

Grant Agreement No.: 872550

Project Acronym: **TetRRIS**

Project Title: **Territorial Responsible Research and Innovation and Smart Specialisation**

D 4.2 Promotional Materials

TetRRIS / WP4 – D4.2

Deliverable Leader	YAGHMA
Lead Authors	Konstantina Varlami, Emad Yaghmaei
Contributors	Valerie Ziegler
Contractual Delivery Date	
Delivery Date	
Dissemination Level	Public



Funded by the Horizon 2020
Framework Programme of the
European Union

Document History

Version	Date	Author	Description
1.0.	15/06/2022	Emad Yaghmaei	
2.0.	08/08/2022	Konstantina Varlami, Emad Yaghmaei	
2.1.	08/26/2022	Valerie Ziegler	
2.1.	08/30/2022	Mika Nieminen	Review

Acknowledgement

The work described in this publication has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 872550.

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1. INTRODUCTION

Throughout the implementation and execution of pilot actions in the four pilot regions (Task 4.2), each of the pilot regions each ran short surveys to collect their regions' stakeholders' impressions on the work in progress as part of the pilot, ability to manage or control Responsible Research and Innovation (RRI), and the influence of RRI on stakeholders' assessments. A variety of materials were distributed in order to promote and raise awareness of the pilot actions within the pilot regions and to build linkages to relevant stakeholders. These promotional materials included flyers, social media content, project website curation, and GDPR-compliant personal emails. This document presents the promotional activities each region selected.

To broaden the bases of stakeholders interested in the TetRRIS project and pilot activities, promotional activities were carried out in regionally-specific manners, distinct and separate from the overall dissemination activities of the project. Reaching out to stakeholders that have not been yet directly involved, regional and scientific partners advertise the advantages of including RRI-related activities into general regional development agendas. These different types of communication materials can provide insights on tangible benefits for individual target groups as well as new options for developing future regional innovation strategies.

1.1.1 Scope and Objectives of the Deliverable

Deliverable 4.2 Promotional Materials calls for various materials to be created on a needs-basis throughout M12-23 of the project, to promote and raise awareness of the pilot actions within the pilot territories, and when appropriate, across Europe, as well as to support building linkages with relevant stakeholders. Pilot regions took on this task by creating a wide range of materials, from social media posts, to a regional tv segment, presentations, newsletters, virtual and in person presentations, and a festival, to name a few of the mediums used to increase the visibility of the pilot actions and connect with new, relevant stakeholders.

This deliverable is presenting materials and a record of promotional activities that have already been carried out by the regions. A description of each pilot's promotional activities and materials can be found in this document, including links to access them online, and included in the Annex, where possible. These promotional materials are complimentary to those created under WP 7 as part of the communication activities relating to the project as a whole. While the content of many of the materials in this deliverable overlap with that used in WP7, these materials are specifically designed to directly target the relevant stakeholders in a pilot region, using language and design elements that will best reach the intended audience for each region, respectively.

1.2 Targeted Communication to Involve Further Stakeholders

The general aims of TetRRIS are firstly to support four European pilot territories in **integrating RRI practices into their territorial research** and innovation systems and development approaches. Secondly, to promote **mutual learning and interaction** between territories. Additionally, to develop tools for good practices and policy recommendations that can be used **to integrate RRI in regional development in other European territories**. Finally, regional actors can **interact** with each other by co-designing the pilot projects, collecting data, interpreting it, presenting it, etc. Living labs are user-centered, open innovation ecosystem approach integrating research and innovation processes in real life stems based on a systematic user co-creation communities and settings. Each living lab must have 5 key elements: active user involvement, a real-life setting, multi-stakeholder participation, a multi-method approach, and co-creation.

Participants involved in some capacity with TetRRIS can take the information from one territory and apply it to another, as well as carry over **the territorial picture to the global view**. TetRRIS aims to encourage an **increase in the development of other activities carried out by regional actors**, and to provide opportunities for future regional research and innovation within different types of stakeholders.

