RESPONSIBLE INNOVATION COMPASS

Self-check tool
Question set

Company Management

This section includes questions on how Responsible Innovation is integrated into your company's goals and governance, including how you ensure that employees are empowered to facilitate Responsible Innovation.

Idea generation & research

This section will ask you about practices that your company follows at the beginning of an innovation, from idea inception and research to selection for further technical development.

For many SMEs with limited resources, it may be most important to invest in aligning these stages with responsible innovation principles, as the consideration of responsibility aspects in the initial stages of any innovation can make the greatest impacts on responsible outcomes.

Development & Testing

This section covers all activities related to the development phase of the innovation process. It addresses decision-making about production, testing, and market entry. It also deals with the issue of safeguards from unintended negative effects.
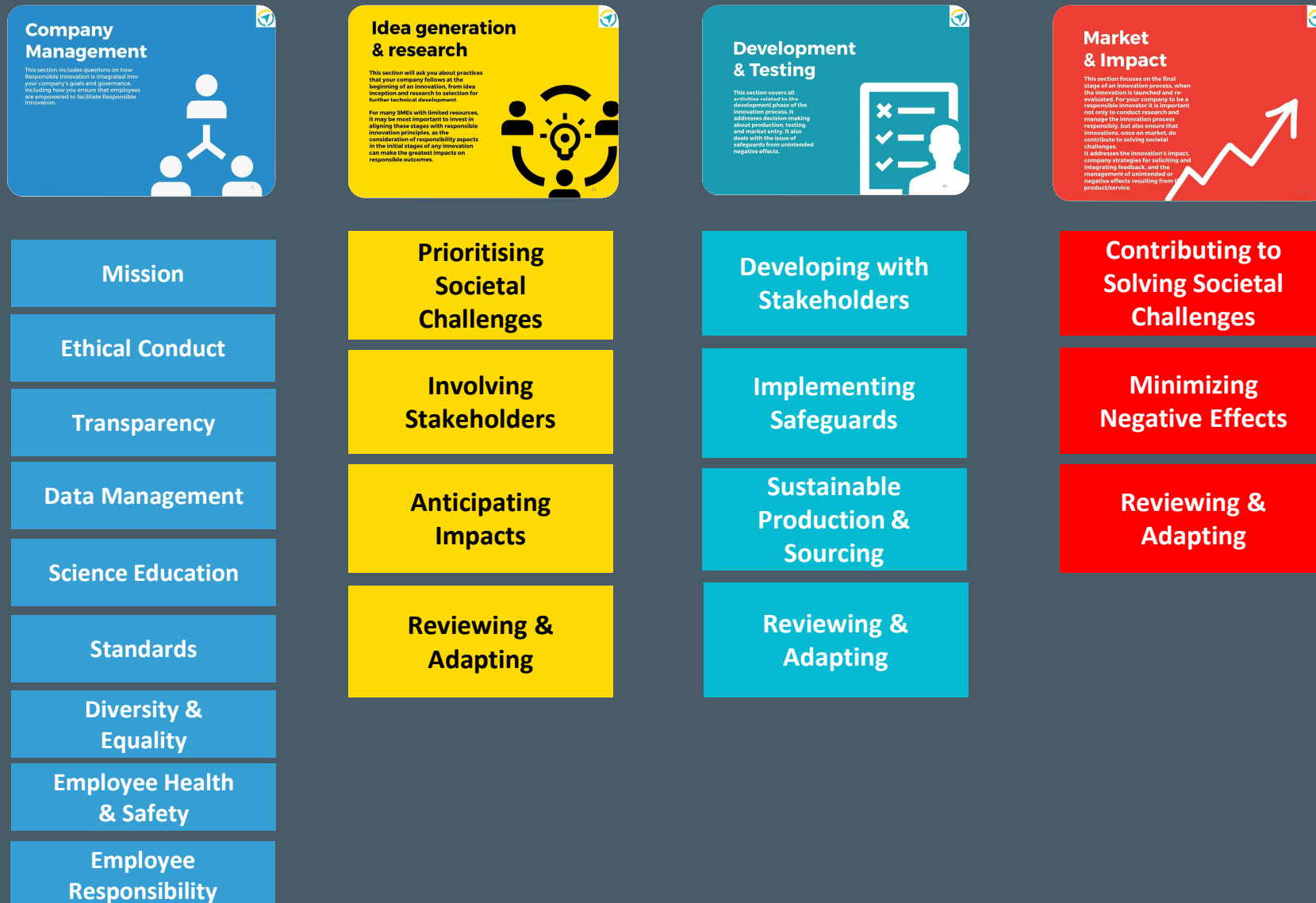
Market & Impact

This section focuses on the final stage of an innovation process, when the innovation is launched and re-evaluated. For your company to be a responsible innovator it is important not only to conduct research and manage the innovation process responsibly, but also ensure that innovations, once on market, do contribute to solving societal challenges.

