

# EXPLORE THE BUSINESS CASE FOR RESPONSIBLE INNOVATION

**Joint Action starting in Sept. 2019**

Team up with us and co-create the future of innovation



Responsible innovation pays off. But context matters and payback mechanisms may be different for each company. This Joint Action brings together scientific evidence and practical experience on the business case for responsible innovation and provides a vibrant forum for exchange.

- **Purpose:** Collecting credible and evidence based knowledge and when and how Responsible Innovation pays off
- **Starting point:** Research papers and case studies.
- **Target Groups:** Researchers and practitioners interested in responsible innovation.
- **Outcomes:** Sound and convincing narratives addressing top managers and decision makers.
- **Impacts:** Understanding and greater awareness of Responsible Innovation as business opportunity.

Initiated by

**Atos**

**ERICSSON**  
Ericsson Nikola Tesla d.d.

**Infineon**



"la Caixa" Foundation

**DE MONTFORT UNIVERSITY**  
LEICESTER

Institute for Managing Sustainability **WU**

Led by



**Norma Schönherr**  
Project Manager at the  
Institute for Managing  
Sustainability,  
WU Vienna

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