

SMART·map

RoadMAPs to Societal Mobilisation for
the Advancement of Responsible
Industrial Technologies

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Benefits of implementing RRI

Responsible Research and Innovation is a hot topic at the academic and European policy making level. Nonetheless, evidence of benefits of RRI within the industrial realm are still scattered, but rapidly growing. The modest aim of this paragraph is to contribute to the picture as the Industrial Dialogue and the pilot experience of SMART-map revealed that the RRI approach clearly triggers a series of benefits in the industrial realm of 3DMed.

Benefits for companies

The main advantages for 3DMed companies in adopting RRI can be described as follows:

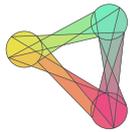
- Contributing to the self-assessment of companies and identifying new research, development and management priorities or strengthening existing ones in line with social needs;
- Reflecting on and implementing new strategies to improve the quality and the safety of products and finding new business opportunities by adopting an inclusive and participatory approach. Upstream stakeholder engagement is crucial both to identify the needs of the stakeholders and to unleash the potential of 3D printing in biomedicine, also in terms of personalisation of products;
- Understanding and anticipating uncertainties, concerns and expectations around both products and processes (for example safety, affordability and timing issues) of end users, thereby building a relation of trust with society and the market, which in turn increases the companies' reputation;
- Increasing the companies' awareness about their innovation ecosystem, enlarging the community of stakeholders and improving the relationship with them;
- Building a larger network and critical mass for the needs of the sector, and influencing innovation ecosystem governance both in terms of avoiding over-regulation for new technologies and including more voices that can prevent the development of a monopolistic system composed of a small number of big



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companies (see the pilot experience as an example for the development of a new form of certification based on the process instead of the product in the case of 3DMed that can reduce production costs while increasing the accessibility of medtech products to a wider public and favouring a further development of the sector);

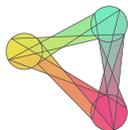
- Sharpening communication and dissemination activities, presenting RRI-compliance as an added value;
- Improving the diffusion of mass customisation and expanding market opportunities in the field;
- Providing more chances for accession to funding, intercepting the novel sensitivity of funders to social and responsible innovation.

Benefits for other stakeholders

CSOs

- Having your say and being heard in policies design of rules for innovative industrial actors, providing your point of view, perspective and expectations;
- Contributing to more fair and responsible innovation processes and to the release of safer, cheaper and societally aligned industrial products and services;
- Being rewarded for your ideas, time and energy in co-design innovation exercises;
- Being in contact with a broad range of stakeholders and potential collaborators and allies;
- Bringing patients at the centre stage of healthcare, instead of a technocratic approach.





Policymakers

- Designing policies, which properly address industrial and societal needs and expectations that can get citizens closer to institutions with a renewed relationship based on transparency and trust;
- Igniting a virtuous system, which promotes the advancement of responsible industrial innovation and effective and socially personalized healthcare;
- Mapping formal and informal actors to participate in existing and emerging innovation ecosystems;
- Identifying barriers and needs (e.g. normative, infrastructural, etc.) that prevent a full development and exploitation of enabling technologies in healthcare.

Funders

- Identifying and interacting with reliable innovation players that are in close contact with their local innovation ecosystem and stakeholders, and by this way improving the ability to devise long-term strategies.

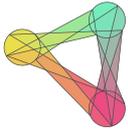
Key messages

The Industrial Dialogue workshops and the pilot experience triggered an important learning process about the way RRI is perceived by different stakeholders, including the role that industry plays.

The Dialogues delivered the following key messages:

1. RRI should not be discussed as an abstract concept: the application of RRI should be embedded in addressing the key challenges in the field rather than solutions to enable industry to address those challenges in an “RRI way”.
2. Current innovation models and experiences already include RRI principles and practices even if they are not labelled as RRI. Providing a broader knowledge of RRI to industrial actors and other key stakeholders in the innovation ecosystem (through training exercises) can help to identify RRI features already in place and





exploit RRI-compliance (through communication means and actions) as a strength for companies.

3. Co-design and co-construction processes, which incorporate the participation of different stakeholders, are relevant practices for the RRI implementation and can be seen as an effective approach to discuss and revise rules and needs for the whole innovation sector.
4. The participation of the societal actors (such as civil society, patient representatives, etc.) in the 3DMed process could increase the public awareness and strengthen public acceptance of 3DMed technology in society. What is more, involvement of societal actors can contribute to deliver better products/services that are more in line with market expectations and needs.