It addresses the innovation's impact, company strategies for soliciting and integrating feedback, and the management of unintended or negative effects resulting from the product/service.

Responsible innovation themes across company management functions

Company Management
This section includes questions on how Responsible Innovation is integrated into your company's goals and governance, including how you ensure that employees are empowered to facilitate Responsible Innovation.

Idea generation & research
This section will ask you about practices that your company follows at the beginning of an innovation, from idea inception and research to selection for further technical development.

For many SMEs with limited resources, it may be most important to invest in aligning these stages with responsible innovation principles, as the consideration of responsibility aspects in the initial stages of any innovation can make the greatest impacts on responsible outcomes.

Development & Testing
This section covers all activities related to the development phase of the innovation process. It addresses decision-making about production, testing, and market entry. It also deals with the issue of safeguards from unintended negative effects.

Market & Impact
This section focuses on the final stage of an innovation process, when the innovation is launched and re-evaluated. For your company to be a responsible innovator it is important not only to conduct research and manage the innovation process responsibly, but also ensure that innovations, once on market, do contribute to solving societal challenges.
It addresses the innovation's impact, company strategies for soliciting and integrating feedback, and the management of unintended or negative effects resulting from the product/service.

Company Management	Idea generation & research	Development & Testing	Market & Impact
Mission	Prioritising Societal Challenges	Developing with Stakeholders	Contributing to Solving Societal Challenges
Ethical Conduct	Involving Stakeholders	Implementing Safeguards	Minimizing Negative Effects
Transparency	Anticipating Impacts	Sustainable Production & Sourcing	Reviewing & Adapting
Data Management	Reviewing & Adapting	Reviewing & Adapting	
Science Education			
Standards			
Diversity & Equality			
Employee Health & Safety			
Employee Responsibility			

Company Management

This section includes questions on how Responsible Innovation is integrated into your company's goals and governance, including how you ensure that employees are empowered to facilitate Responsible Innovation.

Company Management

- Mission
- Ethical Conduct
- Data Management
- Transparency
- Science Education
- Standards
- Diversity & Equality
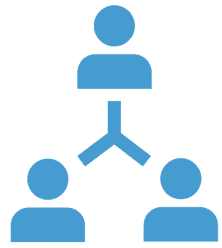- Employee Health & Safety
- Employee Responsibility
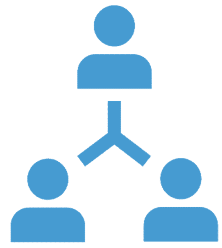
Company Management

Mission

A documented commitment to the key principles of Responsible Innovation at the highest level of company management is invaluable to guide the company's innovation activities towards responsibility. Such commitment can be documented in the mission statement or other way.

1. Does your company's mission statement, or any corresponding document, include any of the following principles of Responsible Innovation?

- ❑ Pursuing innovations that can improve lives and/or environmental sustainability
- ❑ Developing innovations in consultation with users and society
- ❑ Contributing to the advancement of science by sharing data with others
- ❑ Increasing public understanding about scientific progress
- ❑ Other, please specify:
- ❑ We follow (some of) the above principles but have no mission statement or corresponding document.
- ❑ We do not include any of the above in our mission statement or corresponding document.

Company Management

Ethical Conduct

Internal policy documents such as a Code of Ethics or a Code of Conduct (henceforth "Codes"), can help in ensuring that certain Responsible Innovation principles are observed and maintained in all company dealings. These Codes are an agreed standard of ethical and responsible conduct in research and innovation which guide employees on company values and principles when making decisions.

2. Which of the following principles of Responsible Innovation are addressed in your company's Code of Ethics, Code of Conduct or corresponding document?

- ❑ Ethical research conduct
- ❑ Avoiding the pursuit of innovations that can potentially harm people or the environment
- ❑ Responsible management of research data
- ❑ Disclosure of potential conflicts of interest
- ❑ Disclosure of research and innovation funding sources
- ❑ Consultation of a diverse set of stakeholders at various stages of an innovation process
- ❑ Special care for vulnerable research participants
- ❑ Experiments with animals in line with the "three Rs": Replacement, Reduction and Refinement
- ❑ Other, please specify:
- ❑ We follow (some of) the above principles but have no Code of Ethics, Code of Conduct or corresponding document.
- ❑ We do not specify any of the listed principles in our or corresponding document.
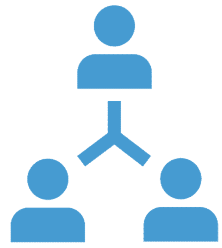
Company Management

Ethical Conduct

3. Which of the following statements applies to your company's Code of Ethics, Code of Conduct or corresponding document?

