

## Instruction:

Print each page on a **single A4** blue paper

*In 2030, we have designed...*

a **documented mission statement** to the key principles of responsible innovation...  
...at the **highest level of company management**...  
...and which **guides the company's innovation activities** towards responsibility.



...does this make sense in terms in your business sector? Keep it or discard it!

Then write here key points on how it may be implemented in a company of your business sector:

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*In 2030, we have designed...*

...a **code of ethics or a code of conduct** for our company...

...that is **an agreed standard of ethical and responsible conduct** in research and innovation...

...which **guides employees on company values and principles** when making decisions.



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*In 2030, we have designed...*

a **documented mission statement**

... to the key principles of **responsible innovation** at the highest level of company management and which guides the company's innovation **activities towards responsibility.**



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In 2030, we developed a **data management** system ...

the data collected during basic research, during product testing or generated by the users is gathered and **managed with respect** to personal privacy and **ethical data management.**



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In 2030, we are  
**transparent**  
in company **innovation**  
**processes ...**

... in order to **develop**  
**trust** from citizens and  
other stakeholders.



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In 2030...

... we **share non-sensitive and non-personal user-generated or research data**

...that can support **scientific advancement** and innovation and contribute **to solving societal challenges.**



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In 2030, we open  
**public dialogue** ...

... about the scientific background of our innovations to **increases scientific understanding of the innovations** and their positive effects, thereby **increasing acceptability of our product/service.**



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In 2030, we **implement standards** to establish norms ...

...that relate **to minimum requirements for products** and services, and which guide developers and providers **towards responsible practice.**



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In 2030, we adopt **non-discriminatory recruitment and retention**

... practices to **attract employees** with high potential **regardless of their gender, age, ethnicity, or physical abilities.**



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In 2030, we ensure our  
**employees' health  
and safety...**

...by providing **accurate  
protections** throughout work  
processes and by continuously  
researching possible **emerging  
dangers due to innovation  
processes.**



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In 2030, **employees**  
**are in charge for**  
**strategic societal**  
**decisions**

... defining **how**  
**beneficial company**  
products and services  
should be to society.



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In 2030...

... we **identify relevant societal challenges and prioritize research and innovation**

...that could **make a positive contribution** to solving them.



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In 2030... we **involve diverse groups of stakeholders** early on in the innovation process ...

... to **identify societal needs**, develop a holistic view of the challenges addressed by innovation, and gain knowledge on how **the innovation can contribute to societal wellbeing and environmental sustainability.**



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In 2030, we implement  
innovation **review and  
feedback  
mechanisms**

...to assess **potential positive  
and negative impacts on  
society**, the economy, and the  
environment and to make  
decisions on **whether to adapt  
or move forward** with the  
innovation.



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In 2030...

We have designed  
**safeguarding  
mechanisms** early on..

...that allow the mitigation of  
**anticipated negative effects**  
or prevent/limit the potential  
for unintended use.



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In 2030,  
we **co-develop**  
and/or **test new**  
**products/services** with  
stakeholders.



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In 2030...  
we seek to 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**  
**impacts in mind.**



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In 2030, **before** the innovation is launched on the market ...

... we ensure **checks, reviews, and methods for adaption** to minimize or mitigate any subsequent negative impacts.



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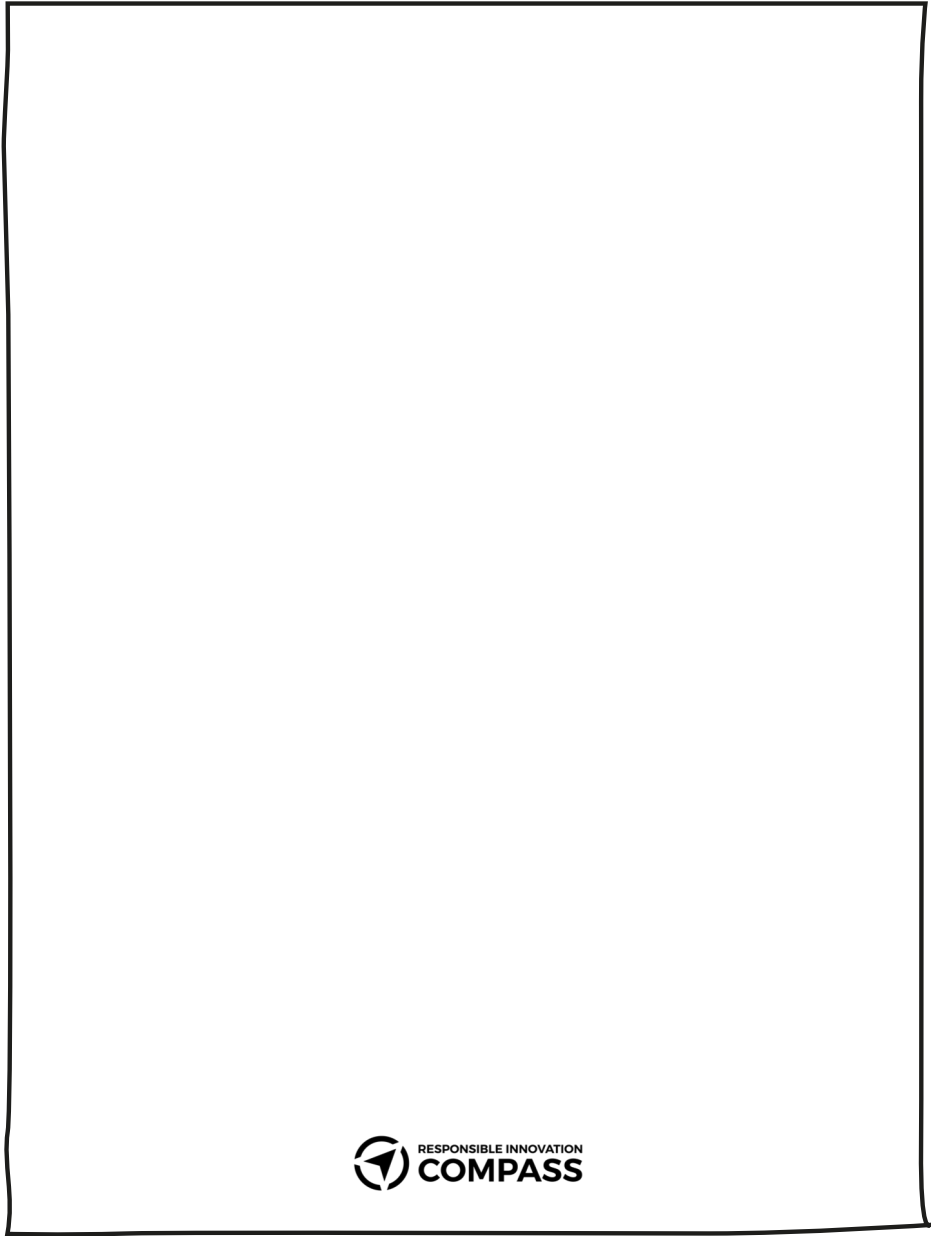
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 RESPONSIBLE INNOVATION  
**COMPASS**

