




TAKING
COOPERATION
FORWARD

📍 Second project meeting
Zadar, Croatia, 13 March 2018

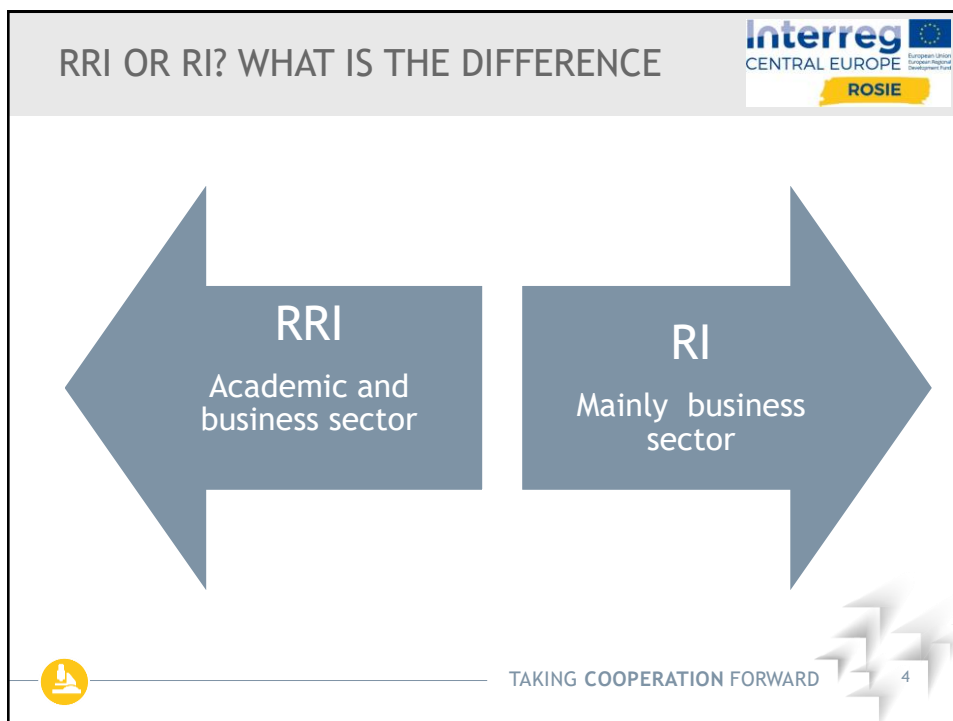
🗨️ **Overview of Responsible Innovation**

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Overview of RI

INNOVATION VS RESPONSIBLE INNOVATION	
Innovation	Responsible Innovation
Responsibility for risks	Responsibility for positive outcomes of research and innovation
„infinite growth”	„sustained growth”
Inherently good (benefits = market success)	Responsive to basic needs, reflect basic values (consumer preferences)
The faster, the better	Innovation is „managed”
Technology-oriented research and development (R&D)	Issue-oriented research and innovation (R&I)
Participants usually within the company	RI highlights a wider range of participants than the innovation



CONCEPT OF RRI

von Schomberg (2012, p. 9):

*“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)”*



RRI OR RI? WHAT IS THE DIFFERENCE

Responsible innovation (RI)

- ❖ a new concept that builds on governance approaches and innovation assessments that aim to take these ethical and societal concerns into account at the start of the innovation process.
- ❖ Its aim is to help companies anticipate and give responsible consideration to the intended and potential unintended impacts of the commercial development and use of the technology, including the potential for misuse, before the work begins (TSB RIF)



What does it mean in practice?

- ❖ we try to avoid unintended negative side effects
- ❖ a researcher/innovator tries to predict what will be the result of his research/innovation
- ❖ Taking into consideration ethical, social, environmental aspects



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THE CASE OF THE SELF-DRIVING CARS



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TRY TO ESTIMATE THE FOLLOWINGS

How far is this future (in years?)

Final-phase tests are currently under way on the public roads of how many cities?



WHAT IS YOUR GENERAL OPINION REGARDING AUTONOMOUS AND SELF-DRIVING VEHICLES?

- 1... not satisfied at all, I have fears, I do not support it
- 2...
- 3...
- 4...
- 5... very satisfied, I am excited, I would be the first user



ARE WE SURE ABOUT IT?

- Negative impacts?
- Responsible innovation?
- How?



Assignment

Please form groups (3-5 persons), and
discuss the following questions!



1. Do you think that the consideration of the environmental, ethical, social aspects of innovation process can influence innovation process?
2. Could responsibility potentially become a lever of creativity?
3. What is more important for a company? Profit or social/environmental aspects?
4. What can be the positive and negative effects of stakeholder engagement on innovation?
5. Do you think that consumers and stakeholders are more willing to cooperate with companies that are sustainable, ethical and whose products are socially desirable?
6. How do you think responsible innovation can influence the standard of living?



**Thank you for your
attention!**