- ❑ The document is publicly accessible.
- ❑ The document is reviewed periodically.
- ❑ Employees have been involved in the development of the document.
- ❑ External stakeholders have been involved in the development of the document.
- ❑ Existing standards or tools were used to define the contents of the document.
- ❑ The document specifies guidelines and procedures for dealing with breaches.
- ❑ New employees are informed about the document, its contents and enforcement.
- ❑ Employees are regularly trained on how to make sure the contents of document are enforced within the company.
- ❑ The document outlines employee responsibilities.
- ❑ Other, please specify:
- ❑ We have no such document. / We have such a document but none of the above apply.
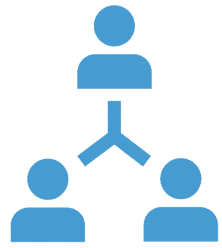
Company Management

Ethical Conduct

4. Does your company have access to a body or individual that acts as an ethics advisor; such as e.g. an ethics committee? If so, which of the following apply?

- ❑ The terms of reference are publicly available.
- ❑ Approval is required for human participation or animal experiments in research and development.
- ❑ Tasks include feedback about research studies and conveying concerns and complaints.
- ❑ Its members receive relevant training on a regular basis.
- ❑ Other, please specify:
- ❑ We do not have access to such a body or individual. / We have access to such a body or individual, but none of the above apply.
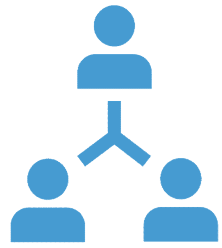
Company Management

Ethical Conduct

5. Which of the following apply to your company's handling of concerns about the company's research or innovations?

- ❑ We specify what concerns should be reported (e.g. health and safety concerns, ethical issues, risks).
- ❑ We publish contact details for reporting concerns.
- ❑ We specify protection measures for persons expressing concerns (e.g. confidentiality, rights).
- ❑ We specify procedures for investigating reports of misconduct.
- ❑ We have rules for maintaining records in place.
- ❑ Other, please specify:
- ❑ We specify none of the above.
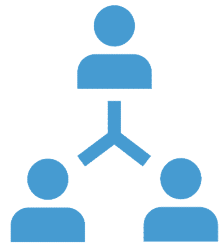
Company Management

Ethical Conduct

6. Are any of the following groups represented in a decision-making capacity in your company (e.g. on an advisory board)? Select all that are represented:

- ❏ Customer representatives
- ❏ End-user representatives
- ❏ Civil society organisations
- ❏ Academic experts or industry experts
- ❏ Consumer bodies
- ❏ Trade unions
- ❏ National governments
- ❏ International governing bodies
- ❏ The general public
- ❏ Other, please specify:
- ❏ None of the above
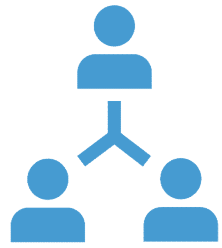
Company Management

Transparency

Disclosure and transparency are key to stakeholder trust in company innovations.

7. Does your company make any of the following information public?

- ❑ Sources of research funding received
- ❑ Involvement in research consortiums or partnerships with other companies
- ❑ Research methodologies used
- ❑ Product/service impact assessment results
- ❑ Supply chain Codes of Conduct
- ❑ Joint use of research data with third parties
- ❑ Joint use of user-generated data with third parties
- ❑ We make none of the above information public.
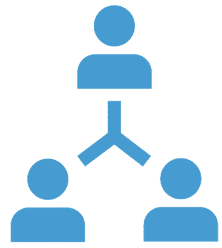
Company Management

Data management

Responsible data management is a key element in Responsible Innovation. Whether data is collected during basic research, during product testing or generated by the users, it has to be gathered and managed with respect to personal privacy and ethical data management.

8. How does your company ensure ethical management of (research) data?

❑ Users' personal or other sensitive data is not shared with third parties.

❑ Data storage is secured and remains inaccessible to unauthorized third parties.

❑ Data storage is protected against disaster and risk as long as the respective data is in use or until terminated.

❑ When data is no longer in use or the legally required time to maintain it has expired, it is destroyed in a way that guarantees off- and online data protection and irreversibility.

❑ Our measures to ensure protection of data during sharing, re-use, and distribution go beyond the legal requirements applicable to our company.

❑ Other, please specify:

❑ We have none of the above measures in place.
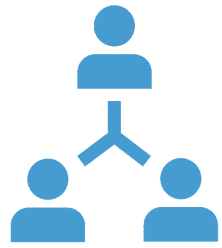
Company Management

Data management

9. Does your company share research data with third parties for a public good?

- ❑ Non-sensitive and non-personal user-generated or research data is shared, if it has a potential to solve societal challenges.
- ❑ Research output data (such as analysis and publications) are made openly accessible.
- ❑ Precompetitive research data is shared.
- ❑ We decide on a case-by-case basis.
- ❑ Other, please specify:
- ❑ We do not share or make any data openly accessible.
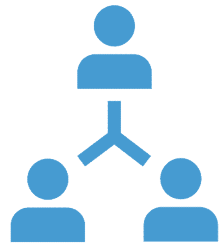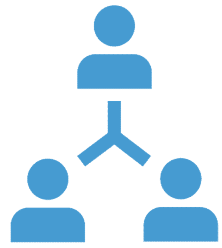
Company Management

Science Education

A public dialogue about the scientific background of your innovations could increase scientific understanding of the innovations and their positive effects, thereby increasing acceptability of your product/service.

