

# PRISMA

A roadmap to foster social value in business, research and innovation strategies | Co-Creation Dialogue

Milan, UNI - Italian National Unification Body, 30-31 October 2018



**PRISMA: Piloting Responsible Research and Innovation in Industry:  
a roadmap for transformative technologies**



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## ABOUT THE EVENT

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The PRISMA project is developing a methodology to help companies in designing long-term strategies to improve the social value of their Research and Innovation processes, and their overall social performances. The methodology 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 expected outcome is a roadmap for technology development, integrating technical, ethical and societal challenges (RRI/CSR Roadmap).

The event will provide a first opportunity to discuss how to best shape the RRI/CSR roadmap, based on the outcomes of the PRISMA RRI case studies at industrial level, and reflection on stakeholders' experiences on strategic and structural changes aiming to implement RRI.

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 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 vehicle.

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## WHO SHOULD ATTEND?

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Our international co-creation dialogue event is an excellent networking possibility for companies, industry managers and business leaders, industrial organizations, technology development professionals, research institutions, innovations management, as well as standard and certification organizations, researchers from corporate sector, experts working on Responsible Research and Innovation and social responsibility, non-governmental and civil society organizations (active or interested in social impacts of technology development).

This event is addressed to all professionals willing to develop and implement a more responsible way of doing research and innovation in an industry setting.

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## ORGANIZATION

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Institute of Technology Assessment and System Analysis (ITAS) from the Karlsruhe Institute of Technology (KIT) in collaboration with the Italian Association for Industry Research (AIRI), as well as the PRISMA project and the Italian Standard Body (UNI).

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## PROGRAMME

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DAY 1: TUESDAY, 30 OCTOBER

Part I (methodology): Comparing industrial strategies and policies on RRI, CSR and innovation management to address ethical, legal and social impacts in R&I processes

Chairs: **Ibo van den Poel**, Delft University of Technology and PRISMA Coordinator (TU Delft), NL  
**Elvio Mantovani**, Italian Association for Industrial Research (AIRI), IT

11:30 REGISTRATION

12:00 BREAKING THE ICE - SOCIAL NETWORKING – LUNCH

12:50 WELCOME

**Maria Maia**: Institute of Technology Assessment and Systems Analysis (ITAS/KIT), DE

**Ruggero Lensi**: Italian National Standard Body Director General (UNI), IT

**Ibo van de Poel**: Delft University of Technology (TU Delft), NL and PRISMA Coordinator

13:05 INTRODUCTORY REMARKS ON THE PRISMA PROJECT

**Maria Maia**: Institute of Technology Assessment and Systems Analysis (ITAS/KIT), DE

13:15 INSPIRATIONAL TALKS: METHODOLOGICAL APPROACHES TO PROMOTE SOCIAL RESPONSIBILITY, RESPONSIBLE INNOVATION, OPEN INNOVATION AND CO-CREATION AMONGST COMPANIES AND STAKEHOLDERS

**Luca Remotti**: Joint Institute for Innovation Policies, BE

**Monica Ibido**: Italian National Standard Body (UNI), IT

14:00 OUTLINE OF THE PRISMA RRI-CSR ROAD MAPPING EXERCISE: A STEP-WISE METHODOLOGY TO INTEGRATE RRI IN DECISION-MAKING PROCESSES AT INDUSTRIAL LEVEL

**Andrea Porcari**: Italian Association for Industrial Research (AIRI), IT

14:20 QUESTIONS AND ANSWERS

14:40 COFFEE BREAK

15:00 CASE STUDIES FROM RESEARCH & INNOVATION PLAYERS: STRATEGIES TO INTEGRATE SOCIAL VALUES AND SOCIAL RESPONSIBILITY IN R&I PROCESSES

**Elena González**: Versia, ES

**Luisa Fracassini**: STMicroelectronics, IT

**Timothy van Langeveld**: Aerialtronics, NL

**Samuel Rowe**: YO.TI, UK

**Samuele Ambrosetti**: RINA Consulting, IT

16:30 GENERAL DISCUSSION: DIMENSION AND KEY STEPS FOR AN RRI/CSR ROADMAP

17:30 CLOSING REMARKS OF THE FIRST DAY

19:00 DISCUSSION OVER DINNER

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## PROGRAMME

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DAY 2: WEDNESDAY, 31 OCTOBER

