
- Marzia Mazzonetto, **Stickydot**, BE
- Mario Milco d'Elios, **University of Florence**, IT
- Erik Reimhult, **University of Natural Resources and Life Sciences**, AT
- Teresa Iglesias Lopez, **Vienna University of Economics and Business** and **Living-innovation project**, AT
- Tom Sorell and John Guelke, **Warwick University**, UK
- Tal Soffer, **Tel Aviv University**, IL
- Koen Janssen, **Management and Sustainability**, BE
- Hans Hõrak, **University of Tartu** and **HubIT project**, EE

WHY THE PRISMA PROJECT?

In the PRISMA project we have conducted pilot studies with eight companies to help them to better integrate RRI aspects in their innovation process and business practices. These pilots focus on technologies able to **transform production and change the relation of the company with users, suppliers and stakeholders**, by contributing to a sustainable society and to competitiveness of Europe. Technological fields considered in the pilots where synthetic biology, nanotechnology, self-driving vehicles, and the internet of things.

> **PRISMA aims** to implement Responsible Research and Innovation (RRI) for some of the major technological challenges in Europe, through a creative learning process and road-mapping exercise, exploring paths to inspire RRI in companies.

These pilots have provided case studies and good practices on Responsible Research and Innovation (RRI). Based on them, we have developed a roadmap that will help other companies active in transformative technologies to follow up on the paths to integrating RRI in their businesses. The PRISMA roadmap follows a circular process, based on six steps:

COMMITTMENT AND LEADERSHIP — Endorsement of the organization toward RRI values and approach

CONTEXT ANALYSIS — Analyze the organization, the R&I product(s) and tech to focus on; Identify ethical, social and legal impacts of the product and the stakeholders of the innovation eco-system

MATERIALITY — Identify and prioritize: drivers and challenges for RRI; risks and barriers to overcome; stakeholders to work with; RRI actions to pursue

EXPERIMENT AND ENGAGE — Perform pilot RRI actions, engaging with stakeholders to inform the RRI roadmap

VALIDATE — Evaluate impact of the roadmap on both the product development and the organization (Key Performance Indicators)

ROADMAP DESIGN — Consolidate and visualize the long-term RRI strategy, covering all the R&I value chain and product life-cycle

PRISMA PARTNERS

The PRISMA consortium consists of the following organizations:

- Delft University of Technology (TU Delft), the Netherlands (coordinator)
- National Institute for Public Health and the Environment (RIVM), the Netherlands
- Institute for Technology Assessment and System Analysis (ITAS) / Karlsruhe Institute of Technology (KIT), Germany
- Italian Association for Industrial Research (AIRI), Italy
- University of Warwick, United Kingdom

PRISMA PILOTS

HUB OF ALL THINGS (HAT)

BISIGODOS

COLOROBBIA

ARCHA SRL & TECHA SRL

RDM GROUP

SPECTRO BV

EVOLVA

AERIALTRONICS

ONLINE COURSE

Responsible Innovation: Building Tomorrow's Responsible

Start	Course Length	Estimated	Price
June 25, 2019	6 weeks	3 - 4 hrs p/week	Free

Make the Responsible Research and Innovation (RRI) approach the core of your company's Corporate Social Responsibility (CSR) and strategic policies.

This course demonstrates how RRI can help firms to be innovative, more profitable and at the same time have positive societal and environmental impact.

You will learn how organizations can evaluate their current position within RRI, rethink their strategies and develop a plan to embed RRI within their CSR and corporate citizenship strategic policies.

We will provide you with a toolkit and explain how to make the RRI approach feasible within your own organization taking into consideration stakeholder engagement, value sensitive design, sustainability, safety as well as current international standards.

Enroll Now!

Innovative Businesses

In this course we analyze the relevance of RRI, including drivers and barriers, for firms of different sizes and in different sectors, and the implications for corporate governance. We show the results and lessons learned from eight pilot studies in innovative businesses across Europe working in different areas (such as nanotechnology, data and automotive) when they integrated RRI in their innovation process and business strategy.

What you'll learn:

- Explore successful strategies for RRI and implications for corporate citizenship at business level
- Review Key Performance Indicators for CSR and RRI
- Utilize the toolkit we provide to install the processes required for RRI
- Analyze best practices from different companies across Europe
- Design a roadmap for RRI to embed in CSR policies

TUDelft

National Institute for Public Health and the Environment
Ministry of Health, Welfare and Sport

KIT
Karlsruher Institut für Technologie

WARWICK
THE UNIVERSITY OF WARWICK

Airi nanotec IT

https://www.edx.org/course/building-tomorrows-responsibly-innovative-firms

PRACTICAL INFORMATION

Venue:

Fondation Universitaire

Address: Rue d'Egmont 11 - 1000 Bruxelles, Belgium

Registration

All delegates need to register at the event's reception.