10. Does your company engage in any activities aimed at raising public awareness about the science behind your innovations?

- ❑ We collaborate with universities or other educational institutions.
- ❑ We host Open Door Days for the public.
- ❑ We publish background information or give interviews in non-scientific media (e.g. newspapers, magazines, blogs).
- ❑ We organise, or participate in, events targeted at the general public.
- ❑ Other activities, please specify:
- ❑ We do not engage in any activities aimed at raising public awareness about the science behind your innovations.
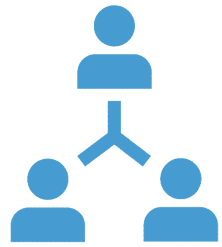
Company Management

Standards

Implementing standards helps establish norms that relate to minimum requirements for products and services, and guides developers and providers towards responsible practice. In this question 'standards and regulations' can be taken to include relevant quality guidelines and Codes of Practice related to the sector.

11. How does your company address relevant standards and regulations relating to your industry or products/services?

❑ We constantly monitor developments of standards and regulations at national and international levels.

❑ We improve our processes, products and services in preparation for expected regulatory changes and future standards.

❑ We engage in, and support, the standards and regulatory development in our field.

❑ None of the above
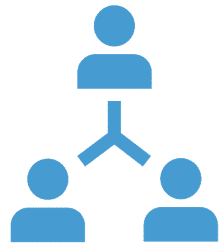
Company Management

Diversity & Equality

Diversity management in recruitment and retention can help in attracting employees with high potential regardless of their gender, age, ethnicity, or physical abilities. Women especially remain underrepresented in science-related fields. In order to tap into the full potential of the total workforce, a non-discriminatory recruitment and retention practice is required.

12. How does your company ensure non-discriminatory (e.g. in terms of gender, age, ethnicity, religion, physical abilities, marital status, sexuality) recruitment practices?

❑ Recruitment staff are trained in gender and diversity issues.
❑ Job interviews are conducted by diverse interviewers.
❑ Job descriptions are clear about the requirements of the job, in order to provide an objective basis for recruitment.
❑ In case of equal credentials among candidates, preference is given to underrepresented groups (e.g. women).
❑ Other, please specify:
❑ None of the above

Company Management

Diversity & Equality

13. How does your company support employees in managing balance between work and private life?

- ❑ Leave opportunities (e.g. sabbatical, parental leave)
- ❑ Child care arrangements for employees (e.g. offsite subsidized child care)
- ❑ Measures to support breastfeeding mothers (e.g. lactation rooms)
- ❑ Prayer rooms for religious employees
- ❑ Meetings are not scheduled in the early morning or the late afternoon to make sure staff members with caring duties or other private obligations can take part.
- ❑ Flexible work time arrangements
- ❑ Part-time work arrangements
- ❑ Support for dual careers by helping partners to find employment in case of relocation
- ❑ Other, please specify:
- ❑ None of the above
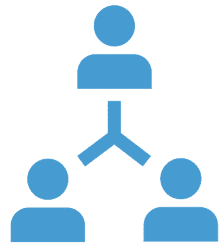
Company Management

Diversity & Equality

14.Which of the following career development practices are implemented in your company?

- ❑ Unbiased staff performance appraisals
- ❑ Transparent career paths and requirements
- ❑ Internal mentoring opportunities
- ❑ Trainings appropriate to staff development needs
- ❑ Trainings organised during paid working time
- ❑ Training schedules respect employee family care or other personal duties
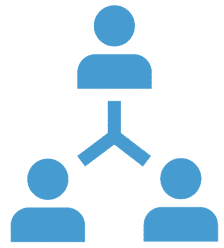- ❑ Other, please specify:
- ❑ None of the above
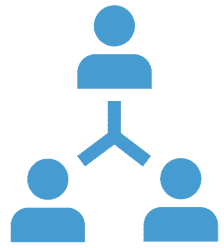
Company Management

Diversity & Equality

15. How does your company ensure transparency and equality in remuneration and benefits?

❑ Our pay and benefit schemes are made transparent to all employees.

❑ We publicly report our equal pay statistics.

❑ We strive to make all additional benefits (e.g. training) equally available to all staff members regardless of their gender, marital status, religion, age, or any other diversity dimension.

❑ Other, please specify:

❑ None of the above.