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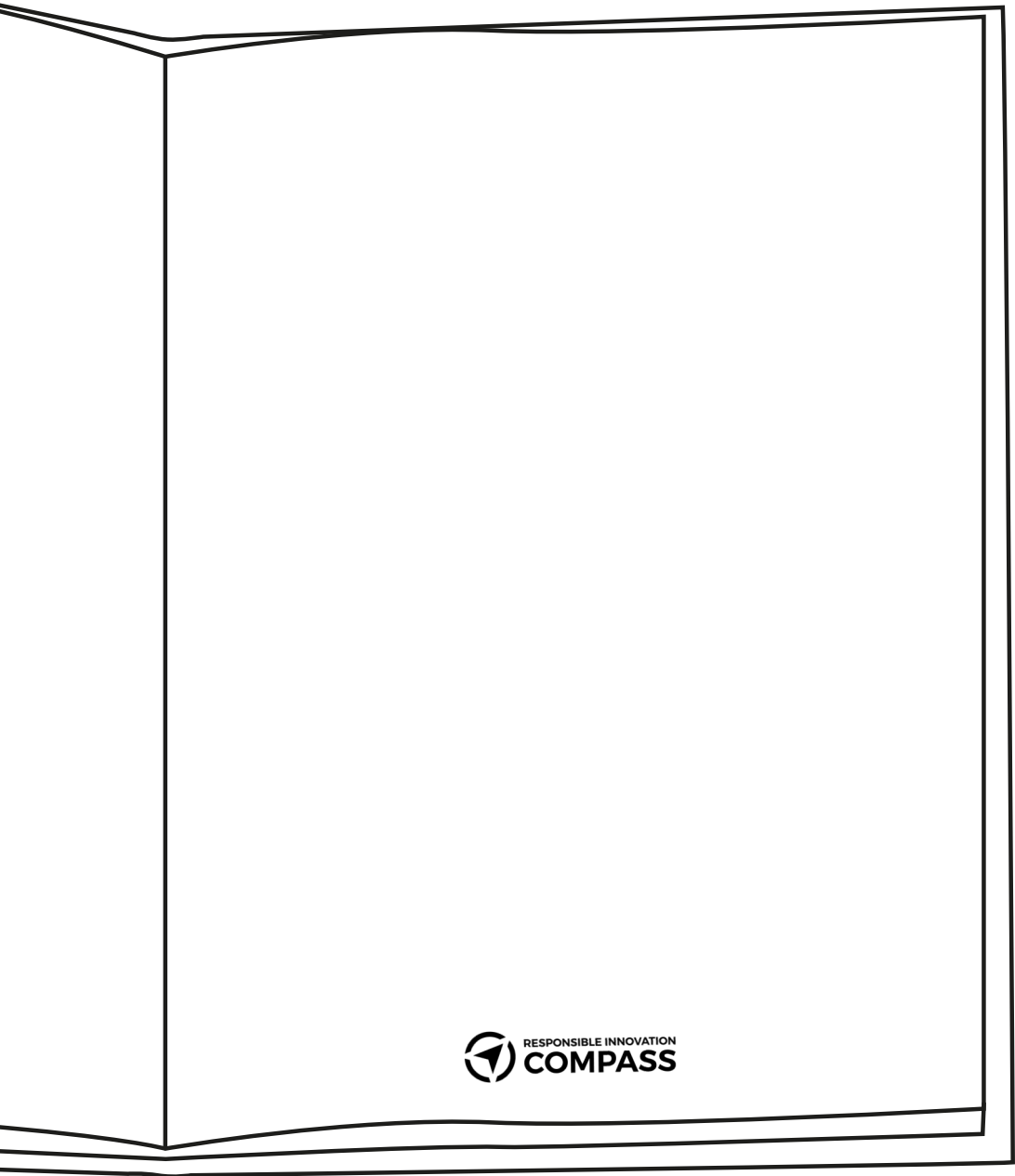
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