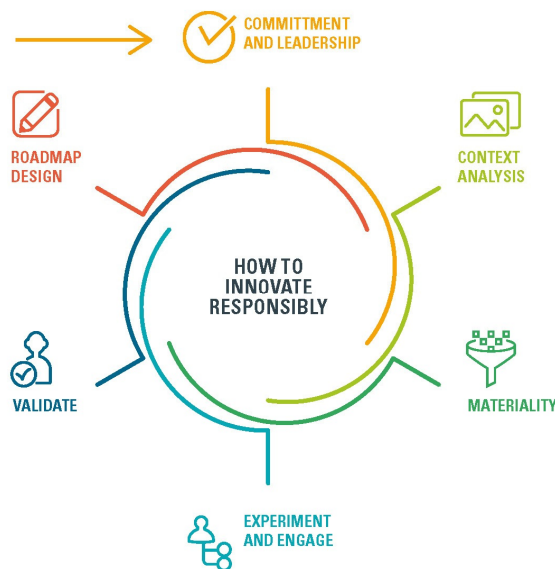# New CEN Standard: CWA 17796:2021 - Responsibility-by-design - Guidelines to develop long-term strategies (roadmaps) to innovate responsibly

Source: RRI Prisma Project: Guidelines to Innovate Responsibly - Executive Brief

The new standard CWA 17796:2021 provides guidelines to develop long-term strategies (roadmaps) for innovating responsibly, thereby helping organizations to achieve socially desirable outcomes from their innovation processes.

These roadmaps encourage a "responsibility-by-design" approach that integrates considerations of technical, ethical, social, environmental, and economic aspects all along the research, development, and design process leading to an innovation.

The document aims at all organizations and agents involved in planning and performing research and innovation and technological development.

The focus is on innovation enabled by transformative technologies.

This document has been designed to be consistent with, and to support, as much as possible, existing management system standards and management/governance standards (e.g. EN ISO 9001). Particular attention has been given to social responsibility (i.e. EN ISO 26000).

The CWA 17796:2021 is structure according to the six steps necessary for the RRI roadmap design and their goal, namely:

1. Top management commitment and Leadership, ensures endorsement of the organization toward RRI values and approach

2. Context analysis, promotes the analyze the organization, the R&I product(s) and technologies to focus on. In addition, it helps to identify ethical, social and legal impacts of the product and stakeholders of the product innovation eco-system

3. Materiality analysis, identifies and prioritizes: drivers and challenges for RRI, risks and barriers to overcome, possible stakeholders to work with and significant RRI actions to pursue

4. Experiment and Engage allow performing exploratory/pilot RRI actions and engage stakeholders to participate in the RRI roadmap design

5. Validate, evaluates the impact of the roadmap on both the product development and the organization through Key Performance Indicators (KPIs)

6. Roadmap design, consolidates and visualize the long-term RRI strategy, covering all the R&I value chain (time to market) and product life-cycle

The standard was a result of the CEN Workshop Agreement that has been drafted and approved by a Workshop of representatives of interested parties on 2021-04-21. Maria Maia (ITAS) was one of these representatives.

The standard CWA 17796:2021 document is now available, at the [UNI website](#).

Porcari et all. (2021). Responsibility-by-design - Guidelines to develop long-term strategies (roadmaps) to innovate responsibly. (CWA 17796:2021). CEN. http://store.uni.com/catalogo/cwa-17796-2021-314554

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