Company Management

Diversity & Equality

16. How does your company protect your employees against harassment?

- ❑ We have an anti-harassment policy.
- ❑ We conduct harassment prevention training.
- ❑ We have an anonymous complaints procedure (including reporting of incidents, protection for whistle-blowers, and support of harassment victims).
- ❑ Managers are held accountable to the principles of respectful behaviour in communication and interaction.
- ❑ Other, please specify:
- ❑ None of the above
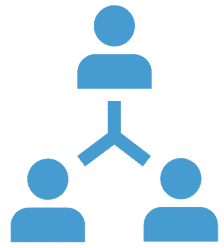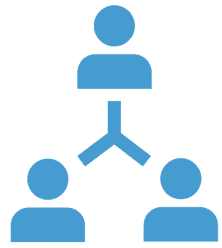
Company Management

Employee Health & Safety

Responsibility in Research & Innovation starts with the protection of employees by ensuring their health and safety. The following helps you to self-assess how well you manage employee health and safety.

17. How does your company ensure health and safety of employees involved in development, manufacture, distribution, use, disposal, and recycling of products?

❑ We have a written health and safety policy in place.

❑ Regular health and safety trainings are organised.

❑ We have a formalised system for employees to report their health and safety concerns.

❑ Safety procedures are available on site for all employees and visitors.

❑ Routine internal and external inspections are conducted and analysed for possible improvements.

❑ Safety issues and accidents are archived.

❑ We disclose the standards and protocols used for ensuring health and safety.

❑ Other, please specify:

❑ None of the above

Company Management

Employee Responsibility

Decisions that may affect how beneficial company products and services will be to society are made by employees. In order to ensure that innovation activities are managed responsibly and innovations are created that benefit society, all employees should be enabled to implement Responsible Innovation practices within their scope of work.

18. How are employees in your company empowered to conduct Responsible Innovation?

- ❑ Employees receive environmental awareness training.
- ❑ Employees receive social awareness training.
- ❑ Employees are trained on gender and diversity issues related to the company's products and services.
- ❑ Employees receive interdisciplinary training.
- ❑ Employees are encouraged to reflect on purpose and the potential impact of the company's research and innovative solutions.
- ❑ Employee feedback/performance reviews include aspects of Responsible Innovation.
- ❑ Employees are given an opportunity to provide feedback on how the company's responsibility in research and innovation processes can be improved.
- ❑ Other, please specify:
- ❑ None of the above

Idea Generation & Research

This section will ask you about practices that your company follows at the beginning of an innovation, from idea inception and research to selection for further technical development.

For many SMEs with limited resources, it may be most important to invest in aligning these stages with responsible innovation principles, as the consideration of responsibility aspects in the initial stages of any innovation can make the greatest impacts on responsible outcomes.

Idea Generation & Research

Prioritising Societal Challenges

Involving Stakeholders

Anticipating Impacts

Reviewing & Adapting

Idea Generation & Research

Prioritising Societal Challenges

As a responsible innovator a company identifies relevant societal challenges and prioritizes research and innovation that could make a positive contribution to solving them.

19. Which of the following criteria are decisive in prioritising new ideas for products or services?

- ❑ Serving user needs
- ❑ Potential to alleviate a societal or environmental challenge
- ❑ None of the above

Idea Generation & Research

Prioritising Societal Challenges

20. How does your company identify societal challenges and the company's role in alleviating them?

- ❑ We observe international and national societal challenges (e.g. the United Nation's Sustainable Development Goals).
- ❑ We observe societal trends to identify how we could contribute to positive changes.
- ❑ We engage in activities outside our core business to broaden our long-term view of societal, technological, and regulatory developments.
- ❑ We cooperate with experts to better understand social, ethical and environmental concerns related to our innovations.
- ❑ We consult with external stakeholders to better understand potential positive impact of our innovative products or service on the society or the environment.
- ❑ Other, please specify:
- ❑ None of the above

Idea Generation & Research

Involving Stakeholders

Involving diverse groups of stakeholders in various roles early on in the innovation process helps to identify societal needs, develops a holistic view of the challenges that the innovation tries to address, and gathers diverse knowledge on how the innovation can contribute to societal wellbeing and environmental sustainability.

21. Which of the following groups does your company involve in the idea generation or early research stage of an innovation process?

❑ Shareholders
❑ Customers
❑ Users
❑ Supply chain partners
❑ Experts
❑ Governmental agencies
❑ Civil society organisations
❑ Consumer bodies, patient associations or other civil society organisations
❑ The general public
❑ Other, please specify:
❑ We do not involve any of the above mentioned groups in the idea generation or early research stage of an innovation process.

Idea Generation & Research

Involving Stakeholders

22. In which roles are the groups indicated in the previous question involved in idea generation or early research?

❑ They are informed of research topics and processes.

❑ They provide information; e.g. as respondents to market research or focus group participants.