In addition to general RRI-related regional impacts and learning effects, the project's impact can be grouped into four pillars, namely environmental, economic, social, and policy impact. The **environmental impact** places sustainability on the centre stage. Furthermore, the project poses **economic impact** by executing activities aiming to integrate into initiatives for innovation-driven economic development. The project's **social impact** includes TetRRIS actions giving room to regional stakeholders and citizens to articulate their concerns and at the same time actively contribute towards building responsible responses to overarching challenges. Finally, there are **policy impacts**, since experiences and findings from TetRRIS actions, which can be communicated as inputs to the related strategy processes and can become part of the strategy process itself.

2. PROMOTIONAL MATERIALS FOR PILOT REGIONS

2.1 Cantabria

The partners from the Cantabria region adopted communication activities to promote and raise awareness of the pilot actions within their territory as well as, when appropriate, across Europe, and to build linkages to relevant stakeholders can be found below in Table 1: Promotional Materials for Cantabria.

Table 1: Promotional Materials for Cantabria

Item	Communication Activity	Author/Source	Link
1	RRI toolkit <i>From the theory to the Practice</i>	Tecnalia	
2	<i>The Social Impact of Clusters and Learning Tools</i>	Basque Institute of Competitiveness	
3	News piece on Popular TV Cantabria (regional TV)	Popular TV Cantabria	https://twitter.com/PTVCantabria/status/1506639403527065610?t=WUwS3UB6Hl09QymzWefKcA&s=08
4	Video highlighting the results of the 2 nd workshop	Agencia de Desarrollo Local de Torrelavega	https://www.youtube.com/watch?v=GyeV405J8NQ&t=44s
5	LinkedIn post on results of the virtual workshop to validate the regional mapping	SODERCAN	https://www.linkedin.com/posts/sodercan_innovaciae_jn-cantabria-cantabria-activity-6796095586849447939-bVg1
6	LinkedIn post on the results of the 1 st workshop	SODERCAN	https://www.linkedin.com/posts/sodercan_innovaciae_jn-cantabria-tetris-activity-6859788282805465088-tyXl
7	LinkedIn post on the results of the 2 nd Workshop	SODERCAN	https://www.linkedin.com/posts/sodercan_ideas-piloto-del-laboratorio-tetris-cantabria-activity-6889924354486939649-1yU8?utm_source=linkedin_share&utm_medium=member_desktop_web
8	Roll-up	SODERCAN and EURADA	See Appendix 1

Cantabria selected to create the following communication activities and promotional materials using a range of mediums (text, video, in person, social media) to further regional awareness of the project and connect with new, relevant stakeholders. Firstly, the RRI toolkit *From the theory to the Practice* was produced, presented, and distributed through regional stakeholders. It consisted of 81 pages of practical examples and tools to implement RRI and it was produced by Tecnalia. Secondly, *The Social Impact of Clusters and Learning Tools*, was an inspiring speech in WS2 from James Wilson in the Basque Institute of Competitiveness. Activities were presented in regional TV, with popular TV Cantabria. On a regional tv channel, a news segment featuring the 2nd workshop of the Cantabria social laboratory was presented on 23 March 2022. LinkedIn posts raised awareness of the project and the specific work and activities being held in the region, and included a post highlighting the pilots on the 6 May 2021, the results of the virtual workshop to validate the regional mapping, on the 29 October 2021, the results of the 1st workshop, and on the 23 March 2022 the results of the 2nd workshop.

2.2 Tampere

In the Tampere region, project partners adopted a series of communication activities, as seen in Table 2, in order to promote and raise awareness of the pilot actions within their territory as well as, when appropriate, across Europe, and to build linkages to relevant stakeholders.