Part II (good practices): Experiences from the Prisma industrial pilots on principles and actions to integrate RRI in R&I and business practices

**Chairs:** **Maria Maia:** Institute of Technology Assessment and Systems Analysis (ITAS/KIT), DE  
**Andrea Porcari:** Italian Association for Industrial Research (AIRI), IT

08:00 REGISTRATION AND COFFEE

08:30 WELCOME AND WRAP-UP OF THE FIRST DAY

09:00 RESULTS OF THE PRISMA PROCESS: EXPERIENCES FROM THE RRI PILOTS

**Giovanni Baldi:** Colorobbia, IT

**Stephan Herrera:** Evolva, CH

**Francesca Braca:** Laboratori Archa, IT

**Susane Wakenshaw:** Hub of All Things, UK

10:15 RESULTS OF THE PRISMA PROCESS: OPPORTUNITIES AND CHALLENGES

**Ibo van de Poel:** Delft University of Technology (TU Delft), NL

10:35 INTRODUCTION TO THE INTERACTIVE SESSIONS

**Maria Maia:** Institute of Technology Assessment and Systems Analysis (ITAS/KIT), DE

**Andrea Porcari:** Italian Association for Industrial Research (AIRI), IT

11:00 INTERACTIVE SESSION (WORLD CAFÉ): PRINCIPLES AND ACTIONS FOR PRACTICAL IMPLEMENTATION OF RRI, TO BE INTEGRATED INTO THE RRI/CSR PRISMA ROADMAP

13:00 FINAL DISCUSSION AND CLOSING REMARKS

13:30 LIGHT LUNCH

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## WHY THE PRISMA PROJECT?

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The responsible development of new products and services is becoming increasingly relevant for companies today. Successful implementation often depends on how well the product connects to existing technological, social and regulatory frameworks. The issue of responsibility is especially pertinent with regard to system innovations that are embedded in complex social and technical environments. Societal challenges, such as growing and ageing populations, accelerating urbanization, resource scarcity, climate change, act as both drivers and challenges for innovators. Most importantly, consumers are increasingly demanding safe, healthy, affordable, as well as socially and environmentally responsible products. Companies react to this challenge by implementing more responsible practices so that they may grow their business, attract the best talent, and remain relevant to their investors.

In the PRISMA project we will conduct pilot studies with 8 companies to help them to better integrate RRI aspects in their innovation process and business practices. These pilots will possibly provide case studies and good practices on RRI. Based on the pilots, we will develop a roadmap that will help other companies to follow up on the paths to integrating RRI in their businesses. Several technological fields will be included in the pilots, namely synthetic biology, nanotechnology, self-driving vehicles, and the internet of things. These technologies are identified by the project as transformative technologies, meaning 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.

Main aim of PRISMA:

- Evidence on how RRI can **improve the innovation process**
- Integration of **RRI in the R&I and the CSR policies of 8 companies** active in the field of transformative technologies
- **CSR/RRI Prisma exemplar roadmap**, based on the 8 pilots roadmaps, that helps industries to implement RRI

**Where to obtain the roadmap and other resources?**

- At the end of the project, the roadmap will be available for download at the project PRISMA website: <http://www.rri-prisma.eu/roadmap/>
- The toolkit is already available at the project website: <http://www.rri-prisma.eu/toolkit/>

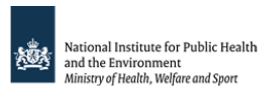
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## PRISMA PARTNERS

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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



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## PRISMA PILOTS

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HUB OF ALL THINGS (HAT)



BISIGODOS



COLOROBIA



ARCHA SRL & TECHA SRL



RDM GROUP



SPECTRO BV



EVOLVA



AERIALTRONICS

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## PRACTICAL INFORMATION

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### **Venue:**

UNI – Ente Nazionale Italiano di Normazione

Address: Via Sannio 2, 20132, Milan – Italy

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### CONTACT

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