❑ They provide feedback on the research process or the envisioned innovation.

❑ They are involved in agenda setting for company research.

❑ They co-design research with us.

❑ They are involved in other roles, please specify:

❑ We do not consult stakeholders in idea generation or early research.

Idea Generation & Research

Involving Stakeholders

23. How does your company ensure effective, productive and fair stakeholder engagement?

- ❑ We are transparent about the objectives of stakeholder engagement and stakeholder roles prior to starting the process.
- ❑ We clearly define the tasks of participating stakeholders.
- ❑ We share all information relevant to the engagement process.
- ❑ We use a third party moderator or experienced facilitator to enable the development of trustful relationships between participating stakeholders.
- ❑ We take measures to facilitate the exchange of diverging views of different stakeholders.
- ❑ Other measures, please specify:
- ❑ We do not practice stakeholder engagement. / We practice stakeholder engagement, but none of the above apply.

Idea Generation & Research

Involving Stakeholders

24. How is stakeholder input handled in the idea generation or early research stage of an innovation process?

- ❑ We aim to integrate stakeholder views, including critical ones, into the development of our innovation.
- ❑ We are transparent about the process of deciding which ideas and feedback are taken up and which are not.
- ❑ We are transparent about what happens to stakeholder input and how it is integrated into further developments.
- ❑ Other measures, please specify:
- ❑ We do not practice stakeholder engagement. / We practice stakeholder engagement, but none of the above apply.

Idea Generation & Research

Anticipating Impacts

Early consideration of potential positive and negative impacts on society, the economy, and the environment is key to ensuring Responsible Innovation. This includes anticipation of what could go wrong or how the innovation's use could have a potentially harmful effect on people or the environment in the long-term.

25. What types of impact does your company take into account when anticipating the (positive and negative) impacts of your product/service?

❑ Expected positive impact on society or the environment

❑ Unintended negative consequences e.g. from unintended use of a product/service

❑ Trade-offs between different sustainability issues or societal needs (e.g. environmental benefit at a social cost)

❑ Trade-offs between consequences at different stages of the product/service life cycle

❑ Impacts on different groups of people (genders, ethnicities, ages, physical abilities, geographic locations, cultures, religions etc.)

❑ Other, please specify:

❑ We do not anticipate the potential impact of our innovations. / We anticipate the potential impact of our innovations, but do not take any of the above into account.

Idea Generation & Research

Anticipating Impacts

26. Which practices does your company have in place to anticipate potential positive and negative consequences of an innovation?

- ❏ We clearly identify which societal needs we want to address with our innovations.
- ❏ We conduct pilot studies to evaluate different impact scenarios.
- ❏ We employ exercises in which we try to imagine the worst case scenarios of misuse/misemployment/derivation/evil use of our innovation as a way to explore potential risks.
- ❏ We conduct ex-ante impact assessments of our innovations.
- ❏ We conduct technology assessments.
- ❏ Other, please specify:
- ❏ None of the above

Idea Generation & Research

Anticipating Impacts

27. Which of the following environmental issues are considered when anticipating the (positive and negative) impacts of your company's products/services?

❑ Energy consumption
❑ Renewable resource consumption (e.g. land, wood, water)
❑ Non-renewable resource consumption (e.g. metals, fossil fuels)
❑ Greenhouse gas emissions
❑ Toxic substances emissions (e.g. into water, soil or air)
❑ Waste generation
❑ Biodiversity maintenance
❑ Other, please specify:
❑ We do not consider any consequences on the natural environment when anticipating the potential impact of our innovations.

Idea Generation & Research

Anticipating Impacts

28. Which of the following social aspects do you consider when anticipating the (positive and negative) impacts of your company's products/services?

- ☐ Equal opportunities independent of e.g. gender, age, ethnicity, religion, physical abilities, marital status, sexuality
- ☐ Impact on marginalised groups; e.g. disabled people, migrants, elderly
- ☐ A person's legal and human rights, such as access to sufficient food and water, health rights, work rights, land rights
- ☐ Employment opportunities
- ☐ Affordable housing
- ☐ Public health
- ☐ Public safety
- ☐ Access to education
- ☐ Personal privacy
- ☐ Personal autonomy
- ☐ A person's access to human interaction
- ☐ A person's attitudes, emotions, thoughts
- ☐ Other, please specify:
- ☐ We do not consider any social aspects when anticipating the potential impact of our innovations.

Idea Generation & Research

Anticipating Impacts

29. Which practices are in place in your company to ensure that societal impact is considered in the decision to further develop an innovative idea?