Table 2: Promotional Materials for Tampere

Item	Communication Activity	Author/Source	Link
1	RRI workshop (public/citizen engagement) co-organised with TechnologieRegion Karlsruhe	The Council of Tampere Region and TechnologieRegion Karlsruhe	https://hlf-giant-grenoble.org/
2	RRI-themed promotional video	Council of Tampere Region	https://www.youtube.com/watch?v=sD3ShDoSH-E
3	Impact assessment data and official publications	Council of Tampere Region	https://tieto.pirkanmaa.fi/
4	Annual data about innovation development	Council of Tampere Region	https://www.pirkanmaa.fi/en/regional-development-and-planning/tampere-regions-situational-picture-of-innovation/
5	Economic data	Business Tampere	https://pirkanmaantalous.fi/
6	Website for the Spring Innovation Festival	Sprint Innovation Festival	SPRINT Innovation Festival 2021
7	Presentation material	VTT	https://www.vttresearch.com/sites/default/files/2022-01/Yritysvastuun%20kiihdyttämö%20esittelymateriaali.pdf
8	Tweet relating to outcome of the challenge posed by TetRRIS at the Sprint Innovation Festival	Council of Tampere Region	https://twitter.com/pirkanmaan_liit/status/1437701361198641154?s=20&t=U_SZRuIIyywB09s1Cs5aagg
9	Article in The Council of Tampere's newsletter, January 2022	Council of Tampere Region	https://pirkanmaan-liitto.creamailer.fi/email/61efa2e9a18d6?u=MTg5NTg1Nzg4OjQ1NDM3ODoxNDE0Mzc%3D
10	Article in the Council of Tampere's Newsletter, September 2021	Council of Tampere Region	https://pirkanmaan-liitto.creamailer.fi/email/61403d1717e80?u=MTg5NTg1Nzg4OjQyMjY3MzoxNDE0Mzc%3D

11	Instagram post promoting the challenge posed by TetRRIS at the Sprint Innovation Festival	Sprint Innovation Festival	https://www.instagram.com/p/CUZx7n7NSeh/?igshid=YmMyMTA2M2Y%3D
12	<i>From thinking about responsibility to the skills shortage in the industry that manufactures solutions</i> -article	Sustainable Industry X	https://www.six.fi/post/va-stuullisuusajattelusta-ratkaisuja-valmistavan-teollisuuden-osajapulaan
13	Collaboration with actors close to industry	Sustainable Industry X Initiative	
14	Tweet about the sustainable future workshop organised in collaboration with VTT		https://twitter.com/pirkanmaan_liit/status/1437701361198641154?s=20&t=USZRuIIyywB09s1Cs5aqg

Tampere opted for the following communication activities and promotional materials. The construction of the High-Level Forum in Tampere is currently under way, to be held in November 2022. The Council of Tampere Region is organising an RRI – workshop (public engagement / citizen engagement) together with TechnologieRegion Karlsruhe. This event will be heavily marketed during the autumn locally and internationally which will create more visibility for the project and reach a broader range of relevant stakeholders. Also, RRI – themed promotional videos were created for a grassroot co-creation event on sustainable development. Moreover, impact assessment data, official publications and the most relevant economic data of innovation development is gathered together annually together with Business Tampere. Finally, in partnering with the SPRINT Innovation Festival 2021, the event was used as a platform to reach and engage students in Tampere region to co-create solutions to the challenge jointly formulated with stakeholders concerning ways to attract more versatile expertise and future experts for manufacturing industry. Finally, information of the Corporate Responsibility Accelerator Hub Pilot action was disseminated for companies through presentation material, different channels such as LinkedIn, Twitter and emailing, and by collaborating with actors close to industry (e.g., Sustainable Industry X Initiative).

2.3 Karlsruhe

Table 3 presents the communication activities that partners in the Karlsruhe region adopted for promoting and raising awareness of the pilot actions within their territory as well as, when appropriate, across Europe, and to build linkages to relevant stakeholders.

Table 3: Promotional Materials for Karlsruhe

Item	Communication Activity	Author/Source	Link
1	RRI workshop (public/citizen engagement) co-organised with the Council of Tampere Region	TechnologieRegion Karlsruhe GmbH and the Council of Tampere Region	https://hlf-giant-grenoble.org/
2	Presentation at the 5 th Regional Conference on Mobility Turnaround	TechnologieRegion Karlsruhe GmbH and the	https://regionalkonferenz-mobilitaetswende.de/

