



Societal Mobilisation Goals

Where the multi-stakeholder activities believe the sector should go

- **The need to approach RRI as an ecosystem:** it is essential to build and maintain interactions among different players at all levels of the innovation process.
- **The need to establish framework conditions:** it is pivotal to implement standards and certification processes as well as incentives and rewards that could promote RRI practices.
- **The need to invest in communities:** there is a clear need for virtual and physical meeting places, to foster cross-stakeholder collaboration and build communities who practice RRI.

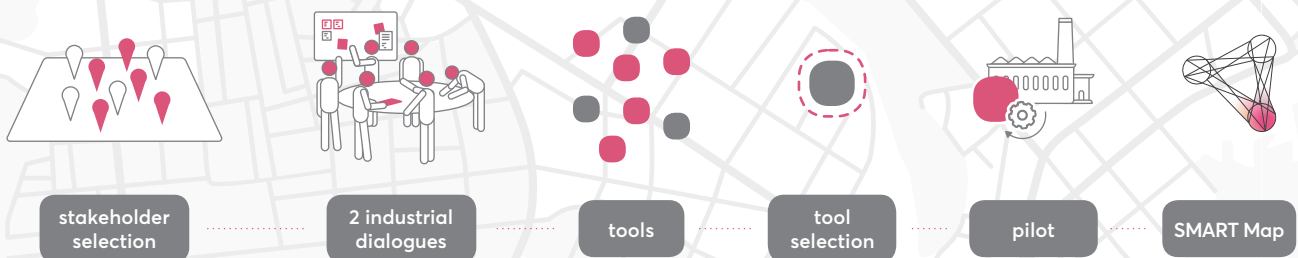
How the SMART Map has been drafted

The SMART Map is the outcome of a process that began with two workshops, the **Industrial Dialogues**, that took place in **Aarhus** (Denmark) and **Valencia** (Spain). A broad range of stakeholders participated in the workshops and produced a number of proposals of RRI Precision Medicine toolboxes.

One of the toolboxes has been tested at **IMEGEN**, a Spanish SME specialized in genetic studies and partner of SMART-map.

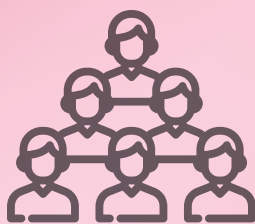
The Aarhus and Valencia Industrial Dialogues

- 37** participants
- 16** actors from the Industry sector
- 5** Civil Society Organisations
- 3** research institutions
- 6** complex toolboxes co-designed by participants



The pilot phase: testing one of the RRI toolbox in the Precision Medicine industrial context

IMEGEN has tested the introduction of an **end-user advisory panel**, which involved patients and doctors and was aimed at experimenting a new approach to a product they are launching on the market. The product is a genetic diagnostic service used to sequence the coding part of the genome. Based on the pilot experience, the company has elaborated **eight concrete actions** that address important needs and expectations in terms of **awareness, training and communication**.



The tool:
End-user Advisory Panel
Pilot organization:
IMEGEN



“Participating in the SMART-map pilot has provided us with a new vision of the concrete needs which surround our products. It has also contributed to portray to society the image of IMEGEN as a company which is aware of the social and ethical problems that genetic testing entails. We believe that in addition to the short-term concrete impact, measurable in terms of actions which we are already implementing, adopting RRI approaches and tools in the future and implementing them in our daily activity will allow us in the long term to have a better connection to real societal needs in the area of precision medicine.”

Mari Carmen Álvarez – IMEGEN