- ❑ We keep the management regularly informed about expected positive and negative impacts connected to a particular idea.
- ❑ We discuss and share our insights with relevant communities or organisations in order to identify common solutions.
- ❑ We include social and environmental costs and benefits in business modelling.
- ❑ We document anticipated negative consequences in order to develop mitigation or prevention measures during the product/service development stage.
- ❑ If there are expected potential negative impacts on people or the environment, we do not pursue an idea.
- ❑ Other, please specify:
- ❑ None of the above

Idea Generation & Research

Anticipating Impacts

30. Is it common practice in your company to adapt or discard a novel idea before development for any of the following reasons?

- ❑ Potential negative impacts on society can be expected.
- ❑ Potential negative impacts on the environment can be expected.
- ❑ With current knowledge, we cannot assess potential negative impacts on society or the environment.
- ❑ The idea does not promise any positive societal or environmental impact.
- ❑ Other, please specify:
- ❑ None of the above

Idea Generation & Research

Reviewing & Adapting

In highly innovative fields, rapid changes in the context, new developments, new information or knowledge, and changing attitudes can significantly influence the direction innovations may take. Review and feedback mechanisms allow companies to iteratively check the innovation process and make decisions on whether to adapt or move forward with the innovation.

31. How does your company encourage employees to reflect on the company's research and innovation?

❑ Employees are encouraged to develop alternative solutions to identified problems.
❑ Staff are prompted to question their basic assumptions about company research, innovation processes, and output.
❑ Employees are encouraged to express concerns about the potential social or environmental effects of the company's innovations.
❑ Concerns are often followed by an adaptation of procedures or an adaption of the product or service.
❑ Other, please specify:
❑ None of the above

Development & Testing

This section covers all activities related to the development phase of the innovation process. It addresses decision-making about production, testing, and market entry. It also deals with the issue of safeguards from unintended negative effects.

Development & Testing

- Developing with Stakeholders
- Implementing Safeguards
- Sustainable Production & Sourcing
- Reviewing & Adapting

Development & Testing

Developing with Stakeholders

Whenever a company involves stakeholders in co-developing or testing new products/services, this ensures the diversity of people involved and the fairness of the process. It also helps to ensure the acceptability and usability of any new innovation, and to detect and help solve ethical, social or environmental issues early in the process.

32. How does your company involve stakeholders in product/service development and testing?

❑ They test prototypes or pilots of new products/services.

❑ They provide feedback on the comprehensiveness of information provided on products or services.

❑ They are asked to identify ethical, social, or environmental concerns.

❑ They are asked to identify solutions that could alleviate ethical, social, or environmental issues.

❑ They are asked to suggest improvements to increase the positive impacts of an innovative product or service.

❑ We do not involve stakeholders at this stage and disclose our reasons for not doing so (e.g. competitive data protection).

❑ Other, please specify:

❑ We do not involve stakeholders in product/service development and testing and do not offer any explanation for this.

Development & Testing

Implementing Safeguards

Some innovations may have potential dual uses or leave spaces for usage that may cause unintended negative consequences for people or the environment. In order to prevent negative consequences, the company can design safeguards early on that allow the mitigation of anticipated negative effects or prevent/limit the potential for unintended use.

33. How does your company try to prevent unintended use of it innovative products or services?

❑ We design our products/services in a way that minimizes their potential for unintended use.

❑ We include safeguards to prevent any potential negative effects that could not be addressed through design.

❑ A reclamation strategy takes effect if unforeseen failures or negative effects become apparent when the product/service is already on the market.

❑ We seek to find solutions with relevant external communities (e.g. industry associations, other industry sectors, civil society organisations, communities of practice, regulators) if we cannot prevent negative consequences through design, safeguards, or reclamation strategy.

❑ Other, please specify:

❑ None of the above

Development & Testing

Sustainable Production and Sourcing

An innovation's impact on society and the environment is partly generated in its upstream value chain, production process, and disposal. As a responsible innovator, a company should ensure that negative effects from product packaging, use, and end-of-life, as well as its supply chain are managed with the environmental and social effects in mind.

34. How does your company aim to minimise negative impacts on the natural environment?

- ☐ We conduct life-cycle assessments.
- ☐ We acquire certification by a third party.
- ☐ We strive to reduce the total volumes used in packaging.
- ☐ We label all materials in products for effective recycling.
- ☐ We have a recycling or reclamation programme to support proper disposal or re-use.
- ☐ We design to facilitate disassembly and repair to extend the product's/service's lifespan.
- ☐ We monitor, report and have targets to reduce our environmental impacts.
- ☐ Other, please specify:
- ☐ None of the above

Development & Testing

Sustainable Production and Sourcing

35. Which of the following practices of responsible sourcing of materials does your company follow?

❑ We hold suppliers accountable to social and environmental standards.

❑ We screen suppliers for positive practices; such as environmentally friendly production, excellent human rights, or labour practices.

❑ We screen suppliers for negative practices or non-compliance with international human rights or environmental standards.

❑ If we identify social or environmental issues, we notify our supply chain partners of the need to address them.