		Metropolregion Rhein-Neckar GmbH	
3	Presentation of the TetRRIS project to the State of Baden-Württemberg as part of <i>The European Green Deal and the Economy: Regional Strategies and Implementations</i>	TechnologieRegion Karlsruhe GmbH	https://rp.baden-wuerttemberg.de/fileadmin/RP-Internet/Karlsruhe/Abteilung_2/Referat_27/Europe_Direct/DocumentLibraries/Documents/Europaveranstaltung/n/211208_green_deal.pdf
4	Presentation of the TetRRIS project to the State of Baden-Württemberg as part of <i>MAKE IT GREEN! The European Green Deal on the Upper Rhine</i>	TechnologieRegion Karlsruhe GmbH	
5	3-times annual reporting on the current status and impact in the region of TetRRIS to the Supervisory Board Meeting of the TechnologieRegion Karlsruhe GmbH	TechnologieRegion Karlsruhe GmbH	
6	3-times annual reporting on the current status and impact in the region of TetRRIS to the Shareholder Meeting of the TechnologieRegion Karlsruhe GmbH	TechnologieRegion Karlsruhe GmbH	
7	TechnologieRegion Karlsruhe GmbH Website	TechnologieRegion Karlsruhe GmbH	https://technologieregion-karlsruhe.de/eu-projekt-tettris
8	Article on the start of the TetRRIS project	TechnologieRegion Karlsruhe GmbH Newsletter	https://technologieregion-karlsruhe.de/newsletter-nr-10-november-1
9	Article on first workshop with regional partners	TechnologieRegion Karlsruhe GmbH Newsletter	https://technologieregion-karlsruhe.de/newsletter-nr-7-juli/august-2021-2
10	Article on Workshop to define the pilot activity of the Karlsruhe Technology Region: Stakeholder Engagement & Living Labs	TechnologieRegion Karlsruhe GmbH Newsletter	https://technologieregion-karlsruhe.de/newsletter-nr-8-september-2021-1
11	Article on the first workshop of the practitioner network	TechnologieRegion Karlsruhe GmbH Newsletter	https://technologieregion-karlsruhe.de/newsletter-nr-5-juni-2022-1
12	Press Release on the first workshop of the practitioner's network	TechnologieRegion Karlsruhe GmbH	https://technologieregion-karlsruhe.de/presse/news-aktuell/news-detailansicht?tx_news_pi1%5Baction%5D=detail&tx_news_pi1%5Bcontroller%5D=News&tx_news_pi1%5Bnews%5D=2440&cHash=92131c2a0eb015f4ef83fda2e61c1031

13	Article on second workshop of the practitioner's network	TechnologieRegion Karlsruhe GmbH Newsletter	https://technologieregion-karlsruhe.de/newsletter-nr-7-august-2022-1
14	LinkedIn post on TetRRIS project results	Lukas Kurzmann's LinkedIn	https://www.linkedin.com/posts/lukas-kurzmann-29b18310b_project-results-tetris-activity-6852211992481075200-zU1D?utm_source=linkedin_share&utm_medium=member_desktop_web
15	LinkedIn post on TetRRIS October workshop	TechnologieRegion Karlsruhe GmbH's LinkedIn	https://www.linkedin.com/posts/technologieregion-karlsruhe-gmbh_project-results-tetris-activity-6853973846119251968-iZnb
16	LinkedIn post on the first workshop of the practitioner network	TechnologieRegion Karlsruhe GmbH's LinkedIn	https://www.linkedin.com/posts/technologieregion-karlsruhe-gmbh_breakingnews-rri-responsibleregions-activity-6927928189079982081-8-ZI?utm_source=linkedin_share&utm_medium=member_desktop_web
17	LinkedIn post on the second workshop of the practitioner network	TechnologieRegion Karlsruhe GmbH's LinkedIn	https://technologieregion-karlsruhe.de/newsletter-nr-7-august-2022-1
18	Mention in Blickpunkt, monthly magazine from the Chamber of Industry and Commerce for the Palatinate in Karlsruhe	Blickpunkt	
19	Roll-up	TechnologieRegion Karlsruhe GmbH and EURADA	See Appendix 2

Karlsruhe has conducted promotional activities in range of formats and forums. Firstly, they are co-organising an RRI workshop (public/citizen engagement) with Tampere, which will be widely published locally and internally in the lead up to the November 2022 event. The pilot has presented at two separate events organised by the State of Baden-Württemberg, connecting the project with The European Green Deal and the region. Many of the promotional activities centred around the first and second workshops for the practitioner's network, following which a press release was shared with local newspapers, a post made on LinkedIn, as well as an article included in the following edition of the newsletter. Additionally, short articles in TechnologieRegion Karlsruhe newsletters handed to several hundred executives of local companies, local and regional government officials and managers of research institutions were published. Additional LinkedIn posts and tweets have been made to inform on the happenings of the pilot actions and workflow in the region. Finally, articles and announcements on the organisation's website were also published.

