

SMART-map – RoadMAPs to Societal Mobilisation for the Advancement of Responsible Industrial Technologies

Following the Kick-off Meeting, the Executive Board of SMART-map has issued the following recommendations:

A) Roadmap

- The end-goal of the project should take the form of a blueprint. This end-goal is compatible both with the budget of the project, as well as with the requirement to deliver a concrete and usable result;
- The blueprint will envisage a tool (or range of tools) that is easily usable by industrial actors without the need of first acquiring expertise in RRI. Integrating this tool in industrial innovation processes will have to be attractive and beneficial to industrial actors, i.e. embedding some of key values for industry;
- The co-creation process put in place by SMART-map will be outcome-oriented in accordance with the above-stated principles. The project will ensure that the co-construction process will generate a climate of deliberation that constructively engages with contestation. A specific follow-up teleconference will be organized to discuss how to reach this goal;
- The word “roadmap” carries several assumptions due to its history and the use in several disciplines. It is thus recommended to drop the word “roadmap” in the project and use the phrase “smartmap for responsible research and innovation”;

B) Industrial Dialogues

- The format of the Industrial Dialogues will be based on a three blocks structure (inclusion, vision, co-creation);
- The same format will be applied twice in each field, but reasonable modifications based on the previous experiences are possible;
- The Industrial Dialogue should last one and a half days;
- The language of the Industrial Dialogues will be English. If necessary, breakout sessions can be conducted in the local language if it fosters the engagement of civil society actors;
- Participants in the Industrial Dialogues will be provided with a small amount of preparatory material ahead of the event, in order to facilitate participation and engagement at the Dialogues;
- Cross-participation to events from actors of the other paired region will be encouraged; however, moderators will have to avoid that actors who have already participated in a previous dialogue - and have already developed a strong point of view – can have excessive influence on the discussion;
- The stakeholder map drawn during the kick-off meeting will guide the recruitment of participants to the Dialogues;
- The links between the stakeholders and the innovation pipelines in the three industrial fields need to be mapped. For this purpose each WP will sketch the innovation pipeline of the industrial field they are concerned with and establish how stakeholders connect to the different stages. A teleconference will be dedicated to linking stakeholders to pipeline phases;



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- The number of participants per Dialogue needs further careful evaluation, based on a list of potential participants and the budgetary affordability. Each partner will have to consider their budgets and the Executive Board will decide depending on the areas;

C) Evaluation

- The mapping of stakeholders and potential participants in the Dialogues has to be coordinated with the baseline survey;
- Ideally the stakeholder mapping should help to identify opinion leaders and iconic figures who should be preferential invitees for the Dialogues due to their potential role as multipliers.