❑ We avoid sourcing significant parts of our supply chain from areas with poor records on human rights unless we ensure an effective human rights compliance policy.

❑ Other, please specify:

❑ None of the above

43

Development & Testing

Reviewing & Adapting

The initial knowledge base or context considered in the idea generation stage may have changed by the time the product/service prototype is developed. These changes may affect the anticipated impact the innovation is expected to have. Therefore, before the innovation is launched on the market a check should be conducted as to whether there are any substantial changes.

36. How does your company re-evaluate expected impacts prior to market launch?

❑ We re-examine the initial knowledge base.
❑ We re-examine contextual factors (e.g. social, political, legal).
❑ Other, please specify:
❑ We do not re-evaluate expected impacts prior to market launch.

Development & Testing

Reviewing & Adapting

37. Is it common practice in your company to hold back or adapt an innovative product/service before it goes to market for any of the following reasons?

- ❑ Negative impacts on society and/or the environment can be expected.
- ❑ Negative impacts on society and/or the environment cannot be assessed.
- ❑ No positive societal or environmental impact can be expected.
- ❑ None of the above

Market & Impact

This section focuses on the final stage of an innovation process, when the innovation is launched and re-evaluated. For your company to be a responsible innovator it is important not only to conduct research and manage the innovation process responsibly, but also ensure that innovations, once on market, do contribute to solving societal challenges.
It addresses the innovation's impact, company strategies for soliciting and integrating feedback, and the management of unintended or negative effects resulting from the product/service.

Market & Impact

Contributing to Solving Societal Challenges

Minimizing Negative Effects

Reviewing & Adapting

Market & Impact

Contributing to Solving Societal Challenges

38. Which of the following social aspects do your company's innovations support?

- ❑ Employment opportunities
- ❑ Equality (e.g. gender, age, ethnicity, religion, physical abilities, marital status, sexuality)
- ❑ Societal cohesion and solidarity
- ❑ Reduced poverty or risk of poverty
- ❑ Employment opportunities
- ❑ Access to housing or improved housing conditions
- ❑ Access to products or services
- ❑ Healthcare or access to healthcare
- ❑ Education or access to education
- ❑ Gaining or maintenance of autonomy
- ❑ Gaining or maintenance of personal privacy
- ❑ Safety
- ❑ Human rights
- ❑ Peace
- ❑ None of the above

Market & Impact

Contributing to Solving Societal Challenges

39. Which of the following aspects of environmental sustainability do your company's innovations support?

❑ Reduced energy consumption
❑ Increased share of renewable resource consumption
❑ Reduced usage of non-renewable resources
❑ Reduced greenhouse gas emissions
❑ Reduced emissions of toxic or harmful substances into air, land or water
❑ Reduced waste generation
❑ Improved recycling processes
❑ None of the above

Market & Impact

Contributing to Solving Societal Challenges

40. How do you monitor the impact of your company's innovations to societal well-being once they are on the market?

- ❑ We conduct case studies.
- ❑ We conduct analyses based on expert feedback.
- ❑ We conduct analyses based on user feedback.
- ❑ We continuously assess societal impact using performance indicators.
- ❑ Other, please specify:
- ❑ We do not monitor an innovation's impact on societal well-being once it is on the market.

Market & Impact

Minimising Negative Effects

Once an innovation is on the market a responsible company should make sure it has measures in place to minimise any potential negative effects that may arise from product use or misuse.

41. How does your company ensure that potential negative impact is minimised once an innovation is on the market?

❑ We provide appropriate information and guidance on safe processing, usage, transportation, storage, disposal, or recycling of our products.

❑ We communicate and educate about potential risks.

❑ We disclose information about incidents of unintended use, processing, transportation, storage, disposal, or recycling.

❑ We have an alert system in place where customers and end-users can notify us of potential negative effects or issues.

❑ Other, please specify:

❑ None of the above

Market & Impact

Reviewing and Adapting

Iterative re-evaluation of innovations and how they improve society and the environment are key to Responsible Innovation.

42. How does your company ensure continuous improvement of products or services?

- ❑ We regularly re-evaluate our products/services in light of changing technologies and contexts and use this information in further development.
- ❑ We monitor trends that may influence our innovations or how they are used.
- ❑ We commission third-party evaluations and use the results in further development.
- ❑ We commission user or customer surveys and implement feedback.
- ❑ We ask for stakeholder feedback about the impact of our products or services.
- ❑ Other, please specify:
- ❑ None of the above

Market & Impact

Reviewing and Adapting

43. How does your company integrate insights from evaluation or feedback back into your innovation processes?How do you integrate feedback back into your innovation process?

- ❏ We improve information about a product/service.
- ❏ We adapt our marketing or sales approaches.
- ❏ We adapt innovative products or services.
- ❏ We transparently communicate our reasons for not taking feedback into account.
- ❏ Other, please specify:
- ❏ None of the above