2.4 Szeged-Timisoara

The Szeged-Timisoara region’s promotional activities and materials can be divided into two categories, those of DIH-World through which outreach and engagement was done with relevant stakeholders, and the promotional materials that were created by TalentMagnet to promote an increased understanding of the concept of RRI.

2.4.1 DIH-World

DUTIREG (the coordinator of DIH-World in Szeged-Timisoara) reached out to a number of relevant stakeholders in order to promote the TetRRIS project and RRI in general, as well as develop connections toward the following as potential external partners.

Table 4: Organisations Contacted as Potential External Partners for DIH-World

Item	Name of Organisation	Type of Organisation
1	Krakowski Holding Komunalny (Thermal Waste Treatment Plant - ECOincinerator)	municipal service company
2	Kraków Nowa Huta Przyszłości SA	business support organisation/ technology park
3	PNEC – Polish Network of Energy Cities	smart municipality association
4	Związek Pracodawców Klastry Polskie	business network
5	Klaster Gospodarki Odpadowej I Recyklingu	cluster organisation
6	Podkarpacki Klaster Odnawialnych Źródeł Energii	cluster organisation
7	Columbus S.A.	business partner
8	Hymon S.A.	business partner
9	Prebiel Sp. z o.o.	SME
10	EVB24.PL	SME
11	Stowarzyszenie Gmin i Powiatów Małopolski	regional municipality association
12	PLGBC Polish Green Building Council	business network
13	Platforma Przemysłu Przyszłości	business network
14	National Association of Innovative Clusters	National Association
15	ArchEnerg Cluster	Regional cluster
16	Software Innovation Pole Cluster	Regional cluster
17	Hungarian Open Innovation Cluster for Construction	Regional cluster
18	CICAT	Catalonia lighting cluster, Barcelona Spain (ELCA member)
19	CLUSTER LUMIÉRE	Lighting cluster, Lyon France (ELCA member)
20	PZPO Polish Lighting Association	Polish Lighting Industry association, Warsaw Poland (ELCA member)
21	GLV Groen Licht Vlaanderen	Lighting cluster Flanders, Leuven Belgium (ELCA member)
22	Basque Mobility and Logistics Cluster	Cluster
23	Fomento San Sebastian	Public body
24	Gaia Basque ICT cluster	Cluster
25	Confindustria SIAV	Industrial Federation

26	ICT4SSL Cluster	Venetian cluster
27	Cluster Veneto Clima ed Energia	Venetian cluster
28	Venetian Green Building Cluster	Venetian cluster

2.4.2 TalentMagnet

Table 5 presents the communication activities that Szeged-Timisoara region partners adopted for promoting and raising awareness of the TalentMagnet pilot actions within their territory as well as, when appropriate, across Europe, and to build linkages to relevant stakeholders.

Table 5: Promotional materials for Szeged-Timisoara (TalentMagnet)

Item	Promotional Material	Produced by
1	Infographic: <i>5 Keys of Responsible Innovation</i>	TalentMagnet
2	Infographic: <i>Dimensions of Responsible Innovation</i>	TalentMagnet
3	Infographic: <i>Responsible Innovation vs Corporate Social Responsibility</i>	TalentMagnet
4	Infographic: <i>What is Responsible Innovation?</i>	TalentMagnet
5	Infographic: <i>What is Responsible Innovation?</i>	TalentMagnet

Szeged-Timisoara opted to create infographics to raise awareness and increase understanding of the principles and key concepts behind RRI for the region. A total of 5 infographics were created, two of which focused on what is responsible innovation, while the others related to the 5 keys of responsible innovation, the dimensions of responsible innovation, and responsible innovation vs corporate social responsibility. These 5 easy-to-understand and visually pleasant infographics were designed for TalentMagnet partners to help them gain an initial, and better understanding of RRI. The five infographics can be found in Appendix 3.

