

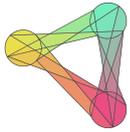
## Benefits of implementing RRI

### Benefits for companies

From the examples provided in the previous section it is clear that adopting RRI practices in the industrial context has a number of potential benefits that fall in more general terms under the following categories:

- **Better definition of the strategic positioning of the company in the market**  
Engaging in multi-stakeholder activities around design and planning of company products allows better understanding of the network of relationships characterising the target markets, and therefore better opportunities for positioning and future actions, very useful in planning the business;
- **Anticipation of the trends in demand and market response**  
The open, and multi-actor discussion of the demand for companies' services and products, as well as the feedback on the existing ones, allows better definition of future trends, and therefore the anticipation of market needs the company can target with future products;
- **Improved relationships with Key Opinion Leaders**  
The involvement of KOLs in initiatives where they can have directly a voice in the participatory design of products, strengthens the company relationship with them, and therefore improves the support to existing products as well as the general reputation of the company;
- **Better definition of the space of responsibilities of the company**  
The adoption of RRI practices in the company activities facilitates a better understanding of the responsibilities of the company towards all actors involved in the market, and improves the understanding of the responsibilities towards society as well as the opportunity to engage in new activities to better address them;
- **Identification of new business opportunities and new products**





Understanding existing gaps and implicit demands, that only emerge when all actors are involved in RRI processes, opens the opportunity for the company to establish new businesses and identify new products to address previously uncovered needs;

- **Improvement of existing products**

Participatory design activities, even when they involve non-experts, can generate new powerful ideas to improve existing products, particularly if these RRI practices address the early phases of design;

- **Generation of new collaterals for existing products**

The demand for information and communication, as well as the production of materials addressed to different audiences, which emerges when multiple stakeholders interact to discuss products, highlights opportunities to produce new collaterals and strengthen the scientific support for the existing offer;

- **Participation and promotion of communities**

Multi-stakeholder dialogues, and similar RRI instruments, improve the understanding of the role of the company within the community, but highlight also the opportunities for playing an active part in promoting the community and the interaction between all players.

## Benefits for other stakeholders

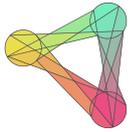
- **Better tailored products and services**

The widespread introduction of RRI practices within the industrial innovation process leads to the improvement of existing products and services, which can better take into account social needs, expectations and challenges faced by the end users.

- **Opportunity to interact with industrial players**

Multi-stakeholder RRI activities represent a unique opportunity for stakeholder groups such as policy makers and CSOs to interact directly with private companies in a constructive and sensible way, and establish new collaborations.





- **Access to knowledge sharing and training opportunities**

The involvement in company-led participatory activities represents a great opportunity for external stakeholders to better understand specific industrial products, share doubts and ideas with their peers, but also suggest ideas and needs for specific training opportunities which can be provided by the company.

- **Recognition and rewarding**

RRI practices lead to the recognition of external stakeholders' expertise (i.e. doctors and patients), based on their experience of the company product or service, as well as rewarding of their contribution, both at individual level or through societal groups (CSOs).

- **Visibility**

CSOs such as patients' associations can gain visibility and recognition by getting involved in RRI practices with private companies. Their role as key players in responsible innovation practices is therefore reinforced.

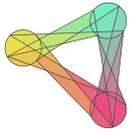
- **In some cases, scaling up and new business opportunities**

Bottom-up innovations are more and more frequent in the biomedical field. Innovation in Precision Medicine requires highly specialized skills and equipment. Nonetheless, innovative ideas emerging from collaborations between companies and external stakeholders (e.g. patients, caregivers, etc.) can lead to new business opportunities and shared benefits for all actors involved.

- **Involvement of the private sector in RRI processes**

Within the RRI community, industry is often considered the hardest stakeholder group to get involved in RRI processes. Providing successful examples – such as the SMART Map pilot – can be a powerful tool both for European policy makers and Civil Society Organizations to motivate companies in the field of Precision Medicine to adopt RRI practices.





## Key Messages

The Industrial Dialogue workshops, followed by the Pilot testing of a specific tool, triggered an important learning process about the way RRI can be implemented within the industrial context, and how this process is perceived by the stakeholders involved.

The Dialogues and Pilot process resulted in the following key messages:

1. RRI should not be discussed as an abstract concept: the conversation about the implementation of RRI principles cannot be carried out without linking it to the concrete needs, challenges and opportunities in the innovation field in which RRI is embedded;
2. Some experiences in industry already include RRI practices, but without necessarily labelling them as such;
3. RRI seems embedded “de-facto” in initiatives proposed by mixed stakeholder groups (co-design). In order to concretely implement these initiatives in a company, two commitments are crucial: to implement concrete actions emerging from the process, and to guarantee its continuity in the long term.
4. Any tools addressed to industry would need framework measures carried out by other stakeholders in order to be implemented, and the participation of numerous players in order to reach the final goals.
5. RRI practices often entail unexpected business opportunities. It is important to be open and responsive during the process, and therefore prepared to capture new ideas and market trends beyond the expected outcomes.