3. CONTINUING IMPACT

The promotional materials developed as part of D4.2 sought to raise awareness of the pilot actions and their activities, and to build connections with relevant stakeholders. While the development and application of these promotional materials and activities has predominately concluded, their use may continue throughout the remainder of the pilot regions' activities. Given the relationship between D4.2 and *Task 4.3 Target Communication to Involve Further Stakeholders*, which continues until M30, the application and impact of the promotional materials will likely be used until the conclusion of Task 4.3.

APPENDIX 1: Roll-up for Cantabria

tetRRIS

TERRITORIAL RESPONSIBLE RESEARCH AND INNOVATION AND SMART SPECIALISATION

El proyecto **TetRRIS**, financiado con fondos europeos, tiene como objetivo **fomentar la investigación e innovación responsables (RRI)** en sus siglas en inglés **en el territorio de la Unión Europea**. tetRRIS lleva a 4 regiones/territorios, a sus responsables políticos y a las partes interesadas, a un viaje a través de experimentos piloto en "Responsible Research and Innovation and Smart Specialisation".

El proyecto ayudará a las cuatro regiones seleccionadas:

- ES** Cantabria
- FI** Tampere
- DE** Karlsruhe
- RO** Szeged-Timisoara
- HU**

a abordar sus desafíos sociales a nivel local y a que integren sistemáticamente las prácticas de RRI en sus sistemas territoriales de investigación e innovación (TRIS) y en sus enfoques de desarrollo y, de este modo, a impulsar conseguir una transformación impulsada por el valor".

co-organiser

SODERCAN

tecnalia

GOBIERNO DE CANTABRIA
COMISIÓN DE INVESTIGACIÓN, INNOVACIÓN, TRANSFERENCIA Y COMERCIALIZACIÓN

partners

Fraunhofer
tecnalia
YAGEMA
VTT
SODERCAN
PIRAMALLA

tetrris.eu

APPENDIX 2: Roll-up for Karlsruhe

tetRRIS

TERRITORIAL RESPONSIBLE RESEARCH AND INNOVATION AND SMART SPECIALISATION

The TetRRIS project, funded through the EU's Horizon 2020 programme, aims to foster **Responsible Research and Innovation (RRI) in the European Union**. TetRRIS is implementing pilot experiments in 4 regions/territories through which a wide range of stakeholders will be engaged in order to align RRI with a Smart Specialisation approach and governance within each region.

The project will help the following 4 regions:

- ES** Cantabria
- FI** Tampere
- DE** Karlsruhe
- FR**
- RO** Szeged-Timisoara
- HU**

to tackle their social challenges at a regional level and to systematically integrate RRI practices in their territorial systems of research and innovation, and in their development approaches to create value-driven transformation.

co-organiser

Fraunhofer ISI

TechnologieRegion Karlsruhe
High-tech meets the Good Life

partners

tecnalia YAGEMA VTT SOERACON PERAMMA Horizon Innovation

contact

<https://technologieregion.karlsruhe.de/tw-projekte/tetrris>

tetrris.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement # 87204.

APPENDIX 3: Infographics for Szeged-Timisoara

5 KEYS OF RESPONSIBLE INNOVATION

In the context of the Horizon 2020 Framework Program, the European Commission has defined RRI in terms of five "keys", which mix processual and substantive elements.

PUBLIC ENGAGEMENT

The Commission describes public engagement as being about "co-creating the future with citizens and civil society organisations" and including "the widest possible diversity of actors" in R&I processes. Researchers, industry, policymakers and civil society and their joint participation in the R&D process.

GENDER EQUALITY

The gender key assumed two meanings. Firstly, it related to fostering gender balance in research teams, research decision-making and advisory bodies. Second and more broadly, it meant giving systematic attention to gender dimensions of R&I contents; i.e., taking account of how the needs, behaviours and attitudes of people of different genders may vary.

SCIENCE EDUCATION

It is related to efforts to make scientific careers more attractive to you people. For another, it concerned raising the general scientific literacy of the population, as well as involving ordinary citizens more strongly in research through citizen-science projects

ETHICS

It is related primarily to compliance with research ethics and integrity rules and frameworks, in particular those relating to the involvement of human subjects and animals, use of human embryonic stem cells, or privacy and data protection issues. In order to adequately respond to societal challenges, research and innovation must respect fundamental rights and the highest ethical standards.

OPEN ACCESS/OPEN INNOVATION/OPEN SCIENCE

This key initially was concerned mainly with making research findings published in journal-article or monograph form available free of charge. The key was broadened, as a commitment to open science to make underlying research data freely available and encouraging its reuse, and fostering enhanced collaboration among researchers and between researchers and citizen scientists.

DIMENSIONS OF RESPONSIBLE INNOVATION

The four dimensions of RRI serve as an overarching framework for RRI, that make it easier to implement the concept of RRI.

ANTICIPATION

It involves systematically thinking through an innovation's possible direct and more indirect impacts and effects. Being anticipatory means describing and analysing those intended and potentially unintended impacts that might arise, be these economic, social, environmental or otherwise.

REFLEXIVITY

It means reflecting on values and beliefs during R&I. This includes one's assumptions, knowledge bases, possible biases, and values, and one's motives. The point is to try to determine whether there are viable alternative frames through which to view the innovation and whether such alternative frames might lead one to re-evaluate, re-design innovation.

DELIBERATION/INCLUSION

It is about engaging the wider public in the innovation process. It is about inclusively opening up visions, purposes, questions and dilemmas to broad, collective deliberation through processes of dialogue, engagement and debate, inviting and listening to wider perspectives from publics and diverse stakeholders.

RESPONSIVENESS



The purpose of practicing the above 5 dimensions is to improve the process and outcomes of R&I activities; i.e., to trigger responses to the new insights they produce. Responsiveness is the ability to change routines, structures and systems to adapt to changing circumstances and new insights

RESPONSIBLE INNOVATION

VERSUS

CORPORATE SOCIAL RESPONSIBILITY

COMPARING THE 2 CONCEPT
WHAT IS THE DIFFERENCE BETWEEN RRI AND CSR?

 <p>Responsibility should concern companies of all sizes.</p>	 <p>CSR is associated mostly with large companies and not SMEs</p>
<p>A top-down approach created in the policy world</p>	<p>A bottom-up approach functioning as a self-regulating mechanism</p>
<p>Specifically designed to affect R&I activities</p>	<p>CSR is generally applicable to all company activities, and thus also R&I</p>
<p>The main focus of RRI is ethics assessment and potential and actual social and environmental impact</p>	<p>CSR concentrates on the impact on community and environment</p>
<p>Carrying out research and innovation responsibly, with consideration for the potential impacts for society</p>	<p>CSR is a more industry-driven concept, incorporating responsible strategies such as community philanthropies to strengthen the business' profile, or the corporation's role in the market</p>

WHAT IS RESPONSIBLE INNOVATION?

Positive impacts

Negative impacts



Research, development and innovation

„A transparent, interactive process by which societal actors and innovators become mutually responsive to each other with a view to the (ethical) acceptability, sustainability and societal desirability of the innovation process and its marketable products (in order to allow a proper embedding of scientific and technological advances in our society).“ (von Schomberg 2012)

„Responsible innovation means taking care of the future through collective stewardship of science and innovation in the present.“ (Stilgoe et al. 2013).

„RRI is an inclusive approach to research and innovation (R&I), to ensure that societal actors work together during the whole research and innovation process. It aims to better align both the process and outcomes of R&I, with the values, needs and expectations of European Society. In general terms, RRI implies anticipating and assessing potential implications and societal expectations with regard to research and innovation. In practice, RRI consists of designing and implementing R&I policy that will: engage society more broadly in its research and innovation activities, increase access to scientific results, ensure gender equality, in both the research process and research content, take into account the ethical dimension, and promote formal and informal science education“

„An approach [to R&I] that anticipates and assesses potential implications and societal expectations with regard to research and innovation, with the aim to foster the design of inclusive and sustainable research and innovation.“ (European Commission)

WHAT IS RESPONSIBLE INNOVATION?



Taking into consideration ethical, social, environmental aspects

A researcher/innovator tries to predict what will be the result of his research/innovation



Trying to avoid unintended negative side effects

Positive impacts

Negative impacts



BE A RESPONSIBLE INNOVATOR!

